



eat well
tasmania

PROSPECTUS

Investing in Tasmania's seasonal food future



WHO WE ARE

Eat Well Tasmania champions and promotes the eating of seasonal Tasmanian food.

Working closely with industry and government, our goal is to bring more delicious seasonal Tasmanian food to Tasmanians and visitors.

At Eat Well Tasmania we engage positively with food, agriculture and aligned industries. This is good for consumers and supports local jobs and livelihoods.

We believe that eating seasonally in Tasmania is easy and affordable as well as delicious and nutritious.

Eat Well Tasmania is supported by a highly-experienced Board. Our Patron is Her Excellency Professor the Honourable Kate Warner AC, Governor of Tasmania.

Eat Well Tasmania Incorporated is a state-wide non-government organisation established in 1995 and incorporated in 2007. Our core operational funding is from the Department of Health.

Cover image: Fiona at Freshfield Grove courtesy of Natalie Mendham.



eat well
tasmania



WHAT WE DO

Eat Well Tasmania works closely with the food industry to engage Tasmanians around eating more locally produced seasonal food.

Through our campaigns, events and social media, we tell the stories of Tasmanian food by sharing what's good to eat and where to find and enjoy it.

Eat Well Tasmania promotes the Tasmanian growers, producers, processors, events, markets, cafes and restaurants contributing to our amazing food culture.

We create shareable tools for everyone working with schools, community organisations and events around Tasmanian seasonal food.

Eat Well Tasmania also supports applied research, influences policy and engages in advocacy.

We use the Australian Guide to Healthy Eating as our guiding nutrition framework.

PROFILE

Food Scientist gives tick of approval



“Eat Well Tasmania matters because there is no-one else totally focused on and committed to thinking in a strategic way about how to get Tasmanians eating more fresh Tasmanian produce,” says independent Consultant and Food Scientist, Dr Hazel MacTavish-West.

“If Tasmanians can be encouraged to eat more seasonal fruit and vegetables they will be healthier and at the same time Tasmanian fruit and vegetable growers will be more profitable.”

Dr MacTavish-West, who has worked with Eat Well Tasmania for over eight years on a variety of campaigns and initiatives, said Eat Well Tasmania had been highly effective at driving policy change and communicating with Tasmanians around eating local, seasonal produce.

“Eat Well Tasmania is the only group working to achieve all these things, which is why we should support them,” she urged.

Dr MacTavish-West works nationally with farmers and primary producers, food manufacturers, retailers and consumers to create popular new food and beverage products and deliver impactful food innovation training.

SEASONAL EATING

WHY WE PROMOTE IT

Most Tasmanians want to eat more seasonal Tasmanian food.

Eating seasonally supports the jobs and livelihoods of Tasmanian food producers and associated industries by improving the reliability of their incomes and markets.

Eating seasonally also means eating well, which improves the wellbeing of the Tasmanian community and workforce.

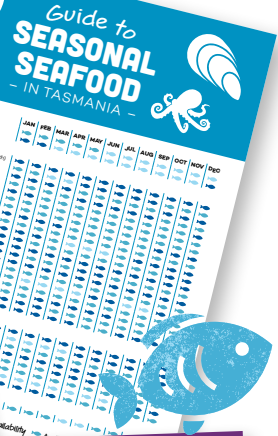
Eating seasonal local produce also helps reduce greenhouse gas emissions – a good step to address the serious global issue of climate change.



Only about
22%

of all the food produced in Tasmania
is distributed and eaten in Tasmania.
We can do much better than that!



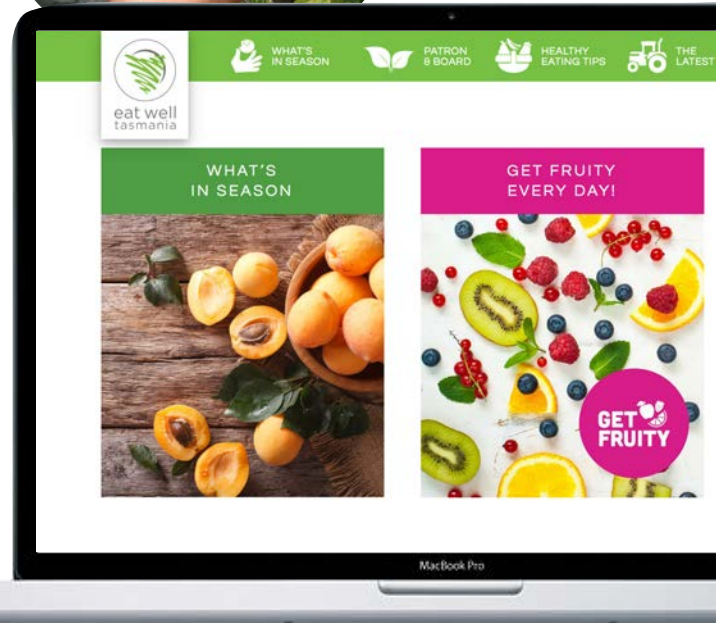


SEASONAL EATING IN TASMANIA

Tasmanians are rightly proud of the huge variety of seasonal food produced in Tasmania – food that is available across the year.

In Tasmania we grow, produce and value-add amazing seasonal food from fruit, veg and legumes to dairy products, grains, cereals, meat, poultry, fish, eggs, nuts and so much more.

Working together with industry we can encourage more Tasmanians to eat more Tasmanian seasonal food. That's good for our health, our economy and our environment.



PROFILE

*Eat Well Tasmania is 'vital'
says Tassie farmer*

“Eat Well Tasmania is the go-to organisation for anyone wanting to promote seasonal fruit and veg in Tassie,” says lifelong farmer Mike Badcock.

“I would encourage industry and government to support Eat Well Tasmania.”

“They use science and facts to encourage Tasmanians to eat more seasonal fruit and veg,” Mike added.

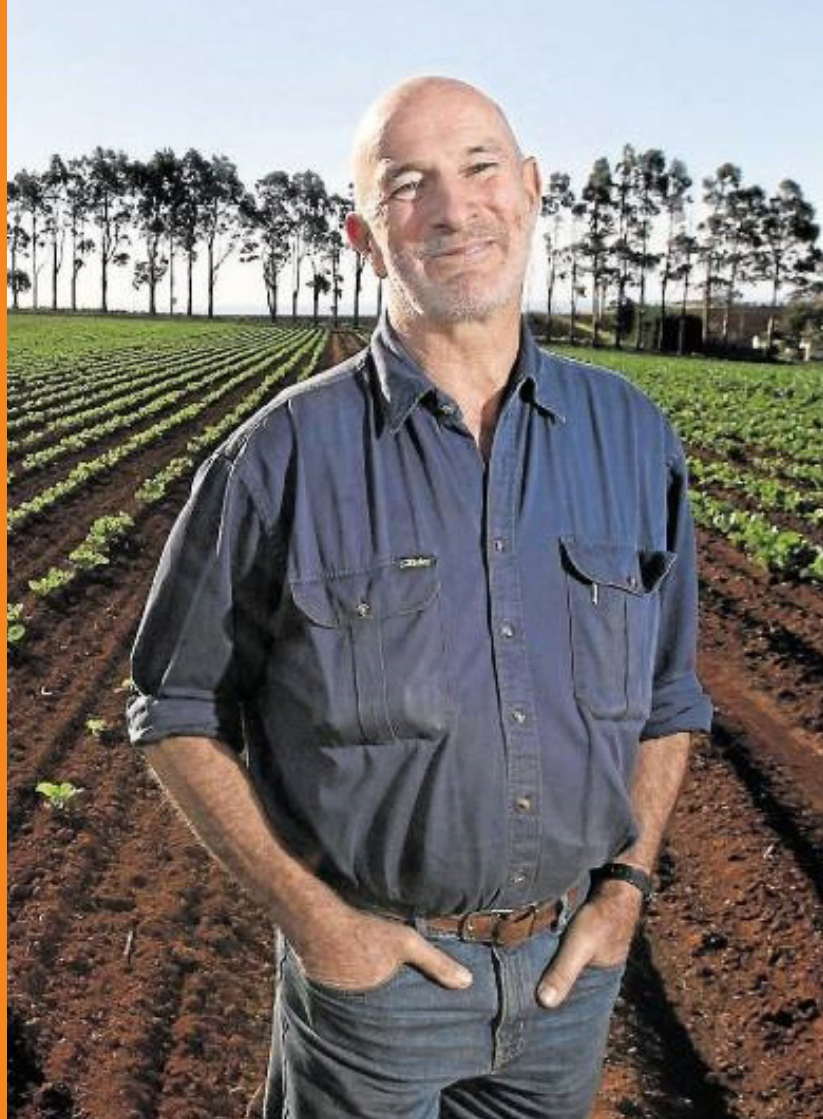
“Eat Well Tasmania brings together a lot of different organisations and people through workshops, campaigns and other activities.

“They play a vital role in raising awareness about eating seasonal Tasmanian food which helps to make people healthier. It is also good for rural businesses.”

Mike Badcock

Owner & Managing Director,
Enchanted Isle Farms

Image credit: *The Advocate* newspaper



WORKING TOGETHER

Eat Well Tasmania needs your help to encourage more Tasmanians to eat and enjoy more of our wonderful seasonal food every day.



How to get involved



DONATE TO
EAT WELL
TASMANIA
TODAY.



SPONSOR
OUR EVENTS
AND
ACTIVITIES.



GET
INVOLVED
IN OUR
CAMPAIGNS.



USE OUR
SHAREABLE
TOOLS.



AMPLIFY
OUR SOCIAL
MEDIA.



GET IN
TOUCH OR
COME AND
MEET US.

VISIT OUR WEBSITE **EATWELLTAS.ORG.AU**



eat well
tasmania



eat well
tasmania

eatwelltas.org.au



/eatwelltamaniam



/eatwelltasmania



/EatWellTasmania

*Investing in Tasmania's
seasonal food future*