



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 the Honourable Barbara Baker AC, Governor of Tasmania.

Eat Well Tasmania Incorporated is a state-wide non-government organisation with DGR charity status, 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.*



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# 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.

The Government House Team grow a deliciously diverse range of fresh produce all year round—donating much of the produce to people and community groups in need.

The horticulture and kitchen teams work closely with Tasmanian schools, encouraging students to get their hands dirty in the garden—and kitchen. The newly launched Kids to Farms Program has made this possible for several school groups; enabling students from across Southern Tasmanian to visit the gardens and discover how to grow and cook seasonal food at home.

We understand that bolstering people's understanding of how food is grown supports a positive change in behaviour in purchase and consumption of fresh produce.

Our community garden plaques are currently in over 20 community gardens across the State—including Government House Gardens. During Kids to Farm workshops, students join head gardener, Tara Edmondson in garden to harvest seasonal veg and then meet Executive Chef Ainstie Wagner, in the kitchen, for a lesson on cooking. We are pleased to support the kitchen staff with recipes and resources about what's in season along with our community garden plaques.





# OUR VISION





# Creating healthier Tasmanians

## OUR MISSION

We create and share  
the tools and systems  
Tasmanian's need to  
eat healthier every day



# STRATEGIC THEMES



## Eating Healthier

Promotion of EWT campaigns

Improve the overall health of Tasmanians through eating healthier

Align our programs with the Australian Guide to Healthy Eating

Tackle Sustainability/Waste issues



## Expanding Our Influence

Support the development of policy

Industry leader and key stakeholder for all parts of our industry

Creating strategic partnerships to improve efficiencies & value add to the non-for-profit sector

Well recognised brand and our role understood



## Supporting Local Procurement

Promotion of Tasmanian local procurement

Engaging & impactful website

Work closely with partners identifying challenges and creating local solutions

Creating partnerships & connections to influence healthier local procurement



## Connecting with Communities

Working with local communities/LGA's to create local solutions

Partnerships with community housing/gardens/industry events

Partnering with other NGA's to help improve the health of all Tasmanian's



# OUR VALUES



## Respectful

Inclusive & approachable  
through respectful  
interactions with  
all Tasmanians



## Collaborative

Our collaborative  
approach is through  
partnering, listening  
& value adding



## Brave

Tackling the big issues  
and creating bold and  
brave solutions



## Creative

Curious of the problems  
and creative of the  
solutions





# 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.

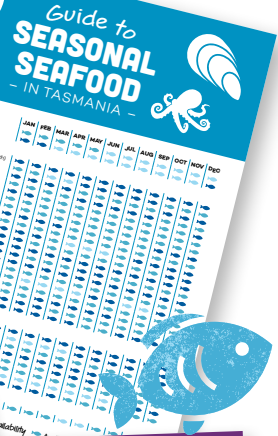


Only about  
**22%**

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







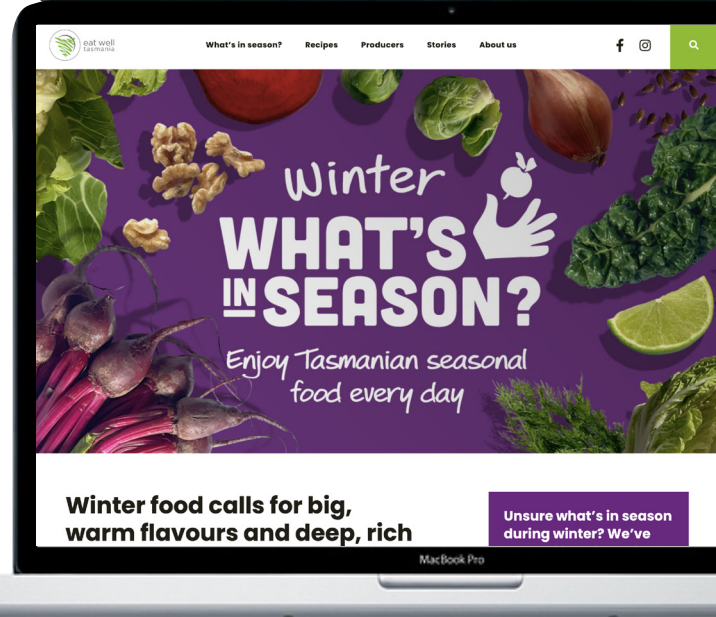
# SEASONAL EATING IN TASMANIA



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.

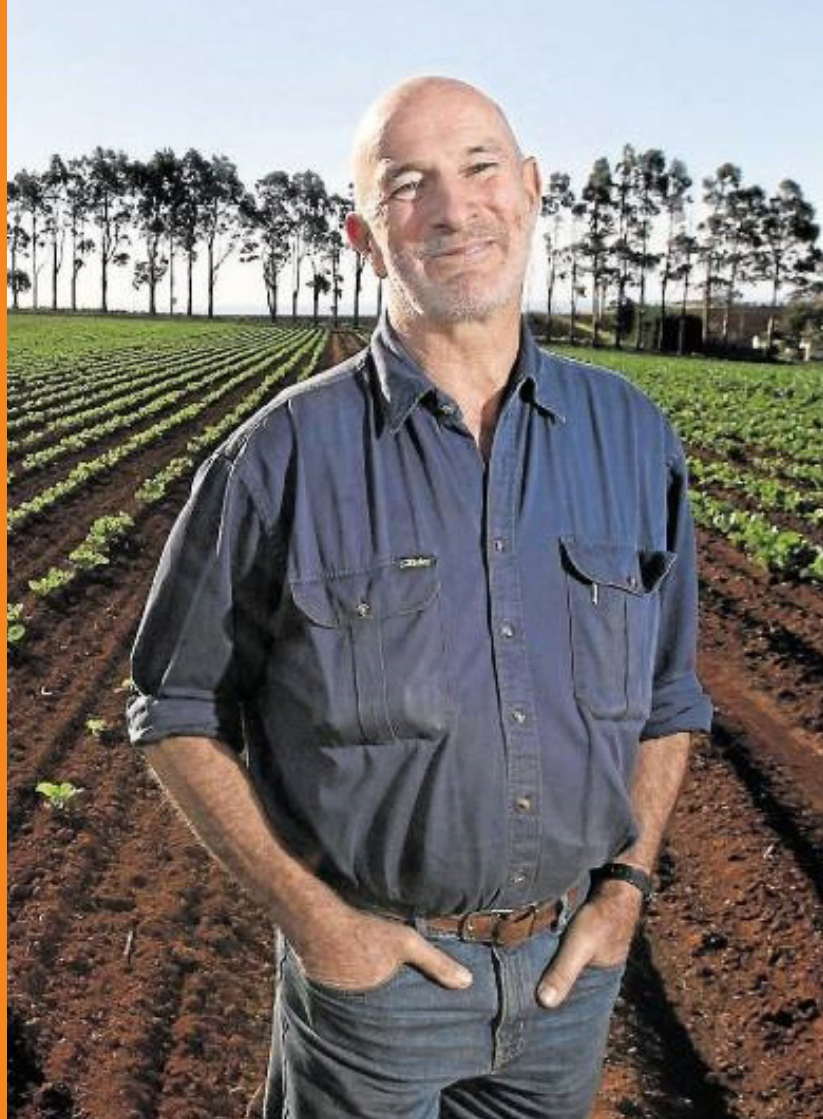
“Eat Well Tasmania brings together a lot of different organisations and people through workshops, campaigns and other activities.

“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.



**BECOME A  
PARTNER &  
SUPPORT OUR  
EVENTS &  
CAMPAIGNS.**



**GET  
INVOLVED  
IN OUR  
CAMPAIGNS.**



**USE OUR  
SHAREABLE  
TOOLS.**



**FOLLOW US  
ON SOCIAL  
MEDIA.**



**GET IN  
TOUCH OR  
COME AND  
MEET US.**

**VISIT OUR WEBSITE [EATWELLTAS.ORG.AU](http://EATWELLTAS.ORG.AU)**



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