



## Olive Oil Food Service Program

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#### **Nutrition Australia**



Website: 2.5 million hits per yr

Facebook: 22,500 followers

Twitter: 11,400 Twitter fans

Reach: 4.2 million Australians



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## Overview

- About the project
- Key achievements
- Education resources
- Next 6 months
- Future recommendations







## Olive Oil Food Service Program

- 2 year project (ends May 2019)
- Aim: Increase awareness of Australian extra virgin olive oil among trainee chefs and culinary school students







## Objectives: Year 1

#### Research & development

#### Food service industry research:

- usage patterns
- purchase and consumption drivers
- competitor products to Australian EVOO
- Development of education program
  - Videos and facts sheets





## Objectives: Year 2

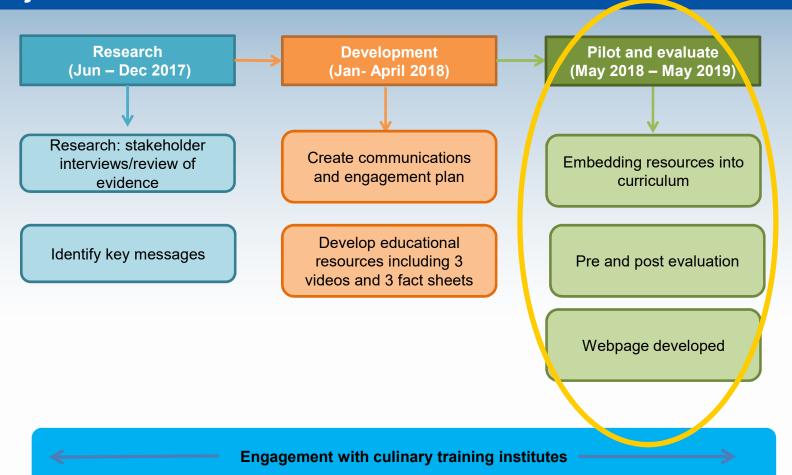
#### Implementation & evaluation

- Implement and evaluate education program for trainee chefs
- Summary report and webinar for growers





## Project timeline





# **Key Achievements**





#### Research

#### **Chef interview findings:**

- Chefs value and use Australian EVOO
- Predominantly use cold to 'finish a dish', add flavour at the end, and in dressings, sauces, marinades
- Rarely used in cooking
- Perception that shouldn't be heated/cooked
- Cost a barrier
- Availability and promotion through suppliers a barrier
- Flavour (may limit versatility)
- Chefs welcome education
- Chefs value provenance (a driver to use Australian EVOO)





## **Education resources**

#### www.australianextravirgin.com.au/chefs/

#### **Promotes:**

- Versatility
- Quality and freshness
- Safety and Health
- Value
- Flavour
- Provenance





**Engaged with FULLER Brand and Communications** 





## Resources



#### **SELECTING HIGH-QUALITY EXTRA VIRGIN OLIVE OIL**

Extra Virgin Olive Oil shares some similarities with

Unlike wine, Extra Virgin
Olive Oil (EVOO) is best when
it's fresh (within the first 12
months of harvest), meaning
that minimising the time from
the tree to table is vital.

resnness and quality of the oil.
Flevour and Texture
A quality Extra Virgin Olive Oil should feel fresh and clean in the mouth. If it leaves an unpleasant, fatty coating on the tongue or mouth, it is old or rancid EVOO, Fresh EVOO may have nutty, frutty, peppery, bitter, rich, strong,

Australian Ext fresh juice of health and cu of the most v

A

When you see the code of practice symbol, it indicates that a producer is the signatory to the Australian





Of all the mainstream edible oils, EVOO is the only oil that is not chemically or physically refined and rectified, meaning it is 100% the natural luice squeezed

Choosing certified AEVOO



THE CHEN

A Nutrition Hort Innovation



display harvest date and best before dates on



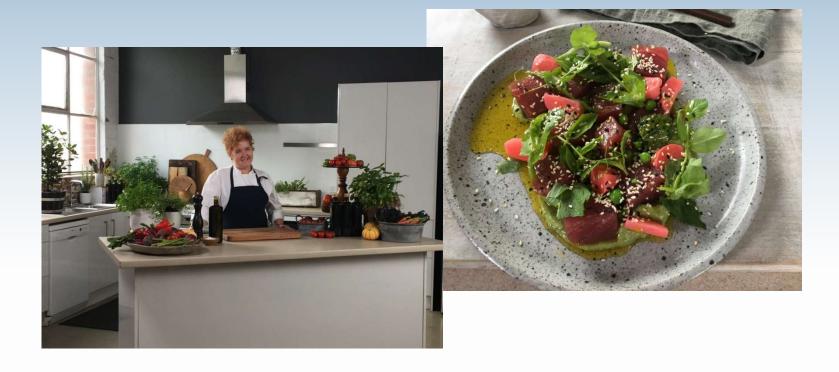
Everyday

www.australianextravirgin.com.au/chefs/





## Videos



www.australianextravirgin.com.au/chefs/



#### Hort Innovation







## Implementation & evaluation

- Pilot (Victoria and NSW)
- TAFE's/culinary training institutes
- Evaluating knowledge change







## Next 6 months

- Webinar and report for growers
- Evaluation findings







### Future recommendations

- Further work embedding resources into curriculum
- Target established chefs
  - Explore partnership with events such as Foodservice Australia,
     Tasting Australia, Melbourne Food and Wine
- Experiences for trainee chefs
  - visit to growers
  - Olive harvest competition promoted to TAFE's





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