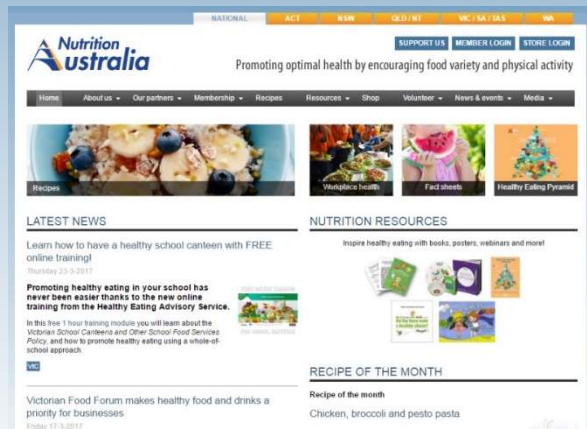


# Olive Oil Food Service Program

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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:

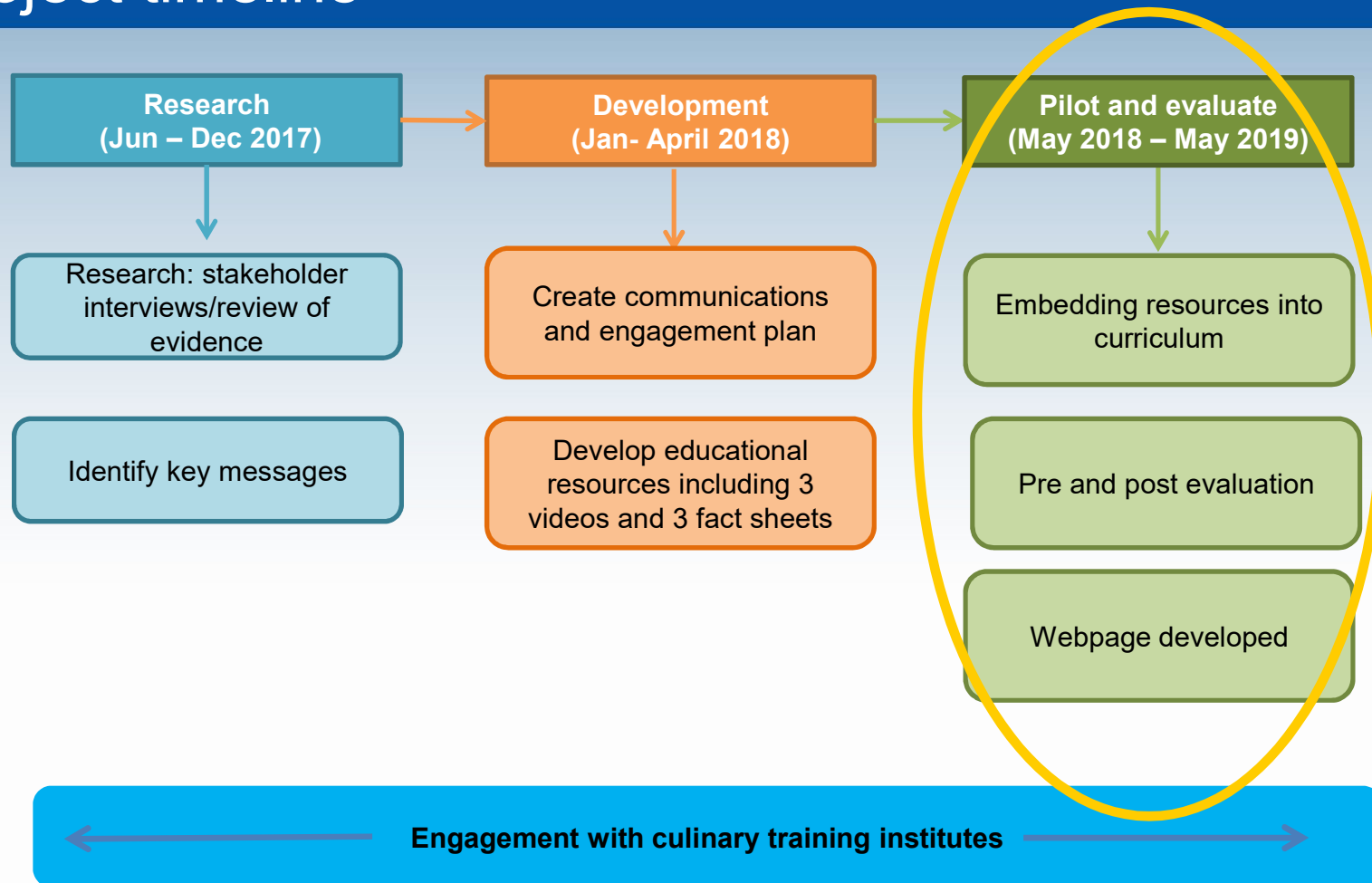
- usage patterns
  - purchase and consumption drivers
  - competitor products to Australian EVOO
- 
- Development of education program
    - Videos and facts sheets

## 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:

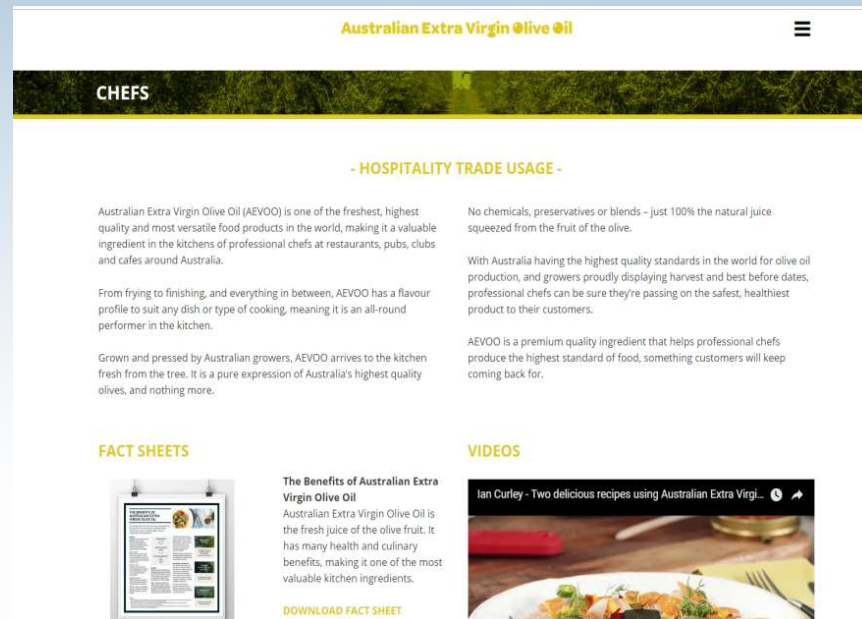
- Chefs value and use Australian EVOO
- Predominantly use cold to '*finish a dish*', add flavour at the end, and in dressings, sauces, marinades
- Rarely used in cooking
- Perception that shouldn't be heated/cooked
- Cost a barrier
- Availability and promotion through suppliers a barrier
- Flavour (may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

# Education resources

[www.australianextravirgin.com.au/chefs/](http://www.australianextravirgin.com.au/chefs/)

Promotes:

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



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# Resources

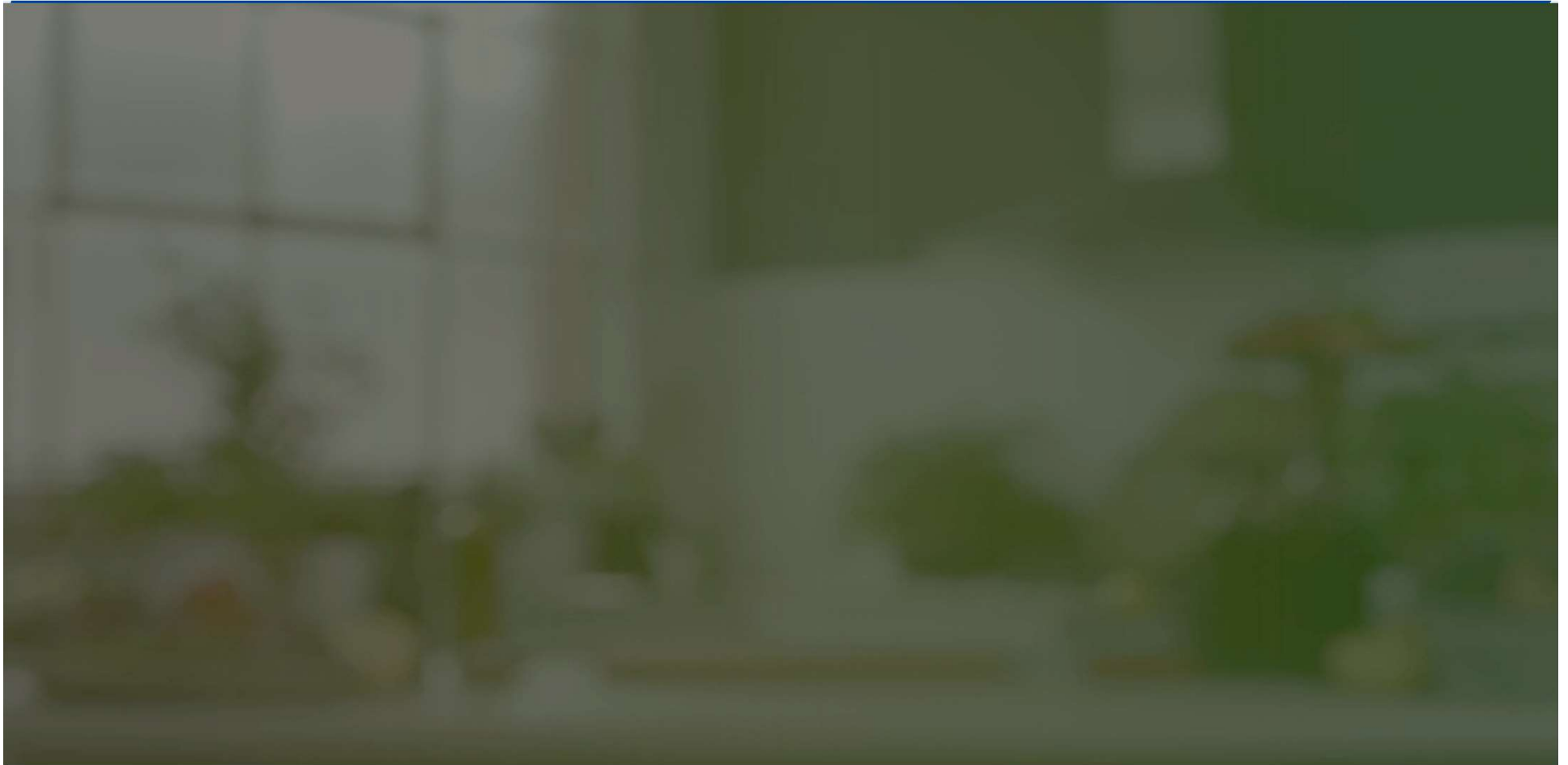


[www.australianextravirgin.com.au/chefs/](http://www.australianextravirgin.com.au/chefs/)

## Videos



[www.australianextravirgin.com.au/chefs/](http://www.australianextravirgin.com.au/chefs/)



## 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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