



eat well
tasmania



Australian Olive Association
Sunday 16th October

Today

- Who are we?
- Our role in our state
- Our work
- How we support local producers



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Who are we?



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The infographic is set against a light grey background with various fresh food items: leafy greens, a lime wedge, walnuts, and a beetroot. It features the 'eat well tasmania' logo at the top, followed by the text 'OUR VISION' in a green box, 'Creating healthier Tasmanians' in large black font, 'OUR MISSION' in another green box, and the mission statement: 'We create and share the tools and systems Tasmanian's need to eat healthier every day'.

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OUR VISION

**Creating
healthier
Tasmanians**

OUR MISSION

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



Who are we?



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OUR PARTNERS

We work closely with:

- › Department of Health and other agencies to deliver agreed outcomes
- › People who work across the food system
- › More broadly we work with the general population of Tasmania through our programs and campaigns



STRATEGIC THEMES



Eating
Healthier



Expanding Our
Influence



A Thriving Tasmanian
Food System



Connecting with
Communities



WHAT'S IN SEASON?



Deliver a **social marketing campaign** which includes daily posts via Facebook, Instagram and Twitter; seasonal use of **Traditional media** including TV, Radio, Newspapers/Magazines and Videography



Create and share **Champion Stories** from

- Producers/value adders
- Agritourism – farmgates, markets and events
- Hospitality – cafes, restaurants and Drysdale
- Community organisations
- Every day Tasmanians





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Our Work

Don't eat the leaves!
While poisonous for both humans and animals, you can place your leaves in the compost.

For a savoury take on the veg, roast rhubarb with salty halloumi - delicious!

Autumn
WHAT'S IN SEASON?
RHUBARB

Stew with apples and cinnamon for a delicious topping for cereal or porridge

Perfect partners

- ✓ apple
- ✓ cinnamon
- ✓ ginger
- ✓ lemon
- ✓ cheese!

Enjoy Tasmanian seasonal food every day.
EATWELLTAS.ORG.AU



Rustic Rhubarb & Maple Tarts

Ingredients

- 5 sticks rhubarb, cut into 3cm pieces
- 1 tsp cinnamon
- 5 tbsp maple syrup
- 1 packet of puff pastry sheets (we prefer a reduced fat type, this is optional)
- Greek or plain yoghurt, to serve

Method

1. Pre-heat oven to 200°C.
2. In a bowl, toss the rhubarb with cinnamon and maple syrup.
3. Line a baking tray with baking paper.
4. Cut the pastry sheet into four equal square pieces (make a window design).
5. Divide the rhubarb between the pastry pieces, leaving a 1cm rim. Fold and pinch each corner to keep the filling in.
6. Bake for 20-25 minutes, then serve with Greek or plain yoghurt.

Autumn
WHAT'S IN SEASON?
CAPSICUM

Garlic Oil

Ingredients

- 1 head garlic
- 100ml Tasmanian olive oil

Method

1. Heat oil in a glass jar with lid over a low flame on a stove for 10 minutes, then strain into a clean jar.
2. Add garlic to the oil and let it cook for 10 minutes, then strain into a clean jar.
3. Store in a cool, dark place for up to 2 weeks.

Free recipe book

Lemon & Garlic Marindae

- 2 lemons, halved
- Zest from 1 lemon
- 60ml Tasmanian olive oil
- 1 cup freshly cut herbs (parsley, coriander and basil)
- 2 fresh rosemary sprigs, roughly chopped
- 2 garlic cloves, crushed
- Salt and pepper, to season

WE ❤️ LEFT OVERS

Blanch your kale leaves and place in the freezer to keep for longer.

WE ❤️ LEFT OVERS

Roast and blend with your favourite store-bought (or homemade) hummus.

WE ❤️ LEFT OVERS

DIY garlic paste – sprinkle salt onto your peeled garlic, use your knife to grind the bulb into a paste, freeze, ready to use whenever you need.



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Our Work



Eat the leaves!
Remove them from the beet and store and use them like you would any other leafy green veg.

Try adding a handful of walnuts to a beetroot salad.

Puree cooked beetroot and add to bakes for a beautiful colour.

Winter WHAT'S IN SEASON? BEETROOT

Grate raw into salads or roast and add to pizza and pasta.

Perfect partners

- ✓ goat's cheese
- ✓ citrus
- ✓ honey
- ✓ walnuts
- ✓ garlic

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Winter WHAT'S IN SEASON?

Enjoy Tasmanian seasonal food every day



Beetroot Brownies

Ingredients

- 2 medium beetroot
- 1/2 cup Tasmanian extra virgin olive oil, plus extra for the tin
- 200g bar 70% cocoa chocolate
- 1 tsp vanilla extract
- 1 cup caster sugar
- 3 eggs
- 100g plain flour
- 25g cocoa powder, plus extra for dusting

Method

- Clean and chop your beetroot, place in a steamer, and cook for 10mins, until tender.
- Heat oven to 180°C. While the beetroot cooks, grease and line a 20 x 30cm baking tin and roughly chop the chocolate bar.
- Tip the cooked beetroot into a sieve, drain off any excess liquid, then put into a food processor or blender with the chocolate, olive oil and vanilla. Blend until the mix is smooth and combined.
- Combine the sugar and eggs into a large bowl, using hand whisk or beater until thick, pale and foamy. Spoon the beetroot mix into the bowl, using a large spoon to mix together. Sift in the flour and cocoa powder, then gently fold these in to make a smooth batter.
- Pour mixture into the prepared tin and bake for 25 mins or until risen all over.
- Cool completely in the tin, then cut into squares. Top with a dusting of cocoa powder to serve.

Scan the code to discover more delicious and easy beetroot recipes to cook at home.



Healthy Tasmania logo

eat well tasmania logo

#GETFRUITY #VEGITUP #WHATINSSEASON

MEET YOUR LOCAL PRODUCERS

The Early Bird Market Garden

📍 CYGNET, TASMANIA

Zeb and Jenna are the founders and farmers at Early Bird Market Garden, a 1-acre block just off the channel highway in Cygnet, Southern Tasmania.

During the Winter of 2017, the pair tested their green thumbs with a crop of Tasmanian Purple Garlic. Today, they produce more than 30 different crops. This Winter, the usual culprits are in the ground – beets, broccoli and of course, Tasmanian Purple Garlic.

Zeb and Jenna can't imagine a better job, "the people we connect with through the garden are just as important as the food we produce", says Jenna. "We love the farm lifestyle, it's a real privilege to grow healthy food for our Cygnet community".

What are Zeb and Jenna cooking this Winter? Try their Silver beet & Rice Slice – perfect for the lunchbox or an afternoon snack.

@theearlybirdmarketgarden







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Our Work



Winter WHAT'S IN SEASON? BROCCOLI

Broccoli is a cruciferous vegetable—related to cabbage, kale, cauliflower, and Brussels sprouts. Cruciferous vegetables like to grow in the cooler months of Spring and Autumn however they taste their sweetest during the cold winter months.

Harvest

Broccoli grows relatively slowly in the cooler months and is usually ready for harvest in 16 – 20 weeks. Signs that your broccoli is ready to be harvested: The broccoli head should be firm and tight. Observe the head size – it typically will get to be 10-18 cm wide when ready. The last sign is colour—they should be a deep green. When your broccoli head is ready to harvest, use a sharp knife and cut the head of the broccoli off the plant. Cut the broccoli head stem 12 cm or more below the head. Try to avoid sawing at the stem as this may cause damage to the plant and ruin your chances for side harvesting later.

Enjoy

This green veggie can be enjoyed both raw and cooked. We love using broccoli in:

- ✓ soups
- ✓ savoury pies
- ✓ pesto
- ✓ warm salads

Scan the code to discover delicious and easy broccoli recipes to cook at home.

Enjoy Tasmanian seasonal food every day

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Autumn WHAT'S IN SEASON? GARLIC

In Tasmania we are fortunate to be able to grow the most diverse range of garlics in Australia. Garlic thrives in the cool Tasmanian climate, which means all garlic groups, except the tropical garlics, can grow in Tasmania.

Harvest

Depending on the type of garlic, it can take between 6 to 15 weeks to grow, harvesting early Autumn until mid-winter. Once leaves on your garlic plant start to brown, dig down to a bulb with your fingers and make sure it is a good size – ground palm-sized. If not, try again in 1-2 weeks. Garlic that has just been harvested has a very mild taste, the longer you leave after harvesting the stronger the flavour. Hang your garlic in a light, dry, airy spot for about 3-5 weeks—then enjoy!

Enjoy

The options for making good use of seasonal Tasmanian garlic are endless. We love using garlic in:

- ✓ marinades
- ✓ salad dressings
- ✓ dips
- ✓ roasted with other veg

Scan the code to discover delicious and easy garlic recipes to cook at home.

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Our Work



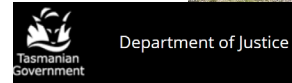
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Act as a connector and partnerships maker across the food industry and aligned sectors



Huon Valley Council's; Huon Valley Food Hub project.
Advisory Group partner



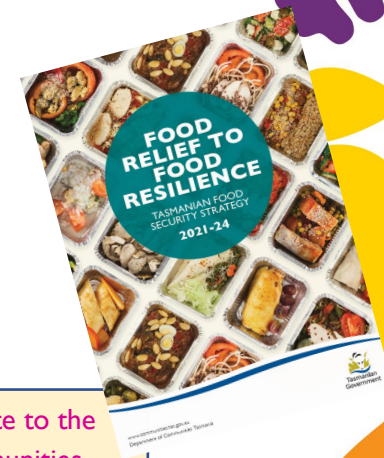
Building a new project called Food For Thought.



Member of School Food Matters,
Meals in Schools advisory group.



Plate with a Mate Campaign



Continue to contribute to the
Department of Communities
and the Food Relief to Food
Resilience strategy.



What we learnt through the pandemic?



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SU



Household t

Single
person



Shopping with the seasons



When shopping

60%

actively look for
produce that is
in season.



72%

say it is difficult to
identify seasonal
Tasmanian produce
in the supermarket.

99%

of Tasmanians want
to buy, cook, and
enjoy more seasonal
Tasmanian produce.

How do Tasmanian's discover what's in season?



50%

shop at
Farmer's
markets



46%

look for
specials in the
supermarket



30%

use supermarket
magazines and
catalogues



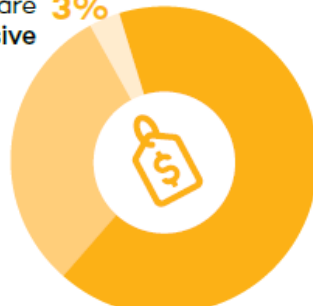
28%

use seasonal
produce guides

When asked to describe the price of seasonal Tasmanian fruits and vegetables:

said they are
very expensive **3%**

30%
said they are
expensive



65%
said
they are
affordable

87%

think seasonality
affects the price
of fresh produce
in Tasmania.

Respondents shop most often at:

The supermarket

41%

IGA's

32%

Farmer's Markets

10%

Online

6%





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We Eat Local Campaign



Tasmania has experienced an unprecedented shift in consumer behaviour; **where** and **how** we source our food has been severely disrupted due to the COVID-19 pandemic.

ISSUE

Tasmanian consumers do not currently have a centralised and convenient means of sourcing information about where and how to purchase local produce.

OPPORTUNITY

The opportunity exists to reframe the current crisis as a means to re-connect to the local economy, recognising and reaffirming new social norms focused on local Tasmanian business. Behaviour pattern shifts – an increase in demand for fresh produce, the uptick in e-commerce and gravitation toward online food delivery mean local food retailers and producers must re-connect with consumers via digital platforms.

APPROACH

Eat Well Tasmania have found a fit for purpose app 'We Eat Local' that provides a central repository for information for the Tasmanian community to access local fresh produce in the current environment and strengthen the Tasmanian food economy in the long-term.

Over
90%

of Tasmanians think it is important to buy Tasmanian grown produce to support farmers and their local community.

CAMPAIGN OBJECTIVES

1. Ensure the Tasmanian community always have **access** to reliable information about **how** and **where** to source local seasonal food, specifically fresh produce, during the COVID-19 period and beyond
2. Support Tasmanians to **eat well**
3. Act as a **centralised and credible network enabler** for small-to-medium Tasmanian business to strengthen and support business adaptation throughout the COVID-19 pandemic and beyond.

CAMPAIGN SUMMARY

- The We Eat Local app is a free and easy to use digital platform which lists hundreds of Tasmanian businesses selling fresh local produce.
- Tasmanians can order fresh local produce through the We Eat Local app so that they can cook delicious and delicious and seasonal food at home during the COVID-19 crisis and beyond.
- It's more important than ever to support local businesses and connect our community to Tasmanian fresh produce
- Thanks to funding from the Department of Health, all businesses are being featured on the We Eat Local app free of charge for the first 12 months.



FOR MORE INFORMATION AND TO BE PART OF THE CAMPAIGN VISIT EATWELLTAS.ORG.AU



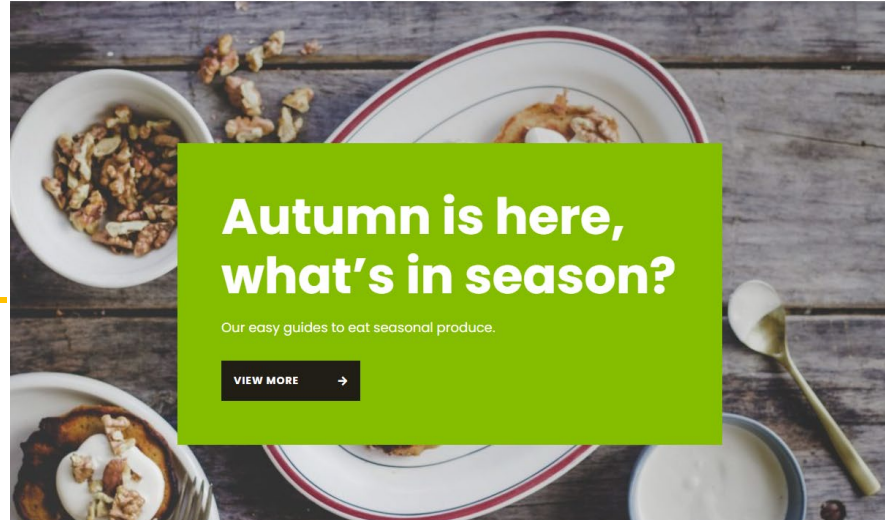
Our Platform

New Website
eatwelltas.org.au



What's in season? Recipes Producers Stories Our Work

Quick Links



Providers

Map | Satellite

REGION SEASON CATEGORY KEYWORD SEARCH SUBMIT →

- Ashgrove Cheese NORTH WEST
- A-One Fruit Market HOBART & SOUTH
- Adventure Bay General Store Bruny Island HOBART & SOUTH
- Alps & Amici NORTH

Producers

GRID VIEW MAP VIEW

REGION SEASON CATEGORY KEYWORD SEARCH SUBMIT →

- Ashgrove Cheese NORTH WEST
- A-One Fruit Market HOBART & SOUTH - PROVIDER A
- Adventure Bay General Store Bruny Island HOBART & SOUTH - PROVIDER A

Our Directory

Producers

GRID VIEW MAP VIEW

REGION SEASON OLIVE OIL KEYWORD SEARCH SUBMIT →

- Tasmanian Produce Collective
STATE-WIDE
- Cygnets Garden Larder
HOBART & SOUTH
- The Cygnets Market
HOBART & SOUTH
- Providore Market
HOBART & SOUTH
- Burnie Farmer's Market
NORTH WEST

Map Satellite

Ashbolt Farm
Glenora Road, Plenty TAS, Australia
READ MORE →

Producers

GRID VIEW MAP VIEW

REGION SEASON OLIVE OIL KEYWORD SEARCH SUBMIT →

- Freshfield Grove**
Olive grove in Southern Tasmania
HOBART & SOUTH - OLIVE OIL
- Village Olive Grove**
NORTH - OLIVE OIL
- Rochford Hall**
HOBART & SOUTH - OLIVE OIL
- Pure Tasmania Estate**
HOBART & SOUTH - OLIVE OIL
- Mt Direction Olives**
NORTH - OLIVE OIL
- Cradle Coast Olives**
NORTH WEST - OLIVE OIL



Our Directory

Mt Direction Olives

Mt Direction Olives in the Toppogoree Hills in the clean and pure air on the eastern side of the Tamar Valley in Northern Tasmania.

NORTH - AUTUMN - OLIVE OIL

Mt Direction Olives began in 1999 in the Toppogoree Hills in the clean and pure air on the eastern side of the Tamar Valley in Northern Tasmania. Their olives are picked in the morning and pressed immediately in their processing shed, guaranteeing the freshest oil possible. Harvest starts in late April and goes through to early June. It is true that we can say "tree to tank in three hours". Mt Direction Olives early season oil is rich in polyphenols and has a strong flavour which becomes milder as the season progresses.

What we produce

- Olives
- Olive Oil

Provider Info

- 0417 161 549
- info@mtdirectionolives.com.au
- Visit website
- Facebook

Find us at

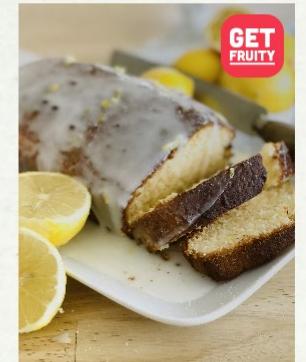


You may also like



Simple Tomato Salad

👑 5 MINS



Fiona's Citrus Olive Oil Cake

👑 15 MINS ⌚ 1 HR



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COMMUNITY OLIVE OIL

Pressing Day

Join Freshfield Grove, Our Coal Valley, and Eat Well Tasmania for this event to celebrate the fantastic flavours of freshly pressed EVOO.

Bring your homegrown olives for pressing, pick some of ours, or just come and enjoy the day while we make a unique Community Blend Extra Virgin Olive Oil (EVOO).

#communityevo

STROLL IN THE GROVE, SEE THE OLIVE PRESS IN ACTION AND TASTE NEW SEASON TASMANIAN EXTRA VIRGIN OLIVE OIL.

Enjoy a glass of Coal River Valley wine from the Back Paddock Vineyard caravan and some local food.

SUNDAY 30 JUNE

10AM - 4PM

Cost \$10 per party

49 Tea Tree Road, Campania TAS 7026

TICKETS FOR THIS EVENT ARE LIMITED, PURCHASE [HERE](#) OR VISIT WWW.FRESHFIELDGROVE.COM.AU



OUR
COAL
VALLEY



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Activations



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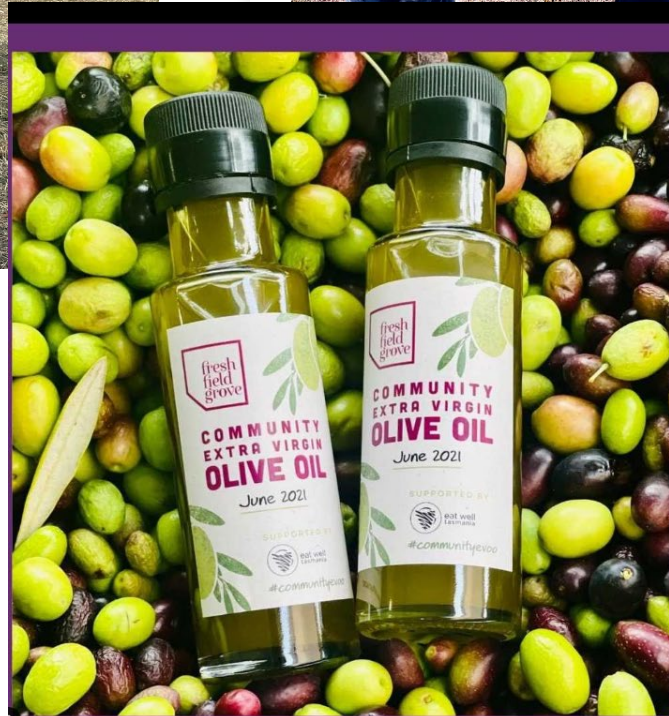
Activations



Community Pressing Day – Fresh Field Grove



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eatwelltasmania The 2021 Community Press event was a smash —we saw a record number of people, olives and oil!

Fiona and Glenn, from @freshfieldgrove, received a massive 1.2 tonne of olives (that's 1240 kgs)—creating the unique and delicious 2021 Community Extra Virgin Olive Oil (pictured above).

Tasmanian olive oil is something special and you can find and buy Fiona and Glenn's #EVOO via @tasproduceco and @freshfieldgrove's online store.

#eatwelltasmania #whatsinseason #EVOO #tasmanianproduce #vegitup #getfruity

Edited · 67 w

♥️ 💬 📌

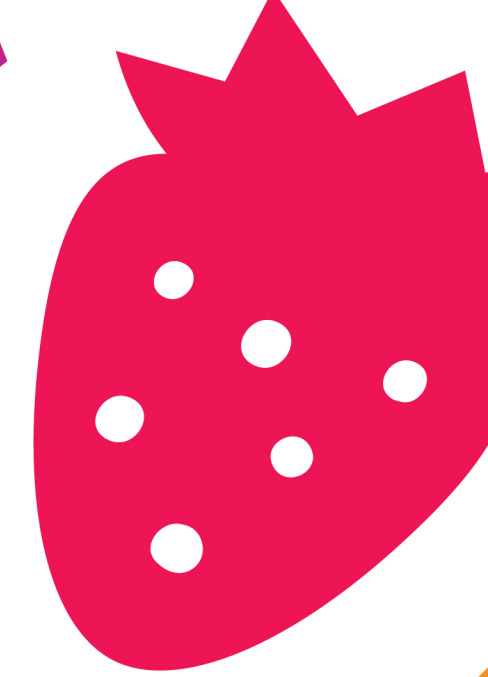
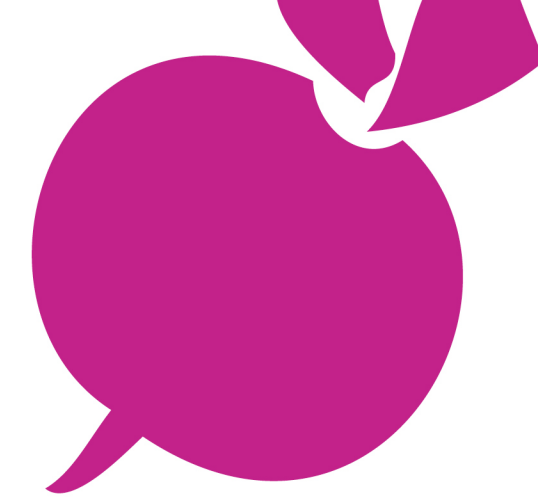
👤 Liked by ambibel and 21 others

JUNE 9, 2021

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#GETFRUITY #VEGITUP #EATLOCALTAS



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