


# LOCAL FOOD ON LOCAL PLATES PROJECT


## 2024 HOSPITALITY SURVEY HIGHLIGHTS


**THE LOCAL FOOD ON LOCAL PLATES PROJECT** is part of the THA's Hospitality 2030 Plan and is supported by the Tasmanian Government through the Department for State Growth. THA and Sprout Tasmania have partnered on this project. THA is committed to supporting the hospitality sector to have easy access to Tasmanian produce and this project is a first step. It will help build understanding how as an industry we make sourcing, serving, and promoting Tasmanian food more achievable in cafes, pubs, and restaurants across Tasmania. In the first instance we are focusing on, the fresh food supply chain, knowledge and experience of staff working in hospitality and education sectors. This survey helps us to understand the hospitality industry perspective.




### WHAT DID WE DO?

 We developed a draft survey, using survey monkey, after reviewing past surveys, looking at research and interviewing stakeholders about sourcing Tasmanian food.

 We tested the survey with 9 venues.


 We launched the survey on 19th August 2024, and it was open for 26 days.

 We promoted the survey through social media, newsletters and co-promotion with partners such as the RTO's, Food industry consultants, not for profits emails and in person prompting

 We analysed the results

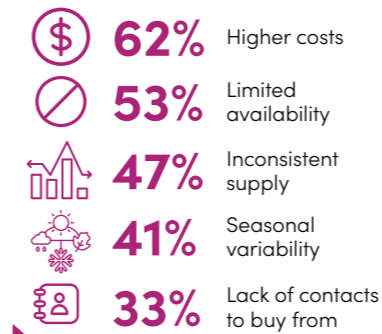
### CHANNELS FOR BUYING INGREDIENTS



 The size, type and location of the venue did not influence these choices.

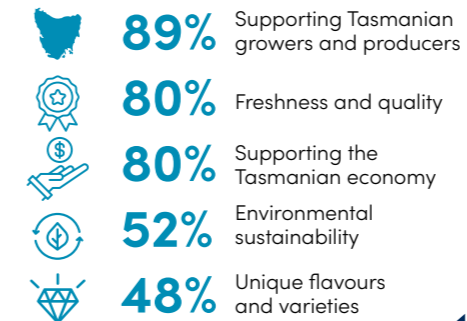
### CHALLENGES, MOTIVATIONS AND BENEFITS TO BUYING TASMANIAN INGREDIENTS

#### TOP 5 CHALLENGES



**1 IN 4** said lack of information about what is available and 1 in 5 said lack of information about seasonality were challenges

#### TOP 5 MOTIVATIONS



**NEARLY 40%** said customer demand was a motivator, as was reducing food miles 47%.

#### TOP 5 IMPACTS

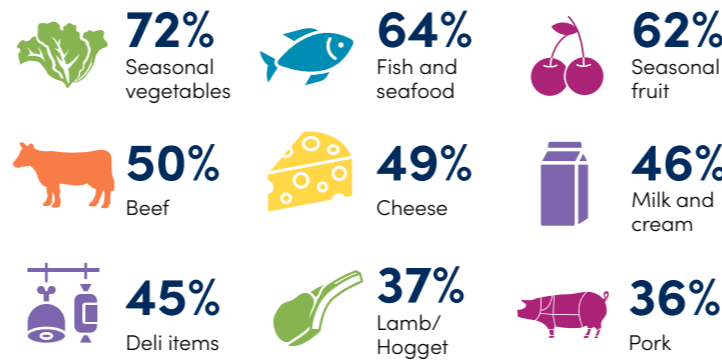


**1/3** said it increased complexity in menu planning



**93%**

of participants would like to use **MORE Tasmanian produced ingredients**  
They would like to buy more:



We asked participants to tell us more about their answers and buying Tasmanian produced ingredients and products.

**38%** told us more...

We analysed their feedback, and these are the key themes:

Some feel they have a lack of knowledge about what is available, who to get it from and seasonality.

Some would like to know more about the source of food they buy through wholesalers and retail outlets.

They feel they need more time to plan and source Tasmanian.

Pricing and managing costs impact choices.

There is a disconnect between what is available and harvested locally and what can be used – particularly for fish (fresh and saltwater).

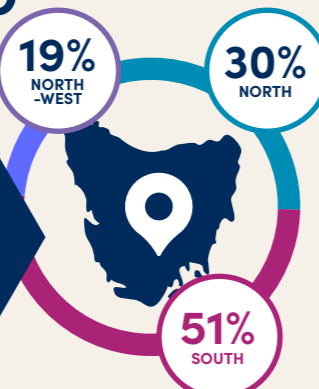
Where you are located makes a difference to what is available directly and through wholesalers and retailers – this can be positive and negative.

Tourism and local government are key stakeholders in future solutions.

Solutions will simplify and connect producers, suppliers and buyers.

### WHO COMPLETED THE SURVEY?

 **157** hospitality businesses participated in the survey



 **26/29** Businesses in 26 of 29 local government areas participated in the survey



**55%** Business owners  
**27%** Chefs  
**27%** Managers

### PRIORITISING BUYING TASMANIAN. SURVEY PARTICIPANTS SAID, THEY DO

There was a very even spread of venue sizes



 **40%** Restaurants

 **30%** Cafes

 **14%** Pubs



### NEXT STEPS

Complete interviews with Tasmanian wholesalers.

Meet with the hospitality education sector to share the survey results and explore their perspective.

Develop case studies of cafes restaurants and pubs that manage the challenges and reap the rewards of sourcing Tasmanian ingredients and products.

Develop a project report including recommendations for future projects and partnerships to support the Tasmanian hospitality industry to have easy access to Tasmanian produce.

This project was completed in October 2024.

