



## Tas Hospitality Association (THA) Local Food on Local Plates Project Overview

**Background** - Tasmanians and visitors alike expect that when they eat out in Tasmania in our cafes, restaurants, and pubs that they will have the opportunity to savour and enjoy Tasmanian grown and produced food. Often the expectation and preference for eating local food does not match the reality or are only partially met. The reasons for this are varied and beyond anecdotes are not clearly understood in Tasmania. For many years there have been discussions about barriers to getting Tasmanian produced food on menus and at the same time we have seen case studies of businesses who are able to achieve it. This project is the first step in understanding how we make sourcing, serving, and promoting Tasmanian food more achievable in cafes, pubs, and restaurants across Tasmania by focusing on, in the first instance, the fresh food supply chain and knowledge of staff working in hospitality and education sectors.

**The THA is committed to supporting their members and the broader hospitality sector to have easy access to Tasmanian produce and has funded this project as a first step.**

**Aim** - The project will help us better understand how we can make it easier for Tasmanian cafes, pubs and restaurants to source, serve and promote Tasmanian food by understanding the challenges and identifying possible solutions to explore further.

### Key stakeholders for gathering information and perspectives

- ❖ Food service – restaurants, pubs, and cafes – chefs and managers/owners.
- ❖ Tasmanian wholesalers for fresh ingredients (for e.g., fruit and vegetables, protein).
- ❖ Education sector - TasTAFE, VXT.org.au, school curriculum (Food and hospitality teachers).

**Project timelines and outputs** – the timeline for project is July to October 2024.

**July** – project initiation meeting, project and communications planning with the project partnership, survey, research, design, and testing.

**August** – Hospitality /food service survey will be launched on 19<sup>th</sup> August. Promotion (including with co-promoters/ survey champions) and data collection; wholesaler interviews; education/curriculum scan.

**September** – food service and education sector interviews; develop café, pub, and restaurant, wholesaler and education case studies.

**October** – draft and finalise report with recommendations for next steps, highlights infographic, and case studies. Dissemination of findings to key stakeholders including project participants, government, regional tourism and agrifood organisations.

**For more information about the project please contact either:**

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