

Media Release

Chiefs of Staff, News Directors

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Consumers challenged to find out origin of their food during Tassievore month

Do Tasmanians know which country or region their food comes from?

It recently became obvious that many people were surprised where some of their frozen food comes from when they heard of health risks associated with eating imported berries.

A group of food-savvy Tasmanians want consumers to be aware of the source of their food when buying and preparing foods throughout the month of March.

The Tassievore Eat Local Challenge, co-coordinated by the University of Tasmania, is challenging Tasmanians to reconnect with their local food supply while supporting Tasmanian producers and businesses throughout the month of March.

Tassievore will be officially launched on Monday ahead of the first weekly challenge which involves “foraging for locally grown and produced food.”

University of Tasmania School of Health Sciences lecturer Kym Blechynden said that this could be as simple as asking vendors in the fruit shop or local market the origin of the food about to be purchased, or asking which foods on a café or restaurant menu are Tasmanian and asking for them to be labeled.

“For example when it comes to breakfast as a Tassievore we are spoilt for choice - we have Kindred Organics quinoa with local fresh berries and Ashgrove milk, home-made sourdough bread using Callington Mill flour from Oatlands, local eggs, a variety of yummy cheeses and vegetables such as tomato and mushrooms, smoked salmon – the list goes on,” she said.

“We also have a shopping guide available on our website which identifies the different Tassievore foods and drinks available and where they can be purchased.”

During the month of March there will be four weekly challenges, with great prizes to be won by those who post their activities on the Tassievore social media sites:

Week 1 – Become a local food forager. Week 2 – Grow your own. Week 3 – Support local businesses. Week 4 – Host a Tassievore feast.

“I spend a lot of time overseas for work and I am always amazed when I come home – the quality and variety of produce we have available in Tasmania is amazing and some of the best in the world - why wouldn't I want to enjoy Tassie foods and support local producers by eating home-grown products for breakfast, lunch and dinner?” Ms Blechynden said.

For more information and to get involved, please visit:

Webpage: <http://www.slt.org.au/tassievore>
<https://taseatlocal.wordpress.com/about-us/>

Facebook: TassievoreEatLocalChallenge Twitter: @Tassievore

Ms Kym Blechynden, Lecturer, University of Tasmania (Launceston)

Kym has worked as a nutritionist in Australia and internationally in food security and public health nutrition. When not teaching nutrition and health promotion at the University, she works for the Australian Red Cross and United Nations as a Nutritionist aid worker. Kym has deployed across the Middle East, Asia and Africa working in nutrition and food security. While in Tasmania, she spends time in her veggie garden, volunteering with community groups, and enjoying eating the fantastic seasonal Tassie produce we have available here.

Ms Sandy Murray, Lecturer and Researcher, University of Tasmania (Launceston)

Sandy has been teaching in University settings for nearly a decade, in nutrition and food security and is a co-organiser of the Tassievore Eat Local Challenge. She is also a researcher involved in looking at the price, availability and access of food and drinks across Tasmania, in partnership with the Heart Foundation. Sandy is involved with community groups around Northern Tasmania looking at community gardens, veggie box schemes and food security. A long time Tassievore, Sandy grows lots of her own vegetables, makes preserves and is involved with the development of the People's Food Plan.

Ms Caitlin Saunders, Research Assistant, University of Tasmania (Hobart)

Caitlin is a dietitian who works part time with the University as a research assistant looking at the availability, affordability and quality of foods available in Tasmania. This research includes interviewing farmers, producers and community groups with regards to food security in Southern Tasmania. In her spare time, Caitlin is a passionate Tassievore and food growing advocate with a flourishing balcony garden – proving that you can grow large amounts of fresh, Tassievore produce on urban apartment balconies in small spaces to produce delicious meals.

Information released by:

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