

Media Release

Chiefs of Staff, News Directors

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Spotlight on locally grown during Tassievore month

Do you know where the ingredients from your last meal or snack came from?

This is a question that a group of Tasmanians want you to ask when buying and preparing foods throughout the month of March for the Tassievore Eat Local Challenge.

“Tassievore runs for the entire month of March with the third weekly challenge - Supporting Local Businesses,” University of Tasmania School of Health Sciences lecturer Sandy Murray said.

“This could be as simple as supporting your local greengrocer, butcher or baker or asking the provenance of the food in your local lunch café.

“There are also some fantastic social enterprises such as veggie box schemes which source local seasonal produce which support our local farmers and provide employment for community members.

“For example, the Rocherlea Community House has a weekly veggie box scheme in partnership with Launceston Farm Fresh, providing a diverse range of fantastic local seasonal veggies.

“We also have a free shopping guide available to download from the website which identifies the different Tassievore foods and drinks available and where they can be purchased for potential Tassievores.”

School canteens are another opportunity to source and find local Tassievore products, with Tassievore members attending the recent Tasmanian School Canteen Association conference.

“School canteens, food technology teachers and school/community gardens can encourage healthy eating by growing and using seasonally available local produce,” Food technology education student Kylie Allen said.

“Students learning is enhanced by knowing where food comes from, how it is produced and how they can prepare it in a real life context.”

Tassievore Eat Local Challenge is encouraging Tasmanians to reconnect with their local food supply while supporting Tasmanian producers and businesses through-out the month of March. The University of Tasmania is a co-ordinator of the Challenge in partnership with other organisations.

During the month there will be four weekly challenges, with prizes to be won.

For more information and to get involved visit:

Webpage: <http://www.slt.org.au/tassievore>

<https://taseatlocal.wordpress.com/about-us/>

Facebook: TassievoreEatLocalChallenge

Twitter: @Tassievore

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