

13 December 2023

To Whom it May Concern:

RE: Submission regarding draft Emission Reduction and Resilience Plan for Tasmania' waste sector

On behalf of Eat Well Tasmania, we wish to provide the following feedback on the draft plan.

Overall Eat Well Tasmania are excited by the development of the plan and we look forward to the completion and role out of the next phase.

Eat Well Tasmania are committed to *Creating Healthier Tasmanians* by providing the appropriate resources and tools for Tasmanian's to engage in and consume more healthier, locally produced fresh produce.

Eat Well Tasmania support the four priority pillars as outlined in the draft plan and we see ourselves as a potential key player in bringing some of the future opportunities to life.

Particularly the action to; *Support a statewide community awareness program to reduce food waste and divert organic waste from landfill.*

One of our key campaigns is a consumer behavior change project called *Too Good to Waste*. The campaign aims to connect with Tasmanians and build the capabilities and capacities to adopt a no waste approach to everyday life.

We appreciate the reference to our work and our project on page 13 of the draft plan.

To help provide further context regarding the project attached is a brief outline and overview of our Too Good to Waste campaign.

Having reviewed the draft plan and Based on our current focus; Eat Well Tasmania are ready and able to support the plan and identified opportunities. Having participated in one of the forums regarding the topic and reviewing the draft plan we feel we can play a role in the delivery of some of the key actions.

For example based on our current focus we'd potentially look to explore some of the following areas:

- *tools to improve planning for food shopping and meal preparation*
- *encouraging the use of leftovers and the reduction of aesthetics-based food wastage*
- *information on which waste should go in which bin*
- *resources about home-based options to divert food waste, including home composting, worm farms, backyard poultry and food growing.*

Furthermore through our Too Good to Waste campaign we've also formed a strong relationship with Fight Food Waste Australia and their Co-operative Research Centre (CRC). In addition to sharing resources and promoting their toolkit, in 2022 we undertook a behavior change research project which investigated the impact of our campaign.

We are currently in discussions with them regarding a further research project in 2024.

To see more of the Too Good to Waste campaign please visit our website: www.eatwelltas.org.au and follow us @eatwelltasmania on Face Book and Instagram.

Eat Well Tasmania congratulate you on the work to date and we look forward to working with you on the next steps and exploring how we may potentially play a role in the delivery of some of the key actions.

If you have any further questions, please don't hesitate to get in touch.

Yours Sincerely

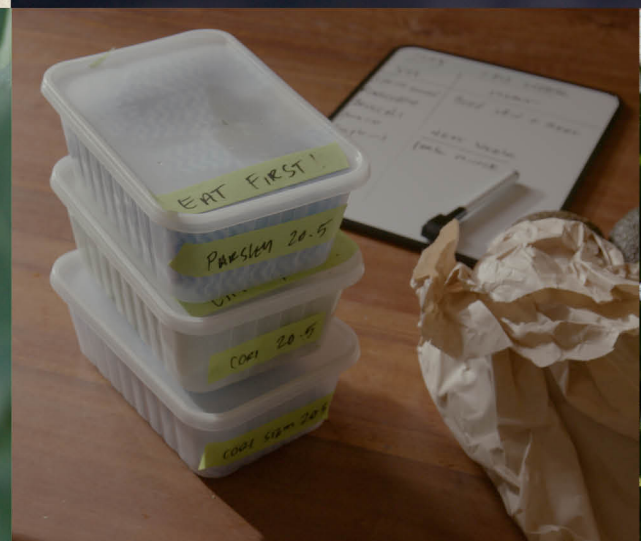


Carl Saunderson
State Manager, Eat Well Tasmania
www.eatwelltasmania.org.au



TOO GOOD TO WASTE

Stories about Tasmanian food



THE PROBLEM

Households are the largest wasters of food in Australia. Every year, households waste 2.4 million tonnes of food—**70% of which is edible.**

We know that Tasmanians are concerned about wasting food and want to change, but they need support about how to do it.

We know that people are affected by rising food prices and are worried about the effects of a changing climate.

THE OPPORTUNITY

Food waste presents the perfect platform to help consumers understand the links between their food choices and behaviours, personal health and climate change.

Helping people reduce their household food waste allows them to take positive actions that address these critical issues.

We also see food waste interventions as a prime platform to re-connect consumers to their food systems—the people, processes and passion required to grow, deliver and cook Tasmanian food.

OUR APPROACH

Too Good to Waste is a consumer behaviour change campaign that equips Tasmanians with the know-how to reduce food waste and eat well.

The campaign seeks strategic partnerships across the primary industries, hospitality, and food retail sectors to raise awareness about the links between food, health and climate change.

The project uses creative campaigns, role-modelling and strategic storytelling to showcase inspirational stories about food waste champions, weaving valuable and practical education together to inspire and support sustainable food purchase and consumption behaviours in Tasmanian households.

The overarching story explores food production. Consumers with a greater understanding of the systems, people, and processes that bring Tasmanian food into Tasmanian households act as powerful and effective motivators in reducing household food waste.

OUR IMPACT

Measuring and tracking our impact is important. In partnership with The Fight Food Waste CRC we formally evaluated year one of the campaign. Pleasingly we saw:

- ***The campaign help 38% of participants to reduce food waste.***
- *Consumers report a significant positive shift in adopting new storage behaviours and cooking with leftovers.*

*The campaign is having a wide reach across our state. Currently achieving a culminative **60k audience reach** across social media.*



EATWELLTAS.ORG.AU