

# Partnerships

**Potential partners in a fruit and vegetable tasting event**

**National & State level organisations and institutions**

**Local businesses and service providers**



***Charge through your day***

**with 2 fruit & 5 vegetables**





Working with other sectors and organisations outside health on the promotion of fruit and vegetables is beneficial for a number of reasons, as outlined in Section 1.

Successful partnerships don't just happen – they need to be nurtured. There are many things to consider along the way. Appendix 6, page 132 contains a checklist to assist you to build and sustain effective partnerships.

Section 2 includes a description of a number of potential partners for your fruit and vegetable tasting events including State and national organisations and institutions, and local businesses and service providers.

Appendix 9, page 136 provides the contact details for each of these organisations.

Appendix 10, page 137 contains a listing of Grower and Horticultural Associations in NSW.

## POTENTIAL PARTNERS IN A FRUIT AND VEGETABLE TASTING EVENT

**There are a broad range of organisations, institutions, local businesses and service providers to consider as potential partners in tastings and related activities. Who to involve will depend on the:**

- **nature of the fruit and vegetable tasting event**
- **existence of partners in your area, and**
- **number and strength of established partnerships.**

It is important to involve as many of the partners as possible on your organising committee to encourage ownership and commitment to the event. Unfortunately, some partners will not have the time or mandate to be involved at this level. It is important to keep these people informed of progress and consult with them on relevant issues.

The role of partners will also vary considerably, from simply providing resources (pamphlets, posters, recipe cards, produce, equipment etc) to playing a major role in organising the event.

The following list of potential partners highlights ways in which each organisation, institution, local business and/or service provider may be of assistance. It is not a definitive list – you may discover other potential partners for your event, however it will provide you with a starting point.

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## **National and State level organisations and institutions**

Many of the following organisations have members and branches at the local level that you can contact direct. Some of the organisations could be approached at the State level and this should be done with the assistance of the Program Coordinator Public Health Nutrition Program, NSW Health.

### **Sydney Fresh Food Bowl Network (SFFBN): Healthy Catchments, Healthy Food, Healthy People**

The SFFBN aims to:

- allow people to enjoy and have access to regional, seasonal and local fresh quality food
- encourage an understanding of the importance of a wide range of foods, in particular fruits and vegetables, to good health, and
- encourage an understanding of the importance of healthy and productive agriculture in the Hawkesbury-Nepean Catchment and its contribution to the quality of life.

SFFBN is a network between State and local government, industry and the community involved in the environment, agriculture and health of the Sydney region and its people. By linking with others working on related projects or events, the network has added value to its members' projects. Examples include establishment of farmers markets, children's food events in the Feast of Sydney, promotion of sustainable agriculture and local produce tastings at community events. The network initially oversaw the development of this kit.

Members include NSW Health, Western Sydney Health, University of Sydney (Dept Public Health and Community Medicine), NSW Agriculture, University of Western Sydney, Sydney Markets Limited, Penrith City Council, Hawkesbury Food Program, Tourism NSW, Horticulture Australia Ltd, Free Growers Association, Hawkesbury Nepean Catchment Management Trust and individual food writers and growers.

For more information contact the Chair at NSW Agriculture (Windsor office).

### **NSW Agriculture**

This is a very useful organisation to engage with since it has an established relationship with local farmers and growers, and knowledge of locally grown produce. The Windsor Advisory Office has been involved in the development of the kit and works closely with growers in the Sydney region, particularly focussing on sustainable agriculture.

Contact NSW Agriculture Head Office in Orange for contact details of district offices and specific horticultural organisations (See Appendix 10, page 137 for a listing of Horticultural Associations). Contact your District Office and aim to have someone from there on your organising committee.

### **Horticulture Australia Ltd (HAL)**

Provides marketing support to the Australian horticultural industry. Industry groups HAL promotes include apple and pear, avocado, citrus, stone fruit, kiwifruit, dried fruits and nursery.

Contact the Communications Manager for recipe cards, fact sheets etc. May also be able to assist in connecting you with growers.

## Sydney Markets Ltd

The Promotions Office of Sydney Markets Ltd is responsible for promotion of the NSW fresh fruit and vegetable industry. Within this broad promotional platform sits the *Fresh for Kids* program, which aims to promote the consumption of fresh fruit and vegetables and an active lifestyle to school aged children (predominantly primary level). The *Fresh for Kids* program consists of a number of components/strategies that work together and independently. These are briefly outlined in Section 1, page 14.

It is a good idea to be familiar with the *Fresh for Kids* program as you may be able to time your event to coincide with its activities. The web site has up to date information on activities and new resources.

## Grower Associations (eg Free growers Association)

Working with growers will be challenging. As outlined in the Penrith Open Farm Day case study (page 77), growers need to be assured the event will be worth their while. Introduction through a grower association may be a good first step, along with working with your local Agriculture office to find enthusiastic and willing growers to involve in your tasting event.

## Queensland Fruit and Vegetable Growers

This organisation is very active and well resourced in the promotion of fruit and vegetables. It has worked closely with the promotions company “The Corporate Advantage” to promote vegetables using a 2 cups a day campaign in Queensland.

It can provide recipe cards, fact sheets, costumes and some tastings in metropolitan Sydney and Newcastle areas. Contact the Queensland office for assistance with tastings, school activities and hire of costumes for events in northern New South Wales. The organisation also has a promotions office in the Sydney Markets.

The Queensland Fruit and Vegetable Growers sponsored a project managed by the Home Economics Institute of Australia (HEIA) which involved development of two excellent school based curriculum materials to promote consumption of vegetables. See HEIA for details.

## Frozen and Canned Food Industry

Companies in this industry are working to reduce the perception that frozen and canned fruits (particularly vegetables) are not as good as fresh.

The Canned Food Industry Information Service, based in Victoria, is keen to be involved in promotion of canned fruits and vegetables and can provide a number of resources regarding canned foods. They may be able to assist in sending produce for your tasting event if you notify them in advance. They can also put you in contact with the State representatives. Manufacturers such as SIMPLOT have recipe clubs and can be contacted directly.

## Tourism NSW

This is the State government agency responsible for promotion of New South Wales as a tourist destination. It produces an annual calendar of events and is involved in organising and promoting the Feast of Sydney. The Tourism NSW Regional Tourism and Development Unit will be able to tell you where your regional tourism office is located. It is also a good idea to take a look at the Tourism NSW web site.

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## Home Economics Institute of Australia (HEIA)

This organisation recently managed a project sponsored by the Queensland Fruit and Vegetable Growers involving the development of school based curriculum materials to promote the consumption of vegetables. Two curriculum resources were developed in 1999-2000 *The World of Vegies* (for levels 3-4) and *The Wonderful World of Vegies* (for levels 4-6). These excellent resources are available for purchase from the Queensland Fruit and Vegetable Growers. (See the Resource Table on page 96 for contact details).

Additional support from HEIA members could be accessed through working with your local TAFE College, as many teachers in the Tourism and Hospitality section of TAFE are HEIA members. Alternatively, you could contact the NSW Branch of HEIA and ask about local HEIA members in your area.

## NSW School Canteen Association (NSWSCA)

This association conducts an annual School Canteen Accreditation Program that rewards, encourages and recognises a canteen's efforts in providing and promoting healthy food choices and linking the school community and classroom with the canteen to encourage healthy eating.

Selling and promoting fruit and vegetable products could easily be used to meet areas covered in their School Canteen Accreditation process. Fruit and vegetables could be promoted on the canteen menu in a variety of ways. For example, by holding taste tests, having classes survey students on their favourite fruit or variety of apple, or even holding their own fruit kebab or watermelon fundraising day.

The NSW SCA also has a comprehensive manual *Management Sense Food Sense* (produced by Federation of Canteens in Schools) that is marketed to school canteen managers. It covers all aspects of canteen operations. Sections on promotions and recipe ideas have particular relevance to fruit and vegetable tasting events within schools.

## TAFE colleges

Tourism and Hospitality students could be involved in a number of ways:

- recipe development and testing
- feasibility studies, and
- assisting at tasting events as cooking demonstrators.

You will need to contact your local TAFE college well in advance to allow student involvement to be programmed into their curriculum or work experience.

## Universities

Universities that offer courses in hospitality, nutrition, consumer science and hotel management may be able to assist you through student involvement. As with TAFE colleges, you need to make contact early on and negotiate with the course coordinators.

## Dietitians Association of Australia (DAA)

In 1998, DAA and Coles formed a partnership to encourage Australians to eat at least '2 fruit and 5 veg, that's 7-a-day'. The program was launched by the Federal Minister for Health and Aged Care, Dr Michael Wooldridge in June 1999. It is a national program including advertising, public relations, point-of-sale materials, in-store demonstrations, research and evaluation. It seeks the involvement of fruit and vegetables suppliers and DAA members.

Research results after the first year indicated a significant increase in the number of Australians who believed they need at least 7 serves of fruit and vegetables each day and a significant increase in consumption.

For more information contact DAA

## **Nutrition-related Non Government Organisations (NGOs)**

A number of NGOs have incorporated the promotion of fruit and vegetables into their core business and are open to working in partnership with others.

They include the NSW office or branch of:

*Nutrition Australia*

*National Heart Foundation*

*Cancer Council*

*Diabetes Australia*

## **Local businesses and service providers**

**There are many potential partners to work with at your local community level.**

### **Health professionals**

Community dietitians / nutritionists, health promotion officers and/or community health workers.

You will be familiar with the health professionals in your area and those who may be interested in being involved in your event.

### **Local Council / Shire**

Some events are managed by the local council /shire, particularly in areas that do not have a Local Visitors Centre or Tourist Office. Some local councils put out a calendar of events that they manage throughout the year. Contacts within the council / shire are environmental health officers and event managers.

### **Local tourism office / Visitor Information Centre**

Contact your local tourism office if the event is a local community or regional event. The centre should be the first point of contact. These centres are usually a consortium of local government and local industry and have expertise in event management.

There may be one key person who can support your event, suggest events you can link to and put you in contact with other organisations that may be potential partners. You can find these centres in the telephone book or on their web site.

For an Open Farm Day event their involvement may also include administration, taking bookings and inquiries, mail out of maps, providing a bus and guide for a bus tour on the day and organising some of the media coverage.

### **Schools**

See page 27, for ideas on how to work with schools and the case studies in Section 5.

### **Local restaurants, cafes and hotels**

There are many ways in which local restaurants, cafes and hotels may be involved in tasting events. They may be directly involved with the event (eg. be part of a celebrity chef cook-off or act as food demonstrators on the day) or indirectly involved (eg. feature special dishes during the week of the event which showcase locally grown fruit and vegetables).

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## **Catering companies**

Catering companies provide meals to work sites (factories and offices). As with restaurants, cafes and hotels, there are many ways they may become involved.

## **Local horticulturalists**

See Appendix 10, page 137 for a listing of fruit and vegetable specific associations that may be of assistance. Contact the Orange office of NSW Agriculture for contact details of those that interest you.

## **Fruit and vegetable retailers**

Local retailers may be interested in getting involved. They may be able to donate produce for the event and/ or they may want to set up an adjacent stall selling fresh local produce highlighted in the tasting. Home delivery services in your area may also be interested.

## **Shopping centre management**

If you are interested in holding an event in a shopping centre you will need to discuss this with the centre management. You may also wish to canvass support from local fruit and vegetable retailers and supermarkets within the centre before meeting with management.

## **Supermarkets**

Coles Supermarkets have a partnership with DAA – the Coles 7-a-day program (See DAA above). Contact either DAA or the Coles Supermarkets - National Public Relations Department, rather than local supermarket managers.

Other major supermarket chains may have an interest in promoting fresh produce. They may be supportive of in-store demonstrations and tastings. They may be able to provide sponsorship of local events. Contact the store manager and promotions person to discuss your event.

## **Local celebrities**

A local celebrity may be interested in featuring in publicity about your event or taking part in other promotional activities.