

OLIVE OIL FOOD SERVICE PROGRAM SUMMARY REPORT

OL16004

BACKGROUND

A significant opportunity was identified by Hort Innovation to better inform stakeholders in the food service sector about the specific attributes, properties, benefits and uses of Australian extra virgin olive oil (AEVOO). This is due to a profound lack of knowledge and misconceptions in the Australian food sector about the benefits of using and consuming AEVOO over imported or alternative products. Lack of knowledge includes how the product is produced, variety of taste profiles, health benefits, storage and use in cooking and food preparation.

The overall outcomes of this project aimed to meet Hort Innovation's Strategy 2.3 a desire to ensure key information about the product is clearly and widely communicated to industry and pipeline customers through "Education of customers, especially chefs and the food service industry, about the health benefits of olive oil and how to cook with Australian extra virgin olive oil".

AIM

- To educate and increase the knowledge of AEVOO with student chefs in Victoria and New South Wales (NSW).

TIMELINE

- 2 year project (May 2017 - May 2019)

TARGET GROUP

- Student chefs within their learning environment (i.e. TAFE colleges)
- Established chefs working in food service

METHODOLOGY

Nutrition Australia undertook the following project methodology:

- Year 1 - Research and scope food service industry use of olive oil including barriers and drivers plus development of educational resources (videos and factsheets).
- Year 2 - Disseminate educational resources to communicate messages to culinary and or hospitality students at TAFE colleges, in Victoria and NSW. Conduct monitoring and evaluation to measure project performance and effectiveness.

KEY ACHIEVEMENTS

RESEARCH

A variety of research methods were used including conducting a literature review, desktop research and in-depth interviews with key stakeholders. The research findings were summarised into three reports:

- 1) Stakeholder interview report – insight into usage patterns plus purchase and consumption drivers of the food service industry in relation to AEVOO.
- 2) Foodservice insights report – summary of food service sector trends and AEVOO competitor products.
- 3) Literature review – summary of the evidence on benefits, properties and attributes of EVOO and AEVOO.

This research was used to inform a SWOT analysis and subsequent development of key messages articulated in a detailed communications and engagement plan outlining the proposed education program for trainee chefs. The key messages promoted AEVOO and its versatility, quality, freshness, safety, health, value, flavour and provenance.

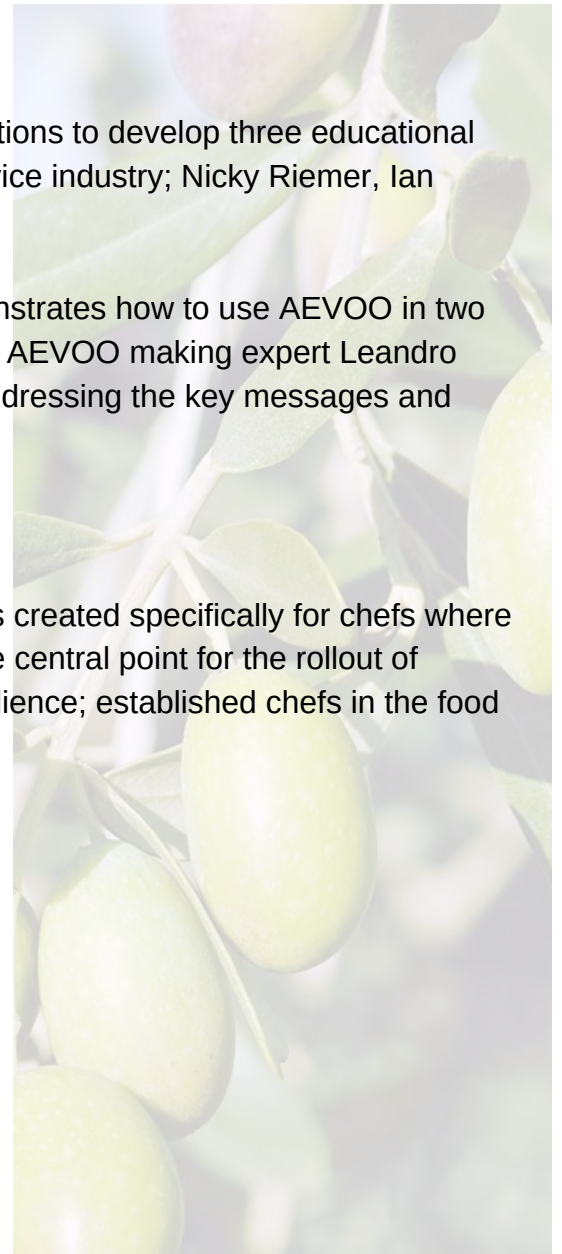
EDUCATION RESOURCES

Nutrition Australia contracted FULLER Brand and Communications to develop three educational videos that highlighted three established chefs in the food service industry; Nicky Riemer, Ian Curley and Matt Dawson.

In the videos each chef talks about their career journey, demonstrates how to use AEVOO in two recipes and talks about why they use AEVOO in their cooking. AEVOO making expert Leandro Ravetti discusses the technical aspects of AEVOO, thereby addressing the key messages and adding to the educational component of the videos.

WEBSITE

A webpage on the *Australian everyday* consumer website was created specifically for chefs where the videos and factsheets are now hosted. This webpage is the central point for the rollout of communication strategies to the project's secondary target audience; established chefs in the food service industry.



KEY ACHIEVEMENTS CONTINUED

Three factsheets were also developed which complement and summarise the key messages from each video:

- 1) In the kitchen – summarising how to cook with AEVOO, myth busting and the truth about smoke point.
- 2) Selecting high-quality EVOO – characteristics of a quality EVOO and the Australian Olive industry's code of practice, OliveCare®.
- 3) AEVOO benefits – overview of health benefits, quality, versatility and flavour.



ROLLOUT IN TAFE COLLEGES

Throughout the lifespan of the project the team recruited and engaged with a total of six TAFE colleges to take part in the project:

- VIC - Holmesglen Institute, Sunraysia TAFE and William Angliss Institute
NSW - Albury TAFE, Ryde TAFE and Ultimo TAFE

To ensure longevity of the project we encouraged TAFE colleges to embed the resources within their curriculum so that trainee chefs would have access to them in future. TAFE teachers were also invited to showcase the videos within their classes.

SOCIAL MEDIA PROMOTION

A month long Facebook social media campaign was carried out by FULLER Brand and Communications in October 2018. Results for the campaign were impressive and reached 46,528 people. In addition 288 clicks to the *Australian Everyday* website occurred.

EVALUATION

Monitoring data was collected via the distribution of pre-test surveys to trainee chefs directly after watching the videos in class. The survey results found that an average of 49% of respondents reported their awareness of the benefits and attributes of AEVOO were “poor” or “fair” before watching the videos. This shifted to 92% of respondents reporting their awareness of the benefits and attributes of AEVOO were “good” or “excellent” after watching the videos.

When measuring the students’ confidence to use AEVOO in a variety of ways (cooking, frying, sweet/savoury dishes, dressings), the survey results found an average of 46% of respondents reported they were “not confident at all” or “somewhat confident” to use AEVOO before watching the videos. This shifted to an average of 89% of respondents report they were “confident” or “very confident” to use AEVOO after watching the videos.

The intermediate outcome of improved knowledge and confidence of trainee chefs/cooks at participating institutes about the attributes, benefits and uses of AEVOO was successfully achieved.

RECOMMENDATIONS

Nutrition Australia's recommendations for future industry investment include:

- 1) Supplement the educational resources with practical activities for trainee chefs including grove tours, tastings in class and running competitions.
- 2) Explore partnership opportunities with resource providers (e.g. Australian Training Products) and the food service industry (e.g. Restaurant and Catering Australia).
- 3) More social media promotion and creating shorter versions of the videos.
- 4) Marketing and promotion of AEVOO through food service distributors.
- 5) Promotion of AEVOO at food service trade exhibitions (e.g. Food Service Australia).
- 6) Include content in food service magazines (Gourmet Traveller and Epicure).

USING THE EDUCATION RESOURCES IN YOUR BUSINESS

Whilst primarily targeted at trainee chefs, upon request of the Olive industry we modified the education resources, particularly the factsheets, to be used by the industry for business development. The factsheets are a useful marketing tool for industry when engaging with new customers or clients to promote the benefits, attributes and uses of AEVOO in a visual and succinct way.

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