



PROJECT BACKGROUNDER

Summary

Pacific Island Food Revolution uses the power of reality TV, radio, and social media to change people's eating behaviour. Pacific Island Food Revolution was developed by celebrity chef Robert Oliver. The Revolution will activate local cuisine knowledge and turn a mirror on the Pacific itself that reveals that eating fresh, local, indigenous foods is the answer to good health. It covers four countries – Tonga, Fiji, Vanuatu and Samoa – in 12 episodes. The reality TV programme is similar to My Kitchen Rules but is more warm-hearted and filled with Pacific heritage and humour. The challenges in the TV competition will look to provide solutions that people have identified as barriers to healthy eating such as convenience, taste and affordability. People can become Food Warriors on social media or at www.pacificislandfoodrevolution.com. There they can share their journeys and download toolkits and lesson plans for teachers in Pacific classrooms.

Funders

Pacific Island Food Revolution is jointly funded by the governments of Australia (Department of Foreign Affairs and Trade - innovationXchange) and New Zealand (Ministry of Foreign Affairs and Trade - Aid Programme)*. The initial pilot program will receive AUD\$7million. Pacific Island Food Revolution will initially operate as a two-year pilot. The pilot will be fully funded by donors with the project progressing to year 3 subject to the generation of additional revenue, and early indications of possible impact if taken to scale.

**The views expressed in this program do not necessarily reflect those of the Australian and New Zealand governments.*

Partners

The Governments of Australia, New Zealand, Fiji, Samoa, Tonga and Vanuatu, UNDP, UNICEF, Pacific Community, University of the South Pacific, and Moffat Commercial Catering and Bakery Equipment.

Project Management

Pacific Island Food Revolution is managed by AECOM Services Pty Ltd (Adelaide office) through Australia's Department of Foreign Affairs and Trade-funded Innovation Resource Facility.

Launch

The Pacific Island Food Revolution will be launched in Fiji in March. It will be broadcast across the Pacific Islands, including Australia and New Zealand, on television. Episodes will also be available at www.pacificislandfoodrevolution.com.

Social Media Links

Facebook: Pacific Island Food Revolution

Twitter: @IslandFoodRev

Instagram: @PacificIslandFoodRev

Website: www.pacificislandfoodrevolution.com

Hashtags: #islandfoodrev #islandfoodexchange #islandfoodwarriors

For all media enquiries, please contact Global Communications Director Faumuina Tafunai faumuina@pacificislandfoodrevolution.com.