



PIFR Food Warriors Ready for Season 3

The months of September and October have been extra special with Cindi and the team visiting Samoa, Tonga and Vanuatu for season 3.

Ni sa Bula Vinaka, Talofa, Malo and Halo Olgeta! This is the 5th issue of our 2022 Food Warrior Bulletin. The country visits have been super special for Cindi. It was meeting up with old friends...."it was as if we never left".

In Samoa the team visited the Samoa Women's Association of Growers (SWAG) market to capture some of the great work the women are doing there. We are so grateful to be a part of the SWAG network.

During the shoot in Fiji, Robert and Bertrand managed to visit the mangroves in Muanarai village in Rewa with the team from the World Wildlife Fund Pacific - Fiji office.

There is so much to learn about the mangrove ecosystem - all of that coming up in season 3.

In the Kingdom of Tonga, it was visiting Her Royal Highness' backyard garden with the Green Finger Divas. There was even time to catch up with HRH Princess Salote Pilolevu Tuita about the show.

And in Vanuatu, the team was joined by Chef Primrose, Dr Basil and Votausi for the SANMA Food Revolution. I am super proud of these guys and all the work that they are doing.

Vinaka Vakalevu, tangkyu tumas, tenkyu tru, malo 'aupito and faafetai to everyone for working with us on season 3 of PIFR.



Robert Oliver
Robert Oliver MNZN,
Executive Director & Chair of Pacific Island Food Revolution.





LUCYANA TAROSA – FOOD ALWAYS BRINGS US TOGETHER

“ *My earliest memory as a child of food – I think I never went hungry...that’s for sure ;)my mom ensured we had a balanced diet....we got used to food like simboro, tanna soup, tuluk, laplap, bunia...which was always part of our culture.* ”

Because of her own childhood upbringing and healthy food culture, Lucyana now tries to do the same for her five children. When she is not fulfilling her duties in church, she is thinking up the next healthy meal for the family.

She remembers when her Tua (grandma) returned to Nguna, she would bake a laplap or bunia for her grandchildren living in Port Vila, every Sunday. Lucy remembers looking forward to receiving her food parcels. It would arrive, still warm because it was wrapped it up in laplap leaf, that kept it warm for hours.

Since then, Lucy has been an advocate of local healthy meals – meals that are from the heart, passed from generations of Tuas’ and mothers. It was only a matter of

time before she would walk into the Pacific Island Food Revolution (PIFR) kitchen.

“I had previously watched the Junior Master Chef series.....and what inspired me was that these were very young people who could cook and could turn something so simple into a healthy meal....so I thought if they are young and can cook – so can I.

She quickly realised that she did not need to be a professional to join PIFR....one just needed to love cooking healthy pacific food. Lucy believes that food is the universal culture that brings people together. “Whether we celebrate a birthday, an achievement, an event, a marriage or mourn the loss of a loved one – food always brings us together.”

She adds, that PIFR is the media by which we can promote healthy eating as a way of curbing non-communicable diseases (NCDs).

To future contestants, Lucy says, “The best thing about being part of PIFR is that you get to meet other people and cook but most importantly – you get to promote healthy pacific food to the pacific and the world.”



**LUCY AND MAEVA'S
BANANA PUMPKIN
INSTANT LAPLAP WITH
LEMONGRASS FISH
AND SUSUT SALAD**

Get the recipe [here](#).





International Outreach Stats



TV1 New Zealand



Maori TV New Zealand



ABC International



USA Placement
(Coming Soon)



SBS Food Australia
(Prime Time)



CHINA Placement
(Coming Soon)



BITE TV -
UK

f **FACEBOOK STATISTICS**
FOR SEPTEMBER 2022

59,620
LIKES

Reached more than
281K USERS

More than **18K**
engagements in
1 MONTH ALONE

TELEVISION VIEWERSHIP

OVER **5 MILLION**
WEEKLY TV VIEWERS

SCREENED IN **12** PACIFIC ISLAND COUNTRIES

WEBSITE

www.pacificislandfoodrevolution.com
for SEPTEMBER 2022

Website bounce rate is
25%

Increase by....
in views for some of our recipes
43%

Na i Tukutuku (...in the News)



VA Media has agreed a deal to launch Parade's 24/7 food offering BITE across new platforms including YouTube, Snapchat, Facebook, Instagram and TikTok. Click [here](#) to read the article.

BITE, a 24-hour food network, has also launched on Hisense/VIDDAsets in the UK and US, and extended its partnership with Samsung TV Plus to enter Sweden, The Netherlands and New Zealand.

Click [here](#) to read the article.



Pacific Island Food Revolution is very honored to be recognized and presented with the "SSCC Sustainable-Food Award" in the GLP Films (GLP) inaugural Sustainability Story-telling Competition 2022.

Click [here](#) to view the announcement.