



# SEASON 3 GOES TO AIR

Ni sa Bula Vinaka, Talofa lava, Malo e lelei and Halo Olgeta! This is the 8th issue of our Food Warrior Bulletin and the 2nd issue for 2023...and we are super excited about everything we have planned for you.

Over the first two months of the year, the PIFR team has been working alongside our production team to complete the six episodes and promos. A big thanks again to Cindi and the wonderful team at Pacific Island Productions, for delivering one of if not the best season.

It has been just amazing to see the transformation from the kitchen to the television screens. The teams should be very happy with what they delivered and how well they represented each country. New-comers PNG, have just blown us away with their flavorful recipes.

Bertrand and I are so proud of all of you. Thank you ALL for trusting us during the shoot...we could not have done it without the contestants, their brilliance and creativity in the kitchen truly capture the essence of the Pacific on a plate.

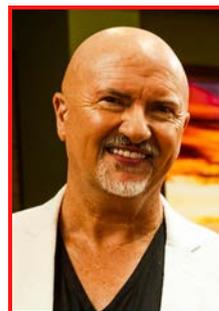
Click [here](#) to view the promo.

Season 3 is distributed by Pasifika TV to all networks in the Pacific, New Zealand, and Australia. Works are underway for distribution to the US, UK, China, Sweden, and the Netherlands through Parade Media.

The new season is currently aired in PNG, Samoa, Vanuatu, and Tonga on TVWAN on prime time, with other countries scheduled to begin screening in the coming weeks. In NZ, re-runs of season 2 are still being shown on Whakaata Maori TV.

We are already well underway with the new season campaign: contestant promotions and interviews, the amplification of thematic messages, and the promo of our new Fiji Co-host, Bertrand Jang. Simultaneously, works are also on-going with Busara to assess the impact of the new season.

Hope you enjoy watching Season 3...Vinaka Vakalevu, tangkyu tumas, tenkyu tru, malo `aupito and faafetai.



*Robert Oliver*

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



# NINA & IGGY – Cooking, A Family Affair

Meet Nina & Iggy, representing Samoa in Season 3 of Pacific Island Food Revolution. We catch up with this sassy and fiery couple in this issue of the Food Warrior Bulletin.

### How you know each other and for how long?

Better self and very lucky hubby! I think going on to 15 years - lots of nurturing and growth.

### What cooking experience do you have & who taught you to cook?

Our cooking experience is homestyle, we both came from traditional families where takeaway is a no-no, and home-made meals were much applauded and celebrated! I learned to cook by watching my dad a lot, mum was more about presentations, and the vegetable inspector and hubby learned from home by watching his parents.

### How would you describe your cooking style?

Me..I'm the 3-5 ingredient girl- the wham bam and I've whipped up this delicious hearty meal. However, my hubby is the meticulous, take your time one, totally the opposite of me. He simply enjoys, as he

says one must cook with passion and love, otherwise the food will have no taste!

### What does traditional local cuisine mean to you?

It means me minus 30 kilos ....hahaha..... It means healthy, wholesome, organic foods. ..imagine picking pele leaves and digging cassava from the backyard or reaching through the windows to pick the lemongrass for tea. Fun times picking lemons, guava, and mangoes. Creating our own mango dips etc...I'm fortunate in my generation, I was able to live that moment of Sunday umus, helping with the traditional sapasui, oka, faalifu, koko alaisa etc so I learnt a bit of the traditional Samoan cuisine

### Do you think Pacific Island Food Revolution inspiring Pacific peoples?

Yes, it is a great way to inspire people to enjoy and use more local produce as well we do need a healthy food revolution in Early Childhood Development/ do away with buying baby bottle food. I am today, appreciating our local foods because I grew up with it and can now see how fortunate I was then!



**NINA & IGGY:  
MALU'S FISH POT  
OF GOLD – SUA I'A  
(FISH SOUP)**

Preparation Time: 15 minutes | Cooking Time: 30 minutes

Makes: Portions/Servings: 4

### Ingredients

- |                           |  |
|---------------------------|--|
| 1 Onion diced             | 1 cup coconut cream  |
| 2 cloves garlic fine dice | 1 cup kumala/partial boiled- that way it does not have its taste in the soup |
| 1 medium ginger fine dice | 1/3 cup taro/ partial boiled/ as above                                       |
| half a cup of pele leaves | tomatoes   |
| half a cup of green beans | brown onion (can add spring onions)  |
| 1 Fish stock block        | 1 lemon & 1 bunch of coriander to garnish                                    |
| 1 piece star anise        | pinch Salt and pepper to taste   |
| 2 kg fish chunks          |  |
| 6 cups of water           |  |
| 1 cup coconut cream       |  |

### Method

Fry the onions and garlic in a pan with a little oil until caramelised. Add the pele and beans and half cook, then place aside  
In a separate pot – have the fish stock boiling, add the star anise, add the par-boiled taro and kumara to cook well now add the sautéed vegetable mixture, into the pot with fish stock, taro and kumara  
Add the coconut cream and fish last and boil for about 5 minutes until the fish is just cooked, place tomatoes on top.  
Serve and garnish with spring onion, lemon, and chili on the side



## 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



## FACEBOOK STATISTICS FOR FEBRUARY – MARCH 2023



LIKES INCREASED BY

73.1%



REACH INCREASED BY

25.8%



ENGAGEMENT INCREASED BY

120%



TELEVISION  
VIEWERSHIP



OVER

5 MILLION

WEEKLY TV VIEWERS

SCREENED IN

12 PACIFIC ISLAND  
COUNTRIES



WEBSITE

www.pacificislandfoodrevolution.com

for JANUARY 2023



Page Views Increased by

23.9%



Users Increased by

17.8%

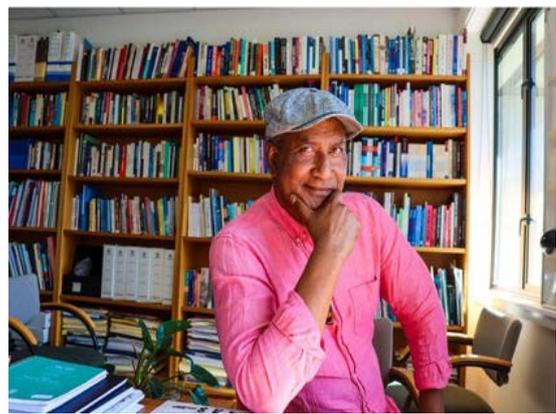
## Na i Tukutuku (...in the News)



PIFR Finalist in GLP Story-telling Competition.....  
Pacific Island Food Revolution(PIFR) is a multimedia  
campaign all about celebrating the Pacific Island  
people and culture through food.

Watch to learn more about how PIFR is using reality  
TV to inspire a nation to celebrate its roots—and  
combat the climate crisis in the process.

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



Pacific Island Food Revolution congratulates PIFR  
Board Member Distinguished Professor Steven  
Ratua on becoming the University of Canterbury's  
first TeAmorangī, Pro-Vice-Chancellor Pacific.

Congratulations from the entire @PIFR family

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