



## PROJECT BACKGROUND

### Summary

Pacific Island Food Revolution is a social movement using 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 like My Kitchen Rules but kinder 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](http://www.pacificislandfoodrevolution.com). There they can share their journeys and download toolkits, lesson plans for teachers and Pacific classrooms.

### Funders

Pacific Island Food Revolution is jointly funded by the governments of Australia (Department of Foreign Affairs - Innovation Xchange) and New Zealand (Ministry of Foreign Affairs - Aid Programme). (The views expressed in this program do not necessarily reflect those of the Australian and New Zealand governments.) The initial pilot program will receive AUD\$7million. Pacific Island Food Revolution will initially operate as a pilot for two years. 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.

### 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 DT Global Australia Pty Ltd through the Australia Department of Foreign Affairs and Trade-funded Innovation Resource Facility.

### Launch

The Pacific Island Food Revolution was launched in Fiji in March 2019. It was broadcast across the Pacific Islands on television. Episodes will also be available at [www.pacificislandfoodrevolution.com](http://www.pacificislandfoodrevolution.com).

### Social Media Links

Facebook: Pacific Island Food Revolution  
Twitter: IslandFoodRev  
Instagram: PacificIslandFoodRev  
Website: [www.pacificislandfoodrevolution.com](http://www.pacificislandfoodrevolution.com)  
Hashtags: #islandfoodrev #islandfoodexchange #foodwarriors

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