



## WHAT IS PACIFIC ISLAND FOOD REVOLUTION?

**The Pacific Island Food Revolution's vision is a Pacific where local food and knowledge underpin economic development, tourism, health and wellbeing.**

We are contributing to this vision with an innovative communication for development program, that aims to see Pacific Islanders routinely choosing healthy, local and sustainable food by 2030.

We do this by combining multi-media, community engagement and partnerships to promote local food, and support Pacific Islanders to revolutionise their diets, shifting away from imported, highly processed foods that are high in fat, sugar and salt and returning to their traditional nutrient-dense diet of local superfoods.

## WHY ARE WE DOING IT?

Over the last 50 years, there has been a significant shift in diet in many Pacific Islands. Colonisation, globalisation and urbanisation have all contributed to increased availability and consumption of imported, highly processed food that is often low in nutrient value and high in salt, sugar and fat – to the point where they are often considered national dishes or staples. Concurrently, non-communicable diseases (NCDs) such as diabetes, heart disease and hypertension have increased exponentially, with some leaders referring to the crisis as a tsunami.

In 2011, recognising this crisis and its potential impact on national development, Pacific Island Governments declared a health and development crisis related to the growing burden of NCDs. These 'lifestyle diseases' are the leading cause of mortality and morbidity across the Pacific, with most deaths occurring in the economically active age group (World Bank, 2016). This has significant implications for vulnerable and struggling economies. Despite the evidence, lifestyle disease risk factors continue to increase and predictions indicate the worst is yet to come.

# HOW ARE WE DOING IT?

The Pacific Island Food Revolution provides a Pacific solution to a Pacific problem. We believe the answer to this problem is right in front of Pacific Islanders – it is their food, their story.

Using an evidence-based approach, we have developed a culturally relevant, strengths-based communication for development program that uses a range of media including reality TV, social and traditional media alongside strategic and community partnerships. Through this, we aim to disrupt the status quo and catalyse the role of local food in not only improving health and wellbeing, but also contributing to economic development, tourism, gender and agribusiness. The revolution begins on the plate.



**The Food Revolution is currently being piloted in Fiji, Samoa, Tonga and Vanuatu and is jointly funded by the governments of Australia and New Zealand.**

“



To us, food mediates relationships, facilitates health, celebrates life and its achievements, defines identity, identifies culture, and links us closely to the earth that gave birth to us. Therefore to offer our cuisine to the tourists, who are visitors to our land, makes our hospitality to them more whole. In the modern world, it of course includes the stimulation of our economy as more of tourists' money is channelled to local farmers, local transporters, and local food processors.

**Suliana Siwatibau, organic farmer.**

”