



**STRAIGHT
TO THE
SOURCE™**

**VN18000: Onions Foodservice Farm Tour & Education Pilot
Project Report**

Presented: 18 November 2019

Project Scope

In response to Project VN18000's brief, **Straight To The Source** designed, produced and executed a pilot bespoke Australian Onion on-farm experience in SA.

The tour was strategically targeted at and tailored for chefs in high volume and influencer roles with the purpose of:

- Cultivating connections between growers and foodservice influencers
- Showcasing the people and story behind Australian Onions (growing, harvesting and the supply chain) through an in-depth tour showcasing the seed-to-market process
- Upskilling foodservice professionals on the value and versatility of Australian Onions in culinary applications through an interactive cooking activity using locally sourced produce and ingredients to stimulate new application ideas for using onions on menus in innovative ways.



Project Objectives

Straight To The Source met the project objectives by delivering a pilot tour targeted at chefs and hospitality professionals (foodservice industry) with the purpose of cultivating connections, showcasing the story behind Australian Onions and our food system (growing, harvesting and the supply chain), and establishing vital links between foodservice professionals and producers / growers.

Straight To The Source made sure that all communications, messaging and information shared focused on educating attendees on the growing, harvesting, processing and supply chain (Farm to Fork), as well as providing chefs with greater confidence in utilising Australian Onions in their cooking (improved culinary literacy) and a greater understanding of Australian Onion's health benefits.



Project Deliverables

- **Straight To The Source** delivered 1 x foodservice farm tour to Rivapak, Murray Bridge, SA
- **Straight To The Source** utilised its extensive foodservice network to secure high quality decision making chef and foodservice influencers to attend the tour; attendees also included Steve Rathjen (Rivapak), Michelle Mundie (Rivapak), Lechelle Earl (CEO, Onions Australia), Matthew Dwyer (Hort Innovation), Jacqui Grellman + 1 (Cox Inall) bringing the group total to 20.
- **Straight To The Source** worked closely with Marketing Managers Samantha Ferguson and Matthew Dwyer at Hort Innovation to understand the designated farm destination for the tour - Rivapak - and their specific requirements and a scoping tour was conducted to ensure the farm was properly consulted in the process of curating the tour.



Project Deliverables

- **Straight To The Source** ensured that the tour was designed for industry / hospitality professionals with decision making authority, with time allowed during the tour for growers to share invaluable knowledge and educational information around growing, harvesting and the supply chain
- **Straight To The Source** ensured that the tour contained a creative and innovative cooking element; allowing for hands on involvement with onions and a memorable experience
- **Straight To The Source** ensured that attendees left with an increased understanding of the supply chain (farm to fork), greater confidence in utilising Australian Onions in their cooking (improved culinary literacy) and greater understanding of health benefits



Project Deliverables

Straight To The Source worked in a collegiate manner with Rivapak to ensure the farm tour covered all key areas of the farm to distribution process and were delivered in a manner that adhered to the farm and processing facilities work and safety processes.

Straight To The Source also worked closely with Cox Inall to ensure the farm and chef guests were properly briefed, had given permissions and were amenable to filming the elements required for Cox Inall to meet their brief and create a video showreel suitable to present to Australian onion growers and stakeholders. The resulting video has since been presented to growers: <https://vimeo.com/368170161>

Straight To The Source also recommended Australian Onions branded aprons for guests to wear, to enhance branding in the video content; sourced an appropriate supplier based on the brief; secured very competitive wholesale pricing from one of our preferred suppliers, and passed the cost benefit onto Australian Onions; collected the aprons so that we would have them in time for the tour.



Decision-making chef influencers who attended the tour

- Executive Chef, Adelaide Oval
- Sous Chef, Adelaide Oval
- Executive Chef, Baxter
- Executive Chef, Hurley Group
- Head Chef, The Adelaide Club
- Sous Chef, The Adelaide Club
- Executive Chef, Sean's Kitchen
- Head Chef, Government House Adelaide
- Chef, Government House Adelaide
- Executive Chef, Adelaide Hills Convention Centre
- Sous Chef, Adelaide Hills Convention Centre
- Sous Chef, Hentley Farm
- Chef, Hentley Farm
- Executive Chef, The Playford Hotel



AUSTRALIAN
onions

STRAIGHT
TO THE
SOURCE™





AUSTRALIAN
onions

STRAIGHT
TO THE
SOURCE™





AUSTRALIAN
onions



STRAIGHT
TO THE
SOURCE™



Attendee Feedback

The response from attendees was overwhelmingly positive with a one-on-one post-event survey revealing that:

Did attending this tour enhance your knowledge of how Australian onions are grown / cultivated?

- **100% responded 'YES'**

After attending this event, do you plan to incorporate Australian onions (or more onions) into your menu planning?

- **100% responded 'YES'**

- Would you recommend this type of tour to other chefs in your network?

- **100% responded 'YES'**

Learnings & recommendations

To build on the success of this year's project **Straight To The Source** would incorporate the following elements into future Foodservice Farm Tours to further enhance the positive outcomes of engaging chef influencers in these educational tours:

- Provide more in-depth nutritional information about Australian onions and their health benefits
- Include a cooking demonstration that will inspire chefs with innovative ways to cook with onions and creative ways to incorporate Australian onions into their menus
- Produce an Australian Onions information booklet outlining the top benefits and uses of Australian Onions which attendees can take away with them to share what they have learnt on the tour with their teams at work



AUSTRALIAN
onions



**STRAIGHT
TO THE
SOURCE™**

STRAIGHT TO THE SOURCE™

Tawnya Bahr

M: 0416 269 142

E: tbahr@straighttothesource.com.au

Lucy Allon

M: 0419 299 862

E: lucy@straighttothesource.com.au



[@straight_to_the_source](https://www.instagram.com/straight_to_the_source)



[@straighttothesourcefoodtours](https://www.facebook.com/straighttothesourcefoodtours)



straighttothesource.com.au