

Regional Flavours Food, lifestyle and health in Australia's regions

by Rita Erlich, Ruth Riddell and Mark Wahlqvist

a report for the Rural Industries Research and Development Corporation



© 2005 Rural Industries Research and Development Corporation.

All rights reserved.

ISBN 1741511437 ISSN 1440-6845

Regional Flavours - Food, lifestyle and health in Australia's regions

by Rita Erlich, Ruth Riddell and Mark Wahlqvist

Publication No. 05/045 Project No. RFB-1A

The views expressed and the conclusions reached in this publication are those of the authors and not necessarily those of persons consulted. RIRDC shall not be responsible in any way whatsoever to any person who relies in whole or in part on the contents of this report.

This publication is copyright. However, RIRDC encourages wide dissemination of its research, providing the Corporation is clearly acknowledged. For any other enquiries concerning reproduction, contact the Publications Manager on phone 02 6272 3186.

RIRDC Contact Details

Rural Industries Research and Development Corporation Level 1, AMA House 42 Macquarie Street BARTON ACT 2600

PO Box 4776 KINGSTON ACT 2604

 Phone:
 02 6272 4819

 Fax:
 02 6272 5877

 Email:
 rirdc@rirdc.gov.au.

 Website:
 http://www.rirdc.gov.au

Designed and typeset by the RIRDC Publications Unit Copy editing and proofreading by Chris Pirie

Published in May 2005 by RIRDC Printed on environmentally friendly paper by Union Offset

Contents

Fore	eword	iii
	ace	
PAR	T ONE: THE BIG PICTURE	1
1	Introduction	3
2	A sense of region: the meaning of regional food in Australia .	7
3	Gardens and markets	14
4	The regional economy of the Australian food industry	21
5	The Murray–Darling Basin: Australia's food bowl	34
6	Australian regions: people's health and the foods eaten	44
PAR	T TWO: THE REGIONS IN DETAIL	59
7	Western Australia: the Gascoyne region	61
8	Western Australia: Margaret River	76
9	South Australia: the Spencer Gulf region	89
10	South Australia: the Barossa region	103
11	Tasmania	114
12	Victoria: the Mildura region	126
13	Victoria: the north-east	140
14	Victoria: Gippsland	154
15	New South Wales: the Mudgee region	165
16	Queensland: the Darling Downs	178
17	Queensland: the Cairns region	188
Note	es and sources	200

Preface

Mark Wahlqvist AO

Providing they remain available, the foods of our childhood determine, in large measure, our lifelong taste preferences and food habits. The human brain has 'food memory' centres (principally the amygdala), which, according to Taketoshi Ono, are recruited in fine detail for appearance, feel, texture, taste and smell. Our food nostalgia is probably more convincingly appreciated when we think of the hankering most people have for the cooking of their mothers—or perhaps parents, since fathers also help establish our food preferences.

Our sense of food regionality has its beginnings in the food locality of our childhood. I grew up in Adelaide, and the focus of this 'locality' was a household garden in which my two brothers and I each had our own little plot to grow food or ornamental plants of our choice, with parental guidance. We also had poultry, and we boys were responsible for feeding and looking after the birds and collecting their eggs. Twice a year we ceremoniously killed a rooster; this was virtually the limit of our poultry consumption. We had a cornucopia of garden produce—fruits, nuts (almonds), vegetables, and herbs such as mint. We ate freshly picked green peas, carrots and tomatoes. We looked forward to seasonal figs, nectarines, peaches, apricots, plums and grapes. My father particularly enjoyed and grew rhubarb and strawberries.

Vendors delivered hot wholemeal bread and yeast buns (The Baker), fresh milk and cream (The Milkman), rabbits (The Rabbito) and bulk groceries (The Grocer).

We bartered with friends and neighbours for foods we did not grow but were available locally. We cycled to pick wild or exotic fruits—blackberries, olives, quinces, pomegranates, loquats—in the hills and gullies within reach of home. We preserved the produce to have out of season; we made wonderful jams and we made drinks such as ginger beer. We loved to join our parents while they cooked—especially because we could try the food as the texture and flavours developed. Our appetites were keen because we cycled a great deal and played games after school, notably cricket and tennis.

The local shops sold fresh produce, meats and bulk groceries, and through our family network we obtained specially baked foods and German sausages and meats. In the post—World War 2 years, some foods (such as butter), which were exported to the United Kingdom and Europe as part of food relief, were in short supply, and we had coupons for their purchase. We children queued for these foods, although we were by no means short of food to eat. There were also some Australian-made foods that we liked, such as oatmeal porridge, Granose^R, Weetbix^R and baked beans. Our parents imposed strict quotas on bought indulgence foods such as chocolates and soft drinks.

The biggest change to my eating pattern came when I went to university and formed friendships with Asian students. My future wife and fellow medical student, Huang Soo Sien, taught my family to cook Chinese food; we also grew to love Indian food. Despite all the food nostalgia and memories, we seized the cross-cultural moment and expanded our taste horizons and food diversity. Our sense of food locality did not prevent us from embracing food regionality. We began to appreciate that, in any case, what we had been doing was combining European and Anglo-Celtic food traditions in a single household, supported by the ability to grow, barter for and buy the food and ingredients of these food traditions. Now came the 'Asianisation' of these traditions in our Australian locality Adelaide.

Since Soo Sien and I established our own household we have been more dependent on markets and stores, rather than our own garden, and our food culture has been dominantly Hakka Chinese, although it is coloured by an additional influence—that of our Greek neighbours and friends and our interest in Mediterranean food. Now our son lives in France and we take an interest in the food he introduces to us. Our children's extended food cultural reach influences our food habits, just as we influenced our parents' habits. A relentless diversification of the way we eat continues, crossing regional boundaries and distilling the best for our enjoyment and health, as far as we understand it.

Consistent with this personal account, this book has some underlying premises:

- A local and regional identity for our food patterns and preferences often simply awaits expression.
- If we nurture and cherish food difference it will provide opportunities for food security and economic advantage, through local produce and trade.
- Food diversification confers health advantage—and there is much evidence to support this—provided we remain physically active. The 2004 Australian Institute of Health and Welfare report Australia's Health 2004 and Janie Smith's Australia's Rural and Remote Health: a social justice perspective draw attention to the generally higher mortality and morbidity rates in regional Australia compared with the major cities. Remoteness and limited access to health services, less disease prevention, and socio-economic disadvantage are the principal reasons for this rural—urban health disparity. A vigorous local food economy, along with an increase in the availability of nutritious food, can go a long way to reduce this disparity. The advantages of rural life—clean air, a relaxed pace of life, less noise, and community support, as reported by Richard Kerbaj—can then come to the fore.
- The internationalisation of our food supply is more likely where there is a high regard for local foods. A strong local food culture is better placed to form part of a wider network of local food cultures because it has something to offer and because it is strong enough to receive and incorporate food ways from elsewhere.

The Australian regions we chose to look at are indicative only of the Australian regional food supply: we could have chosen many other regions. Studying these regions, however, gives us the opportunity to consider the prospects and barriers to wealth creation and health maintenance at the regional level insofar as the food supply is concerned.

The authors and contributors

The authors acknowledge the invaluable support of the Rural Industries Research and Development Corporation, without which this project would never have come to fruition.

Project coordinator, co-author and co-editor Rita Erlich is a writer, teacher, speaker and consultant with a special interest in all aspects of food and wine. She has been a journalist for 30 years, both as a staff member on daily newspapers and as a freelance writer, and has won awards for her food, wine, travel, education and nutrition writing. She is the author and editor of a number of books, among them *Color Me Healthy* (with Dr Alice Murkies) and *Around Melbourne*, part of a series on Australian wine regions. She is a member of a number of foundations and advisory councils.

Co-author Ruth Riddell is the publications officer for Nutrition Australia. She has 20 years' experience teaching home economics, health and human development in secondary schools and has spent many years working in curriculum development. She is the author of 14 textbooks for primary and secondary students and of many articles for newspapers, journals and magazines. Her thesis was on the subject of adolescents' food habits, and she is a mentor to a number of staff and volunteers of Nutrition Australia.

Co-author and co-editor Professor Mark Wahlqvist is president of the International Union of Nutritional Sciences and a physician, nutritionist, scientist, author and editor. He has held Chairs in Human Nutrition, Medicine, and Health and Behavioural Sciences and has played a major role in medical education, public health, food policy and regulation. At present he is also director of the Asia Pacific Health and Nutrition Centre at Monash University, chair of the Australian Academy of Science National Nutrition Committee, and editor-in-chief of the Asia Pacific Journal of Clinical Nutrition and www. healthyeatingclub.org. He has ongoing research and policy interests in food, health, culture and development.

Åsa Wahlquist has been the rural affairs writer for the *Australian* since 1997. With a degree in Agricultural Science from the University of Adelaide, Åsa has worked as a rural journalist for the Australian Broadcasting Corporation—on the *Country Hour* on ABC Radio and *Countrywide* on ABC TV—and for the *Sydney Morning Herald*, as well as contributing to a number of other publications. She has received several awards, including a Walkley Award in 1996.

Contributor Dr Greg Walsh has devoted much of his working life to the food industry and regional development. He lives in western Victoria, where he is involved in the dairy, baking, cattle, irrigation and banking industries. The relationship between those industries, the local economy and the wider capital market has been of theoretical and practical fascination to him for more than 20 years.

Naiyana Wattanapenpaiboon has a background in pharmacy, food chemistry and human nutrition. She is particularly interested in the effect of migration on traditional diets and in biologically active compounds in food and how they affect human health.

Dr Gayle Savige is a research fellow in the School of Exercise and Nutrition Sciences at Deakin University. She was formerly a research fellow at the Monash—Asia Institute at Monash University.

Marcus Webb, who has an arts degree from the University of Melbourne, has a strong interest in food.

Gil Wahlquist is former journalist and newspaper editor who moved to Mudgee to establish his own vineyard. He is very involved in community affairs and in the education of senior citizens.