

The Field To Fork: Second Helpings

Field To Fork is an Australian food business focusing on delivering the best free-range, chemical, antibiotic free meat in the market. Field to Fork's cookbooks showcases Australia's unique wildlife by including recipes for duck, goat, kangaroo, venison, crocodile and pork. *Field To Fork- Second Helpings*, is the second cookbook from Field To Fork, the predecessor of the *Australian Game Cookbook* which sold out.

Field to Fork: Second Helpings has been recognised on an international stage winning the title of the Best Australian Meat Cookbook at the Gourmand Cookbook Awards.



Objective:

The Second Helpings cookbook was created to not only drive sales for the company but to educate and raise awareness, encouraging readers to embrace a local, more sustainable approach to food and acting as a conversation starter for newbies to the concept of a 'wild harvest'. The Field to Fork cookbook is produced by the Sporting Shooters Association

of Australia, and the cookbook helps aid in their attempts to gain improved recognition and reputation for Australian fishers and recreational hunters as ethical harvesters.

Method:

The cookbook is very informative and visually pleasing. The recipes are separated into sections depending on the meat used, and with each meat introduced, readers are provided with

a text section that provides historical context, nutritional information, and advice on how to best prepare the meat, acting as a valuable educational resource for readers.

Results:

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