



By Chris
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Tablelands to Tabletop named #eatqld champion

FNQ food delivery service named champion of state campaign aimed at encouraging local consumption



Angela Nason, image via Tablelands to Tabletop website

Tablelands to Tabletop, a business born out of necessity during the Covid-19 pandemic, has been named champion of Queensland's thirteenth #eatqld campaign, which aims to encourage Queenslanders to consume local produce.

Angela Nason started Tablelands to Tabletop in response to the widespread closure of Queensland's foodservice sector as a result of Covid-19. Nason's father, who sells limes to the foodservice sector, asked her for help on how to reinvent the business and maintain revenue.

To achieve this, Nason began with social media, reaching out to friends to see if they wanted to buy a box of limes. She then advertised it, pushing the message of limes as an immunity booster along with supporting locals.

"It seemed like the perfect solution at the time as limes are packed with

vitamin C, and what helps your immune system better than a healthy body? Other farmers jumped on board and before I knew it, we were selling 20 boxes a week with a mix of limes, dragon fruit, coconuts, and avocados," noted Nason.

It's a small team, with Nason's husband, Greg, and delivery driver, Warwick, doing the heavy lifting, along with help from their children behind the scenes.

"We travel 500kms every week purchasing produce from 30 local Atherton Tablelands Farmers and delivering to our customers on the Tablelands & Cairns.

"We have also started shipping produce to the Torres Strait and transporting by road to Karumba and Weipa," added Nason.

Supply to foodservice is beginning to start up again, as Queensland looks to have avoided a second wave of Covid-19.

Queensland minister for Agricultural Industry Development and Fisheries, Mark Furner, said every economy had been hit by the Covid-19 pandemic, but agriculture was playing a key role as the Palaszczuk Government implements Queensland's A\$8bn plan for economic recovery.

"Angela's example is truly inspirational as we unite and recover from the economic disruption caused by the Covid-19 pandemic," said Furner.

"Tablelands to Tabletop will be a fine ambassador promoting Queensland's world of flavour from the state of delicious."

Nason said being an #eatqld champion was a natural fit for someone who had built their business using social media.

"The response I received to shouting out to my friends was central to the success of

Tablelands to Tabletop so being a #eatqld
Champion seems a perfect way

to promote the wonderful produce of
Atherton Tablelands farmers," explained
Nason.

"We are blessed to have

so much wonderful fresh food produced in
this region and I am truly excited to be
playing a part in seeing it get from the
farm to the table."

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