



Your Business is Food

HARVEST RESTAURANT CASE STUDY

OVERVIEW

Harvest Restaurant at Newrybar is a unique Northern Rivers business, providing a variety of dining experiences to the local community and beyond. Nestled in the Byron Hinterland, Harvest has a restaurant showcasing the diversity of local produce and an awarding-winning wine list. There is also a historic bakery and local deli housed in an adjacent vintage building.

Harvest operates according to a set of core values that aim to minimise their carbon footprint by supporting a localized economy and adopting sustainable practices across all parts of their business.



“By facilitating the flow of produce through the different levels of our business including bakery, deli, restaurant and veg boxes to takeaway meals we’ve managed to avoid food waste and keep supporting our local community”

IMPACT OF COVID-19

The pandemic had a significant impact on Harvest’s daily operations as it did broadly across the hospitality sector. However the business’s existing modus operandi, in particular the sourcing from local suppliers and the commitment to ‘Zero-Waste’ from the kitchen provided the opportunity to diversify their business under the social distancing restrictions, which closed the restaurant and cancelled scheduled events.



HOW HARVEST ADAPTED



Food redistribution became key to Harvest’s success at riding out the COVID storm and assisted in the delivery of a new food service, long dreamt of by the owners – the Harvest Produce Box. 150 produce boxes with recipe cards were sold each week.

Staff were able to be retained, with kitchen operations shifting to the production of frozen meals and date night dinners sold through the deli and online.

Harvest’s new initiatives were underpinned with their ‘food is medicine’ ethos, delivering healthy, sustainable food options while also providing recipes and tips to support householder’s capacity to be more self-sufficient.

The Deli modified into an online marketplace and ‘community hub’ for customers to access the new range of frozen meals and produce boxes.

Harvest’s regular commitment to local food relief agency, Liberation Larder continued and in addition free daily meals were available for staff and their families, helping to support those not eligible to receive government assistance.



KEY OUTCOMES

- All produce box contents were sourced entirely from local best practice farms
- The availability of produce boxes ensured that people continued to have access to fresh, healthy food and that local farmers had access to market their produce
- Shifting to home delivery maintained contact with many existing customers and also resulted in attracting new customers
- Introduction of the online Marketplace, which Harvest intends to 'grow' into the future to broaden its customer base
- Evolution of the 'Deli' into an established 'community hub' so increasing the options for customers to access products, services and information.

HARVEST'S TAKE-HOME MESSAGES



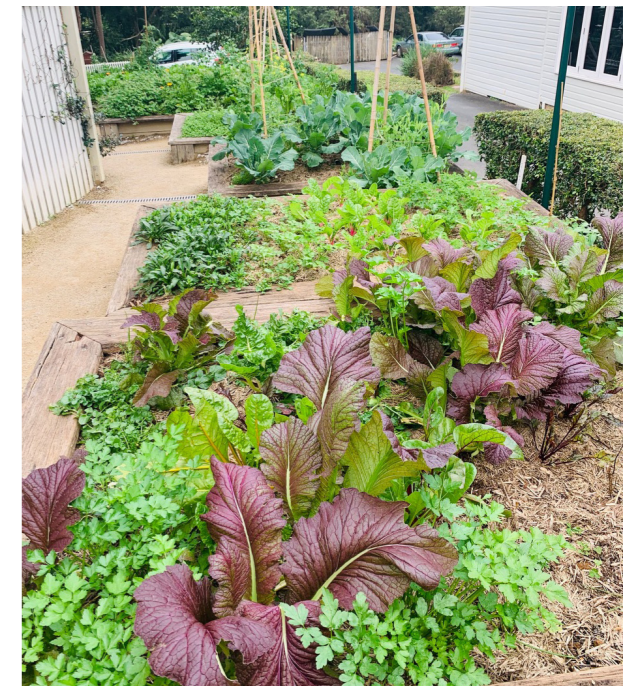
Be ready to respond to change and redevelop to keep your business going and growing



Employ people who care and give them the time, skills and direction to implement best practice



Review your practices regularly and be prepared to change.



GET INVOLVED

Our free Your Business is Food program is designed to help businesses waste less food and improve profits.

Join us at newaste.org.au/ybif



Harvest



This project is a NSW Department of Planning, Industry and Environment, Waste Less Recycle More initiative funded from the waste levy.