



Know-how for Horticulture™

**The Workboot Series -
The story of potatoes
in Australia**

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Kondinin Group

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The Workboot Series - The Story of Potatoes in Australia

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Media summary

Potatoes are a highly nutritious food and an important part of the Australian diet. Many people though, know little about this important food, how it is produced and the many products that are derived from it.

By developing a 68-page hardcover, high-quality educational book, **THE WORKBOOT SERIES– THE STORY OF POTATOES IN AUSTRALIA** on the Australian potato industry, this project addressed, in part, the lack of well developed and presented educational material for children of primary and secondary school age and their teachers and families.

The book was written, published and is being marketed by Kondinin Group. Preparations are still underway for a national launch and as such a media summary is pending. Kondinin Group is a not-for-profit farmer-owned and directed organisation. Kondinin Group produces, promotes and markets an agricultural series of educational materials for children called **THE WORKBOOT SERIES**. The **SERIES** is designed to educate children about the role and diversity of agriculture in Australia and the key issues and challenges confronting farm enterprises.

Technical Summary

Background

The future profitability of the Australian potato industry has been identified as dependant on improved marketing and education. National school surveys by Kondinin Group during 1992, 1997 and 2004 clearly demonstrate Australian school children's lack of understanding about the origins of their food, fibre and other basic needs. Australia's largely urbanised population rarely has an opportunity to experience the unique nature of rural Australian life or recognise the ongoing contribution of primary industries to our everyday life. Extensive market research also highlights the lack of comprehensive and up-to-date information on primary industries available to schools, with a high American and British content on library shelves and little available for children on modern Australian primary industries.

This project addresses, in part, the lack of well-developed and presented materials for children of primary and secondary school age, their teachers and families through the production of THE STORY OF POTATOES IN AUSTRALIA.

Kondinin Group has developed THE WORKBOOT SERIES to educate tomorrow's consumers about Australia's primary industries. THE WORKBOOT SERIES consists of books and teachers' resource kits which take children beyond the supermarket shelf to discover how modern Australian primary producers grow food and fibre and contribute to our quality of life. The books and kits provide a balanced, accurate account of our modern primary industries. In addition to THE STORY OF POTATOES IN AUSTRALIA published to date are titles on WOOL, WHEAT, DAIRY, COTTON, HONEY, TIMBER, RICE, VEGETABLES, BEEF, SEAFOOD, AGROFORESTRY and EGGS.

Method

THE STORY OF POTATOES IN AUSTRALIA was developed using the well-regarded and established format of THE WORKBOOT SERIES, with accurate, detailed and lively text, and full colour photographs, illustrations of the Series cartoon character Blunnie the Workboot, graphs, charts, diagrams, flowcharts, activities, a glossary and index.

Research and text development was carried out with close support from industry, in particular with support from Leigh Walters, technology Transfer officer for the potato industry with South Australian Farmers Federation.

Industry and educational experts reviewed the draft text to ensure accuracy, suitability and balance and depth of content. Final editing was undertaken with guidance from industry. Photographs were sourced from a wide base to ensure technical excellence, relevance to text and to engage the reader.

Results

Initially 5000 copies of THE WORKBOOT SERIES THE STORY OF POTATOES IN AUSTRALIA have been published but it is anticipated additional print runs will be required at a later date to supply on-going demand.

THE STORY OF POTATOES IN AUSTRALIA meets the educational standards and requirements of children in the 10-14 year old age group. It aims to broaden children's perceptions about the importance of potatoes in their diet, how they are produced, the wide variety of potatoes available to them, and the many methods potatoes can be prepared for eating.

THE STORY OF POTATOES IN AUSTRALIA provides tomorrow's consumers with balanced accurate information about Australia's modern potato industry. The benefits of the publication to industry include:

- a visually stimulating and interesting educational resource, directly linked to educational curricula,
- excellent 'take home' messages about the management, conservation and importance of Australia's potato industry,
- a superb profile for the industry aimed at 10-14 year old students,
- and as part of a series of educational industry profiles marketed and promoted by Kondinin Group it will be more likely to be used by teachers than would a stand-alone publication.

Technology Transfer

As part of this award-winning and acclaimed SERIES, THE STORY OF POTATOES IN AUSTRALIA has an immediate audience, with many schools advance ordering titles based on the quality of the SERIES.

The Kondinin Group has a national database of schools, which is used to distribute THE WORKBOOT SERIES products. The Group has an efficient distribution facility as all publications are marketed from the group nationally and internationally, as well as being distributed through retail outlets across the country.

The Kondinin Group has a high media profile in print, radio and television mediums and has access to these for promotion of new products.

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