



MEDIA RELEASE

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Australian Food Expert Launches Global Food Movement

Food traditions are in jeopardy, as younger generations lose touch with their culinary roots.

Australian food expert & founder of eattheglobe.com, Dinh Tran, **has started a global food campaign called the "Family Recipes Movement"**.

"The mission of 'Family Recipes Movement' is **to inspire people, especially the younger generation, to start pro-actively preserving their family recipes and food traditions,**" said Ms Tran.

She shared some current trends that highlight the decline of home cooking and food traditions:

- **Australians are eating out more and hence cooking less** - Households' spend on eating out has increased more than 55 per cent in real terms since 1984 (ABS 2010).
- **Australians are spending more on fast food** - Average spend per month on fast food has increased by 23 per cent in the last 4 years (CommBank Signals - 2009 – 2012).
- **The rise of pre-prepared meals** - there has been a 1.3% increase in Australians eating ready-prepared meals, that's an increase of about 373,000 people within 4 years (Roy Morgan Research - March 2010 - 2014).
- **Australians are losing the ability to "cook from scratch"** - Less than 20% of people aged 14-29 said they felt confident about cooking (The Enhanced Media Metrics Australia report 2014).
- **These trends are adding up to serious health issues** - Around 60% of Australian adults are classified as overweight or obese, and more than 25% fall into the obese category (ABS 2012).

According to the Dietitians Association of Australia, **cooking at home is usually healthier than eating out**, as home-cooked meals usually contain less fats and sugars.

This is also backed by Deakin University research - they have found that **the 10-week cooking skills program taught through Jamie's Ministry of Food Australia is successfully improving the long term eating habits of Australians.**

Australian food expert, Dinh Tran, said a [moving interview with a fellow Sydneysider, Nasia Christie](#), has inspired her to start this global food movement.

"There is a real risk of families in the future having rather homogenous food, rather than the culturally rich and diverse food that we currently enjoy," said Ms Tran.

"The 'Family Recipes Movement' is all about inspiring people to write down their family recipes and cook more often," she said.

To find out more about the 'Family Recipes Movement', visit: <http://www.eattheglobe.com/frm>

About Dinh Tran

Dinh Tran is a Sydney based food and travel expert, and the founder of [eattheglobe.com](http://www.eattheglobe.com) - an online community where users can discover and share interesting food stories from around the world.

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Photo opportunities and interviews available on request.

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