



MEDIA RELEASE

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Australian Food Expert Launches Global 'Save Food' Movement

Food waste is rising, but YOU are the solution.

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

"The mission of the 'Save Food Movement' is **to inspire people to consciously save food, which reduces food waste and protects our environment**," said Ms Tran.

She shared some current trends that highlight the extent of the issue in Australia and globally:

- **One third of all food produced around the world is wasted globally** - which is equivalent to 1.3 billion tonnes of wasted edible food. If only 25% of this waste was saved globally, the chronically hungry (870 million people) could be fed. (*The Food and Agricultural Organization of the United Nations (FAO), 2011*)
- **Australians throw out \$8 Billion worth of edible food every year**, which is equivalent to 4 million tonnes of food thrown out (33% of which is fresh food). (*foodwise.com.au*)
- **Australians throw up to 20% of the food they buy**, which equates to over \$1,000 worth of food thrown away every year per household. (*Mintel 2017; foodwise.com.au*)
- **The biggest food wasters** are typically 18-24 year old's, households with more than \$100,000 annual income and families with children. (*foodwise.com.au*)
- **Throwing out food also throws away all the resources it took to produce the food**
eg. throwing out 1kg of beef wastes the 50,000 litres of water it took to produce that meat. (*CSIRO data*)

Food waste is having devastating effects on the environment, and the sad truth is that most food waste is preventable.

"We need to act now, not later, as when food rots in landfill, it produces methane, which is 25 times more lethal than carbon pollution", said Ms Tran.

According to research by *The Australian Institute*, food wastage continues to be a huge issue in Australia, and it will take significant government action and all Australians participating before we can turn around this massive issue. **In fact, according to current trends, food wastage volumes are likely to further increase based on two key factors – rising incomes and declining household sizes (both of which typically lead to more food being wasted)**. At the same time, we are also seeing projections of significant population growth, which will further exacerbate the problem.

"Food consumption generally goes through 5 stages (ie. Planning, Buying, Storage, Preparation, Usage), and for every stage, we can all develop new food saving habits and hence save our precious planet", said Ms Tran.

"The 'Save Food Movement' is all about inspiring people to realise that we can all make a difference. For every new enduring food saving habit that we can inspire in each Australian, there will be an amazing positive knock-on effect for our environment and for all people around the world," she said.

"Apart from educating the general public, I believe it's also important to make this campaign fun for consumers too, so we are partnering with some great industry partners to reward consumers who join this worthy movement", said Ms Tran.

To find out more about the 'Save Food Movement', visit: <http://www.eattheglobe.com/sfm>

About Dinh Tran

Dinh Tran is a Sydney based food and travel expert, and the founder of 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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