



**WE'RE GROWING  
A TRIBE OF  
TRAILBLAZERS TO  
UNBREAK OUR  
FOOD SYSTEM**



**YOUTH FOOD  
MOVEMENT AUSTRALIA**

SUPPORTED BY



# WHO IS THE YOUTH FOOD MOVEMENT?



## CORE PURPOSE

**Increase food literacy**  
food-related knowledge, skills and  
experiences

+

**Grow leaders**  
Empower young people  
to lead conversations, and influence the  
food system



## CONNECTED TEAM

**YFM Australia**  
Sydney-based office  
Not For Profit

+

**Volunteer-led Chapters**  
Sydney (Central and Western),  
Wollongong, Melbourne, Brisbane,  
Launceston



## APPROACH

**Events & Campaigns**  
Playful delivery of accessible and  
tangible information

+

**By young people for young people**  
the most powerful  
way to create change



# RECIPE FOR CHANGE: WHY OUR WORK MATTERS

## 1. OBESITY + NUTRITION

We're the first generation set to have a lower life expectancy than our parents because of food – nutritionally poor foods are cheap and available.

**$\frac{2}{3}$  young people are overweight or obese**

Australian Institute of Health and Welfare, 2016

## 2. FOOD WASTE

We have enough food to feed the whole world twice over, while many still go hungry.

Young people waste more food than any other generation.

**$\frac{1}{2}$  of purchased food gets binned each week**

NSW Environmental Protection Authority, 2012

## 3. FUTURE FARMERS

With net migration to cities, low enrollment in agriculture degrees, attracting the talent to produce the food to feed us all is a challenge.

**Average age of an Australian farmer is 58**

ABC, 2016

## 4. SKILLS + JOBS

Social problems need more than industry knowledge to tackle them. We're more educated than ever, and likely to be in part time work or a role unrelated to our training.

**70% of jobs today will be automated in 10 yrs**

Foundation for Young Australians, 2015

## 5. WE CAN'T COOK

It's hard to value food when you don't know what to do with it. With working parents, we have no-one to teach us the kitchen ropes.

**Only 20% of millennials can bake a lamington**

McCrindle Research, 2011



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## OUR STORY SO FAR:

**SYDNEY**  
2 UNI STUDENTS  
SHARED A  
TABLE WITH 20  
KEEN BEANS

**SELL OUT**  
WITH A FULL HOUSE  
WE HAVE TO TURN  
PEOPLE AWAY FROM  
OUR EVENT  
CELEBRATING FARMERS

**FIRST TO WONKY**  
FIRST ORGANISATION  
TO TALK ABOUT  
WONKY FOOD WASTE  
IN AUSTRALIA

**TESTING THE MODEL**  
DELIVERED  
EXPERIENCES FOR  
GOOGLE AUSTRALIA,  
MLA & WESTERN  
SYDNEY UNIVERSITY

**SEED FUNDING**  
SECURED 3 YEARS  
FUNDING FROM  
VINCENT FAIRFAX  
FAMILY FOUNDATION

**UPSTART**  
RAISE \$20K IN 3 WEEKS  
PUTTING 100 BRAINS  
THROUGH OUR FLAGSHIP  
TRAILBLAZER PROGRAM

2011

2012

2013

2014

2015

2016

TODAY



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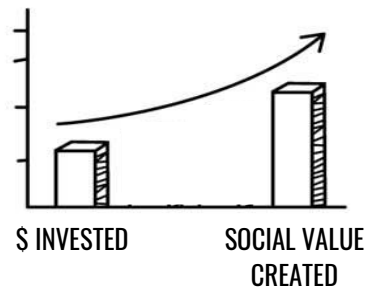
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## OUR SOCIAL IMPACT:



**\$7.11 social return  
for every dollar  
invested**  
(Bain & Company, 2016)

### THIS IMPACT IS ACHIEVED VIA:



40+ projects to date  
+  
20,000+ volunteer  
hours per year



24,000+ members  
☐ 18-35 years old  
☐ 86% women  
☐ 81% tertiary  
educated



Top 3 reason they care  
about food:

1. Human health
2. The environment
3. Animal welfare



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# LET'S TALK FOOD

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