

*Did you know?*



Every day, 1 billion people go to bed hungry.  
1 billion over-consume.

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Producing 1kg beef requires 15,500 litres of water, compared to 1,300 liters for 1kg of barley or wheat.



Well over 30% of the world's food is wasted by consumers.

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Worldwide obesity has more than doubled since 1980. 65% of the world's population lives in countries where obesity kills more people than hunger.



Kids who dine regularly with their parents are healthier, happier and better students.

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Children who plant and harvest their own fruit and veggies are more likely to eat them.



**FOOD REVELATIONS  
FOR A FOOD REVOLUTION**

**What steps will YOU take?**



On 19 May 2012, the world celebrates the first-ever Food Revolution Day, a global festival organized by celebrity chef Jamie Oliver to promote better food and healthier lifestyles. It's all about educating, inspiring and empowering people to think more about food and the choices they make.

Here's how you can get involved too!

## HERE'S WHAT TO DO:

Today, when you sit down for lunch and dinner, with your colleagues, family or friends – have a discussion about FOOD!

Use the questions below and the facts and figures on the back of this pamphlet to spark your discussion.

Discuss your thoughts with each other, and check out Step 4 to see how you can share some of these insights with us, and the Food Revolution Day community. There's even a prize!

### Step 1. FOOD WASTE

What steps can you take to reduce food waste?

How much food do you typically throw away each day? (after meetings, from your plate, because it's past its expiry date..)

Are you conscious when you are shopping that you will eat everything you buy?

Do you plan your portion size and minimise leftovers?

### Step 2. NUTRITION

What steps can you take to improve healthy eating?

How many times a week do you take time to cook fresh meals?

Do you eat adequate servings of fruits and vegetables every day?

How many times a week do you eat meat? Processed food / snacks?

Do you / your kids know how to cook healthy meals?

### Step 3. CONSCIOUS CONSUMPTION

What steps can you take to become a more conscious consumer?

Do you have an idea of the environmental footprint of your food choices?

Have you incorporated seasonal produce into your meals?

Do you support products from local growers?

Do you grow any of your own food?

### Step 4. SHARE YOUR INSIGHTS

Email us

at [tffchallenge@gmail.com](mailto:tffchallenge@gmail.com) with an insight from today's discussions or a step you will be taking to improve your food behaviors.

We will choose two submissions at random to win a copy of Jamie Oliver's book:

*"Jamie's Food Revolution: Rediscover How to Cook Simple, Delicious, Affordable Meals"*