

Friday 19 March 2010

RESEARCH SHOWS MANY AUSTRALIANS FLUNK THE FOOD FACTS TEST

New website launched to boost Australians' 'food IQ'

A year-long research and development project by Do Something has identified the top 6 facts that Australians don't know about their food. The R&D was part of Do Something's FoodWise campaign, designed to reduce the 3 million tonnes of food wasted in Australia each year. Key findings include:

- 8 in 10 Australians don't know that we **spend \$5 billion a year on food that we dump**.
- 9 in 10 Australians don't know it takes up to **50,000 litres of water to produce one kilo of beef** – so when you bin your leftover beef you're also wasting thousands of litres of water.
- When shopping, 9 in 10 Australians buy food they didn't intend to buy. A third buy food only to find they already have it at home.
- Only **half of us regularly write a shopping list** – this is one of the best ways to rein in food costs and reduce the over-buying that leads to waste.
- Two thirds of us don't know that **food rotting in landfill gives off methane**. This greenhouse gas is **25 times more potent than CO2** from car exhaust.
- When food shopping, **6 in 10 Australians don't take into account 'food miles'**, or how far their food has travelled to the supermarket – yet transporting food around the world can create massive amounts of carbon pollution.

Founder and Chair of Do Something, Jon Dee, said, "We're a nation of food lovers, but our research shows we know very little about our food. It's no wonder that Australians are throwing away three million tonnes of food every year."

To help Australians become more informed about the environmental impact of the food they buy, Do Something has launched the new FoodWise website www.foodwise.com.au

This one-stop 'food super site' features specially written pieces from chefs such as **Maggie Beer**, **Vic Cherikoff** and **Kylie Kwong**. It also includes a searchable recipes section which enables people to use up their leftover food.

The site shows people how to lower the environmental impact of their food. To help people become 'foodwise', the site has information on seasonal foods, farmers' markets, food growing, organic food, food miles, food groups, composting, food safety and food storage

"By becoming more foodwise, Australians can make their food last longer", said Dee. "That won't just save the environment, it will save you money too."

Do Something's not-for-profit FoodWise campaign is supported by Founding Partner Tupperware.

Jon Dee is available for interview, pre-records and newsgrabs from 5 am.
More information: Annemarie Jonson on 0428 278 880 or Wenlei Ma on 02 9519 8766.

Do Something www.dosomething.net.au seeks to create social and environmental change.