



WHY WE NEED A FOOD REVOLUTION

For the first time in world history we have over 1 billion people underweight and over 1 billion people overweight or obese.

Our farming, health, business and education systems aren't working, making diet-related diseases among the world's biggest killers. Cooking skills used to be passed down from generation to generation, but this pattern has been interrupted and lost. As a result, we are eating more convenience and processed foods than ever before, having lost our connection with what real, healthy and wholesome food is – we need a Food Revolution.

THE FACTS

Worldwide, obesity has more than doubled for adults and tripled for children over the past three decades. More than one in ten of the world's adult population is obese.

Worldwide, over 1.5 billion adults, and 43 million children under the age of 5, are overweight or obese.

Worldwide, over 2.8 million people die each year as a result of being overweight or obese, making overweight and obesity among the leading risks for global deaths.

Diet-related diseases are among the lead killers globally and are now impacting adults as well as adults – in the US alone one third of children are overweight or obese.

23% of US teenagers are pre-diabetic or have type 2 diabetes – a disease unheard of in children just decades ago.

In the US, diet-related disease costs over 200 billion dollars each year in health care. Obese people can die up to 10 years prematurely.

THE SOLUTIONS

We need to get back to basics and fight back. We need to start cooking from scratch again using wholesome nutritious ingredients, at home, at school and in the workplace. We need to educate each other on real food – on where it comes from, how it grows and why we need it. We need to stand up for real food.

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

Obesity is both reversible and preventable.

Kids who learn to cook are hungrier for healthy food choices, have better diets and are more confident about the importance of making healthier food choices.

Kids who eat nutritious real food lunches have improved academic scores and reduced absences.

Salad bars in schools reduce cholesterol, saturated fat, and total fat intake.

Home-cooked meals are higher in nutrients, lower in trans fats, saturated fats, sodium and calories and don't contain any unknown additives and fillers.

Improving diet and physical activity are more effective than medication in reducing the risk of type 2 diabetes, and reducing the risk for chronic diseases in previously overweight and obese people.



The Jamie Oliver Food Foundation (USA) is a charity that works to bring food education to schools and youth groups, businesses and communities through raising awareness and hands-on training. Since 2010 we have been creating meaningful relationships with like-minded individuals and organizations. This has funded projects including the Big Rig mobile teaching kitchen, the development of food education resources, hands-on training and the establishment of the global Food Revolution movement and voluntary ambassador program. We believe in better food education for all and training programs that arm people with the skills and knowledge to make better food choices.

100% of donations go straight to the projects*

We love social media and spend a lot of time sharing, interacting and listening to our global community on all things Food Revolutionary. Join us:



87,000+



326,000+



1,488,000+



224,230+



13,300+



47,990+

KEY DONORS



KEY SUPPORTERS

We now have over **1,000 voluntary ambassadors in 94 countries** and rising. Our ambassadors are integral to growing the Food Revolution from the ground up within the communities who need it the most. They are the spark of enthusiasm that can turn the Food Revolution into a local movement by connecting the dots of support to bring back better food education.



**YALE RUDD CENTER
FOR FOOD POLICY & OBESITY**



**CENTER FOR
ECOLITERACY**

For press enquiries contact press@jamiesfoodrevolution.com
For sources and references visit pinterest.com/FoodRevolution/resources-and-statistics/

* 100% after deduction of transaction fees, we are working to remove these as well.