

# youth food movement

connecting urbanites to agriculture

**\$580,364**

over three years to grow young Australians consciousness about food and where it comes from.

Many urban Australians have minimal connections to agriculture and know little about how food gets from the farm to their table each day. Youth Food Movement (YFM) is a national volunteer movement that uses a peer-to-peer learning model with young people to build their skills, knowledge and practical experience with food and agriculture.

In a tangible sense, YFM's goal is to build a generation of young Australians who will cook, read a label, understand the challenges facing farmers, know the basics of how food grows and how it reaches their plate and are connected to the land.

YFM has a clear strategy to reach young people and build industry partnerships. It uses social media, events and local chapters to connect young people interested in food with producers and industry. At a pivotal point in their growth, VFFF provided YFM with three years of operational funding that will enable them to build their core team.



**“ The financial support provided by VFFF has been truly transformational. It has provided us the space to test and learn, allowing the organisation to establish core foundations from which we can secure and scale our social impact for Australian agriculture.”** Alexandra Ilijadica and Joanna Baker, Executive Directors