

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



The Food Magnet

Keeping your food fresh

13 CLIMATE ACTION



Food waste is a global challenge with environmental, economic, and social impacts. According to the Department of Agriculture, Water and the Environment, food waste costs the economy around \$36.6 billion annually. 7.6 million tonnes of food across the

supply and consumption chain, equating to 312kg per person and \$2,500 per household, is wasted in Australia each year. The land used to grow wasted food covers more than 25 million hectares (about 25 million rugby fields) and uses 2600 gigalitres of water to grow (the volume of 5 Sydney Harbours). Whilst worldwide hunger continues to rise, with 1 in 3 people suffering from malnutrition, one-third of produce is wasted.

The federal government has already set the goal to halve its food waste by 2030 by diverting more food to the food rescue sector, establishing educational campaigns, and increasing research and technological improvements into waste treatment infrastructure and agriculture efficiency. However, why waste money prioritising waste treatment infrastructure and ways to deal with excess food whilst continuing to produce more and more when we could implement a simple system to decrease waste in the first place?

The Food Magnet is essentially an App which connects to the end-user's credit card, which stores all food-based purchases and their consume-by-dates on the system. The Food Magnet addresses the problem of food wastage and offers solutions to decreasing land space for agriculture, water conservation, and efficiency. Manual entries can also be made for any cash purchases or already cooked food (such as leftovers) on either the user's phone or the magnetic screen. The optional magnetic touch screen can be attached to the end-user's fridge (removing the problem of purchasing an entirely new fridge). Phone notifications alert end-user when a specific food is close to expiry and provides links to online recipes/videos (as does the magnetic screen).

The Food Magnet is accessible to those with a low-socio economic background as the magnetic screen is merely an additional device for added convenience, and the solution wouldn't require any sort of dramatic changes to the agriculture sector nor to Australian homes (just a quick visit to the app store). Not only would this product assist in achieving our Ag2030 production goals, but we would be paving the way to a more sustainable future by reducing CO₂ by 1 billion tonnes every year by 2030.

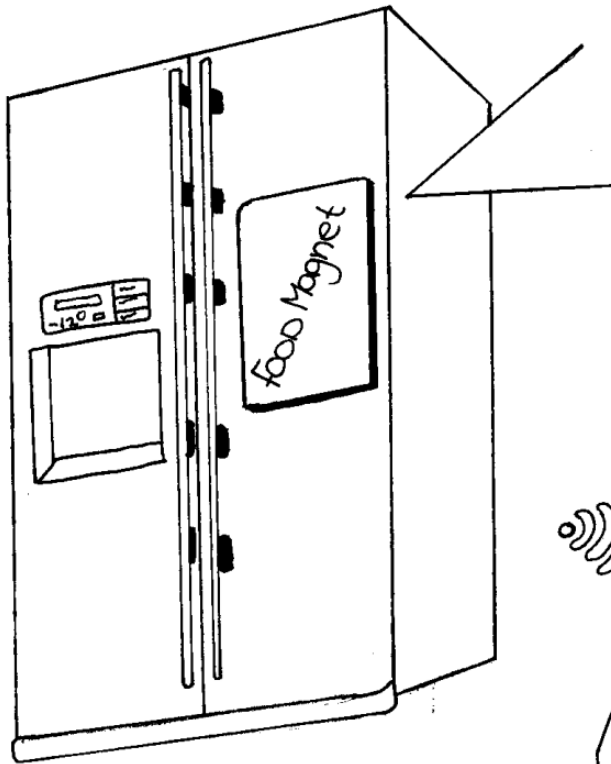
The Food Magnet would help Australians save thousands of dollars each year and reduce our waste, methane, and CO₂ levels in tandem. In addition, the future of The Food Magnet entails partnerships with food companies and could soon be an international project, helping put an end to unnecessary waste across the globe.





FOOD MAGNET

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Chicken 25/1/22
Yoghurt 23/1/22
Pepperoni 1/2/22

Use Strawberries
+ grapes before
25/1/22



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