

Red Tractor, Foodbank and ALDI Australia join forces to alleviate food insecurity

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Red Tractor, Foodbank, and ALDI Australia have joined forces to launch a "Buy One, Give One" initiative aimed at alleviating food insecurity among Australians. This partnership, driven by a shared commitment to support Aussie households in need this winter, marks a significant step forward in addressing the pressing issue of hunger in Australia and encourages Aussies to help other Aussies.

The centrepiece of this partnership is the "Buy One, Give One" initiative with Red Tractor Oats. For every bag of 1.6kg of oats purchased by customers at ALDI stores when the product is available on Special Buys another 1.6kg of oats will be donated by Red Tractor to Foodbank. This initiative aims to provide over 3 million meals to Australians in need over the next two weeks alone.

According to the Foodbank Hunger Report 2023, the cost-of-living crisis is the number one reason many Australian households struggle to meet their food needs. Shockingly, more than half (60 per cent) of food-insecure households include someone who is employed. Furthermore, 77 per cent of households experiencing food insecurity did so for the first time in the past year, with an increasing number falling into younger age groups, employed individuals, or those with mid to high incomes.

Foodbank, Australia's largest food relief organisation, plays a crucial role in providing food assistance to over 1 million people every month. Recognising the urgency of the situation, Red Tractor has pledged to donate 130 tonnes of oats to Foodbank to support vulnerable households this winter.