

FOOD DAY

OCTOBER 24, 2012

CAMPAIGN REPORT
FOOD DAY 2012



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CENTER FOR
Science IN THE
Public Interest

Report written and produced by the Food Day team at the Center for Science in the Public Interest: Lilia Smelkova, Hayley Gillooly, Catherine Kastleman, and Avi Schlosburg. Report designed by Jorge Bach and Debra Brink, CSPI.

It's Time to Eat Real!

“Food Day aspires to celebrate our food system when it works, and fix it when it’s broken.”

*Michael Jacobson,
CSPI Executive
Director and
Food Day Founder*

On October 24, 2012, Americans from all 50 states celebrated the second annual Food Day at more than 3,200 events nationwide. Food Day is a grassroots campaign to promote healthy, affordable, sustainable food and push for improved food policies. The way we eat and think about food starts in our homes, on our farms, in our schools, and in our communities. Together, we can build better food policies and a stronger, more unified movement for “real food.”

People celebrated Food Day at community festivals in Denver, New York City, and Savannah; at a national conference on the “Future of Food: 2050” that took place at the U.S. Capitol; at thousands of schools in Boston, Portland, Minneapolis, and elsewhere; and on hundreds of college campuses. The mayors of Los Angeles, Seattle, and New Haven chose Food Day to announce improvements to their food policies.

Food Day was created by the Center for Science in the Public Interest, but it is powered by a diverse coalition of food movement leaders and organizations, including student leaders, public offices, school districts, and local organizers. It is backed by 76 Advisory Board members and co-chaired by Senator Tom Harkin (D-IA) and Representative Rosa DeLauro (D-CT).

Food Day seeks to inspire the public to work together to address the complex problems plaguing America’s broken food system. For some, that might mean joining a local food policy council. Others might choose to make changes in their own and their families’ diets. However people and their communities choose to celebrate, the key is participation.

To learn more, visit www.foodday.org.

Food Day 2012 saw over 3,200 events take place around the country, including the massive Well FED Savannah Food Day Festival, which drew nearly 15,000 people to the city’s Daffin Park (left). Many organizers got creative with Food Day displays (right).



Food Day Priorities

“Food Day is an important event that addresses some of the critical problems facing many cities in America—accessibility and affordability of fresh food...”

*Michael A. Nutter,
Mayor of Philadelphia*

Food should be tasty, healthy, affordable, and produced with care for the environment, animals, and the women and men who grow, harvest, and serve it. Food Day’s goal is to bring us closer to that ideal. Food Day provides a platform for groups to collaborate, learn, debate, and mobilize for better food policies. The effort brings together some of the most prominent voices for change in the food movement, from physicians and nutritionists to union leaders, farmers, environmentalists, and chefs, around Food Day’s five priority issue areas. It also aims to reach average citizens from all walks of life—students,

busy parents, the elderly—to help them “Eat Real” every day.

Food Day’s national priorities confront overarching concerns within the food system and provide common ground for activism in the food movement. They address the twin concerns of obesity and hunger, the harms caused by factory farming, and the importance of supporting sustainable farms with fair labor practices. Almost everyone can find a way to plug in to those priorities and either celebrate progress on these goals or work toward improvements.

Food Day Priorities are to:

- Promote safer, healthier diets
- Support sustainable and organic farms
- Reduce hunger
- Reform factory farms to protect the environment and animals
- Support fair working conditions for food and farm workers

Food Day in Numbers

3,200+ events in 50 states

1,251 event hosts

110 volunteer coordinators

75 national partners and thousands of local partners

76 Advisory Board members

300 campuses

Student organizers at Georgia College teach fellow students what it means to “Eat Real” every day.



National Partnerships

“Food Day offers an important opportunity to improve our nation’s health status through better nutrition and improved food policy at the state, local, and national levels.”

*Georges Benjamin,
Executive Director,
American Public Health
Association*

Food Day offers organizations working on food issues as varied as hunger, nutrition, agriculture policy, animal welfare, and farmworker justice a special, national opportunity to highlight their activities. Organizations such as the National Association of County and City Health Officials, National Education Association, Real Food Challenge, Jamie Oliver’s Food Revolution, United Natural Foods, Inc., and many more dedicated resources and staff time to publicize Food Day and encourage their members to organize initiatives. (See Appendix 2 for a full list of national partners.)

Throughout the year, Food Day joined national partners to advocate for their causes and promote their work. Food Day signed on to the Real Food Real Jobs pledge created by food workers union UNITE HERE to emphasize the critical role of food workers in the success of the food movement. Together with Environmental Working Group

and other organizations, Food Day’s network urged Congress to support Senator Kirsten Gillibrand’s healthy food amendment to the Farm Bill, which would have redirected cuts from the crop insurance program to federal and local food programs.

Many partners publicized Food Day to their networks, including Farm Aid, International Association of Culinary Professionals, Healthier Hospitals Initiative, Health Corps, Institute for Integrative Nutrition, Association of Junior Leagues International, Slow Food USA, National Gardening Association, National Sustainable Agriculture Coalition, Farmers Market Coalition, Wholesome Wave, and others.

National Farm to School Network and Food Day promoted Farm to School Month in October; Food Day was the “Theme of the Day” on the 24th. NFSN also hosted a Food Day networking

The collage consists of several overlapping website banners and promotional graphics for Food Day 2012. At the top is a large banner for "FOOD DAY ENERGY UP! SUGAR SHOCKTOKER" featuring a rooster icon and navigation links: "A BIT ABOUT US", "OUR ANNUAL CONCERT", "ALL ABOUT GOOD FOOD", "HELPING FAMILY FARMERS", and "JOIN IN TAKE ACTION". Below this is a banner for "Celebrate Food Day, Send An E-Card". To the left is a banner for "JAMIE OLIVER'S FOOD REVOLUTION" with a "19TH MAY" tag and a "STAND UP FOR REAL FOOD" slogan. In the center is a banner for "REAL FOOD CHALLENGE" with the tagline "Uniting students for just and sustainable food." and navigation links: "Home", "About", "Take Action", "Programs". To the right is a banner for "nourish Act: Food Day" with navigation links: "ABOUT", "VIDEOS", "TEACH". At the bottom is a large red banner for "UNITE HERE!" with the text "UNITE HERE represents workers in the U.S. and Canada in" and "UNITE HERE Participates in Food Day Events".

session at its national conference in Burlington, VT, in August.

Academy of Nutrition and Dietetics publicized Food Day and provided a booth at its national conference in Philadelphia in October. It also created an action kit with suggested activities and handouts for the Academy's Kids Eat Right members.

Jamie Oliver's Food Revolution partnered with Food Day for the second time, publicizing the campaign to its network throughout the year and organizing a Google+ hangout on October 24.

Les Dames d'Escoffier, a professional women's leadership organization, spearheaded Food Day events in Austin, Honolulu, Philadelphia, Louisville, and other cities, by engaging all 28 chapters of their Green Tables Initiative.

Chefs Collaborative promoted Food Day through its national network, encouraging members to celebrate sustainable food and make responsible buying decisions in their restaurants.

"Food Day allowed us to link school events with community-wide organizing and collaborations much needed for Farm to School programs. The Guide for Schools and curriculum were great resources for our stakeholders."

*Anupama Joshi,
Executive Director and
Co-Founder, National
Farm to School
Network*

Religious Action Center of Reform Judaism created a resource guide for its members to tie in Food Day's message with faith-related activities during the month of October, and on October 24 asked members of Congress to prevent funding cuts to anti-hunger programs.

CommonHealth ACTION sponsored Food Day events in Jackson, MS, geared toward local food promotion in area restaurants, and provided technical assistance to event organizers in the Mississippi Delta and the Port Towns of Prince George's County, MD.

American Medical Student Association chapters from across the country reached out to their local elementary schools to teach younger students about the negative health impacts of sugary beverages.

Food Day partnered with the **President's Council on Fitness, Sports and Nutrition** to promote the President's Challenge Program, which urges Americans to get active and eat real every day in support of First Lady Michelle Obama's *Let's Move!* initiative.

National Education Association

National Education Association Health Information Network (NEA HIN) promoted the Food Day school curriculum through NEA's membership magazine, *NEA Today*, to over 3 million members around the country. NEA HIN also partnered with Seasons Café to celebrate Food Day in the beautiful atrium of its headquarters building in Washington, DC. The café, open to the public, introduced healthier menu options, and hosted cooking demonstrations.

Share Our Strength

Share Our Strength's partners hosted 40 Shopping Matters tours and nine educational activities reaching 150 kids, 85 youth, and 300+ adults nationwide. Cooking Matters Illinois partnered with Building a Healthier Chicago, a project of the U.S. Department of Health and Human Services and the coordinator of Food Day Chicago, to host a Shopping Matters training with 25 local organizations. In Baltimore, the Partnership to End Childhood Hunger engaged over 150 children in Cooking Matters activities.

3,200 Events Around the Country

“Never have I personally experienced such an effort, undertaken by so many individuals, all for nothing in return but to move our food community forward.”

*Rene Teran,
Founder and Organizer,
Well FED Savannah
Food Day Festival*

Food Day stimulated over 3,200 creative and meaningful activities in communities across the nation, from a Community Food Justice Festival hosted by the San Antonio Food Policy Council in San Antonio, TX, to a school contest called “Gardens That Teach” in Cleveland, OH, that provided the winning school with a hoop house for growing food.

In Washington, DC, Food Day hosted a national marquee conference in the U.S. Capitol Visitor Center on the “Future of Food: 2050.” The conference was co-hosted by Representative Chellie Pingree (D-ME). Following a reception at the Cannon House Office Building Caucus Room, panelists from Wal-Mart, the Worldwatch Institute, the Institute for Alternative Futures, and other organizations speculated on what diets and agriculture might look like by the middle of the century.

Two days earlier in DC, a panel discussion at the Navy Memorial Heritage Center titled “Chefs as Catalysts for Change: What’s on Your Plate?” brought together local leaders

from the food industry to talk about the power of chefs to affect food trends and guide the public’s palate. Organizers have now decided to make the discussion an annual event.

In Oakland, CA, the Youth Urban Farm Project and Community Food and Justice Coalition teamed up to host Oakland’s largest Food Day event at Tassafaronga Park on October 21, bringing together almost 500 participants. The event featured vendors and exhibitors, cooking demos, a plant doctor booth hosted by the Alameda County Master Gardeners, and music.

The Rodale Farm in Kurtztown, PA, organized a family-friendly Harvest Festival for its CSA members, with the proceeds from the event going to support Heritage Breed Livestock at the Rodale Institute. The Glynwood Institute and its parent organization Glynwood in Cold Spring, NY, hosted a Sustainable Food and Farming potluck called Dinner and Some Ed—featuring a meal made from local, sustainable ingredients and screenings of videos related to food and farming.

Food Day Founder Michael Jacobson welcomes guests to the national “Future of Food: 2050” conference held at the U.S. Capitol building (left). More than 400,000 New Yorkers took part in the city’s effort to set a world record for “Most Participants in an Apple Crunching Event” (right).



Photos: Chris Kleponis (left), Philip Greenberg (right).

“In NYC we celebrated Food Day with the ‘Big Apple Crunch’ to promote healthy eating and seasonal foods. We were thrilled to have groups from all over the city help us to reach more than 400,000 apple crunches!”

*Kim Kessler,
New York City
Food Policy Coordinator*

The Illinois Public Health Institute; Illinois Stewardship Alliance; and Illinois Local Food, Farms, and Jobs Council hosted the “Healthy Farms, Healthy People” symposium in Springfield, IL. State Lieutenant Governor Sheila Simon kicked off the event, which explored the intersection of food policy, agriculture, and health, and sought to identify policies to bolster local economies in Illinois and improve public health.

Slow Food Philadelphia and Les Dames d’Escoffier brought together leaders of the Philadelphia region’s sustainable food movement for a panel discussion on regional food access and public education and activism. Following the event, attendees met with representatives of various community organizations to become more involved.

More than 40 public libraries across Connecticut held activities ranging from book readings and information displays on nutrition and health to film screenings on international cuisine and cooking demonstrations from local chefs.

Norwood Public Library in El Monte, CA, hosted a bilingual English-Spanish dinner titled “Healthy Moms for Children” to learn about and discuss children’s health in the community.

Organizers in Falls Church, VA, convened a discussion on school foods and the impact of healthy food on students’ learning abilities. Speakers included David Esquith, Director of the Office of Safe and Healthy Students at the U.S. Department of Education, celebrity chef and Food Day advisory board member Nora Pouillon, and chef Ann Cooper. Teams of teens then participated in a culinary challenge to create a salad bar that met USDA School Lunch Program nutritional guidelines.



Mott Haven Rooftop Garden

“Good food is a cornerstone of our well-being as individuals and as a nation. Food Day is a time to celebrate and support it—a day to get together to foster healthy change in our eating habits and our food systems.”

*Ellie Krieger,
Host and Chef,
Food Network*

At the Mott Haven Academy Charter School, located in the Mott Haven neighborhood of New York City’s South Bronx, city officials, CSPI representatives, New York Foundling, and Bolthouse Farms joined dozens of children to officially open a rooftop vegetable and herb learning garden recently installed as part of a partnership celebrating Food Day 2012. The event served as the kickoff to the more than 3,200 events taking place throughout the country.

Cookbook author and television host Ellie Krieger, who serves on the Food Day advisory board, gave an interactive cooking lesson for the students that focused on healthy ingredients, flavor, and taste. She guided students to create a salad featuring three grains, three beans, and a wide variety of vegetables in a multitude of colors. Ellie also emphasized the benefits of whole grains and how to enhance flavor using herbs and citrus rather than relying on salt.

The rooftop garden will serve as an educational tool for children at the school. Haven Academy is located in the poorest congressional district in the United States, an area where healthy, nutritious ingredients are not always easily accessible. Herbs and vegetables from the garden will be harvested by students and used in cafeteria meals throughout the year. On Food Day, Gold Medal Produce donated enough apples for every student.

Later that day, Seeds in the Middle, a Brooklyn-based non-profit created to fight childhood obesity, organized the “Eat Real NYC” event at Foley Square, where students joined farmers and chefs for a “Big Apple Crunch.” Six schools and over 3,000 students also took part in Energy Up!’s Annual Sugar Shocktober, a health and wellness campaign.

Dozens of Mott Haven Academy Charter School students join city officials and community representatives to officially open a new rooftop learning garden at the school (left) and participate in a healthy cooking lesson (right).



Food Day in Schools

“Good Food is a priority at LAUSD.

On Food Day, we introduced the Good Food Procurement Resolution, which pledges that our 700,000 students will have access to nutritious food that’s locally sourced with sound environmental practices.”

*David Binkle,
Director of Food
Services, Los Angeles
Unified School District*

Thousands of schools around the country celebrated October 24 in the cafeteria and in the classroom. School districts including those in Denver, Portland, and Boston served up local and healthy meals, while other schools taught lessons from the Food Day school curriculum prepared by Columbia University Teachers College.

Massachusetts led the number of state events countrywide, and youth played an important part in many of the activities around the state. New salad bars opened at six schools in Boston; students at over 200 schools throughout the state enjoyed a fresh and local lunch; and several schools hosted special activities, including a Food Day Fall Festival at Learning Circle Preschool in Canton.

Bentonville Public Schools in Bentonville, AR, created a “Super Food Hall of Fame” with images of healthy food items displayed in the cafeteria serving areas. Students also participated in the “Fear Factor Vegetable Tasting Challenge” with tempting and terrifying options like rutabaga!

Los Angeles Unified School District (LAUSD) partnered with the Los Angeles Food Policy Council to put forward a Good Food Procurement Resolution pledging to prioritize nutrition, affordability, geography, and sustainability in procuring school foods for its 700,000 students. The announcement came at a Food Day dinner with 200 LAUSD officials, educators, parents, and students at a local elementary school.

Students and parents of North Stratfield, CT, schools were introduced to Meatless Monday with samples, recipes, resources, and demonstrations to help reduce meat consumption in the community and at schools.

The R.E.A.L. Lunch Program in Falmouth, ME—a student-led initiative started by a small group committed to changing their school’s lunch program—partnered with Maine farmers for a 100 percent local Food Day lunch in area schools.

Students from St. Louis Public Schools harvested sweet potatoes from school gardens as part of the “Sweet Potato Challenge 2012,” an initiative to maintain school gardens over the summer (left).

Baltimore Mayor Stephanie Rawlings-Blake joins area high school students to help plant a tree in a community green space and highlight the city’s recent food policy achievements (right).



Photos: Mihline Zahoran (left), Mark L. Dennis (right).

Food Day on Campuses

In 2012, 300 college campuses participated in Food Day, engaging approximately 100,000 students, dining hall workers, faculty, and campus leaders across the country.

Food Day partnered for a second year with Real Food Challenge (RFC), a national student organization leveraging the purchasing power of colleges and universities to build a just and sustainable food system. Food Day and RFC collaborated throughout the planning process, making RFC Food Day's largest co-coordinating partner.

On-campus events ranged from cook-offs and movie screenings to policy talks, conferences, and local food banquets. At Sacramento State University in California, the campus's second annual Food Day included panel discussions on sustainability and school foods, and poster presentations of faculty research and student projects.

Johns Hopkins University in Baltimore, MD, hosted its third annual 100-Mile Meal featuring all ingredients sourced within 100 miles

of campus. Student group Real Food Hopkins held taste tests between local and store-bought apples and cooking demonstrations using campus-grown produce.

At Duke University in Durham, NC, the Duke Real Food Campaign rallied support to make Duke the first school in the Southeast to sign the Real Food Campus Commitment to source 20 percent "real food" on campus. They planned "Food For Thought," an outdoor banquet for students, faculty, and community members that included guided discussion of all aspects of the food system.

In Wellesley, MA, Babson College celebrated "Food Entrepreneurship of All Kinds" with two days of activities featuring local food innovators and pioneers, policy makers, and food entrepreneurs. Andrew Zimmern, host of Travel Channel's *Bizarre Foods* program, led the events, which included panel discussions on the business of food and innovation in the food world, as well as an idea fair to help budding food innovators link up.

"Colleges spend \$5 billion on food annually and consistently lead food industry trends. If students succeed in their 'real food' efforts, this could radically shift the U.S. food landscape."

*David Schwartz,
Campaign Director,
Real Food Challenge*

**REAL FOOD
CHALLENGE**

An on-campus farmers market highlights festivities at Lipscomb University in Nashville, TN (left). University of Cincinnati organizers ask fellow students to share what "real food" means to them (right).



Building a Statewide Network: Food Day Massachusetts

“Our participation allows our voice to be amplified. It strengthens our mission to connect farmers to the community and encourages more people to become involved.”

*Philip Korman,
Executive Director,
Community Involved in
Sustaining Agriculture*

Massachusetts led the country with over 500 Food Day activities spanning the state. Events ranged from a Food Day Challenge in more than 50 school districts, in which over 200 participating schools served a local lunch free of all processed foods to highlight Massachusetts’ strong farm-to-school partnership; to supermarket nutrition information displays at nearly 80 Shaw’s Markets throughout the state; to community celebrations of food heritage and culinary diversity; to cooking classes in urban neighborhoods.

The Massachusetts Department of Agricultural Resources again spearheaded statewide organizing, with strong support from Governor Deval Patrick, Agriculture Commissioner Greg Watson, and state public health and education officials. State coordinator Rose Arruda of MDAR managed outreach, identified stakeholders, and focused on local foods access. Hundreds

of organizers around the state joined the movement to bring in diverse rural and urban constituencies representing a range of issues.

To build on and expand the 2011 Food Day Massachusetts network, organizing began early in 2012. MDAR held a series of in-person planning meetings in different parts of the Commonwealth; many partnerships and ideas for initiatives formed from these initial meetings. Organizers also participated in monthly calls and started a statewide newsletter to keep the network engaged and share information.

Participants launched a volunteer-led media team to manage an ambitious multi-month communications plan. The group outlined strategy, reached out to state and local press outlets, built up a strong social media presence, and maintained a state campaign website.

Community members gather in Harvard Square to sample local offerings and learn about Food Day (left). Dozens of local organizations and producers came together for a special Food Day farmers’ market in Worcester (right).



Photos: Bill Manley (left), Tim Stansky (right).

Government Participation

“Through innovative partnerships, we are expanding access to healthy, fresh, and locally grown food and protecting the land and water resources essential to sustain local food production.”

*Deval L. Patrick,
Governor of the
Commonwealth of
Massachusetts*

Government officials and state agencies took Food Day to a new level in 2012. In New York City, Mayor Michael Bloomberg observed Food Day by leading the city in an effort to set a world record for the “Most Participants in an Apple-Crunching Event.” Over 400,000 people took part in the crunch, which occurred at noon in locations across the “Big Apple.”

Massachusetts Governor Deval L. Patrick proclaimed Food Day in Massachusetts at a meal with local students and members of his cabinet at the Haley House Café in Roxbury, where the lunch discussion included local agriculture and making healthy food choices.

Los Angeles Mayor Antonio Villaraigosa presented a city Food Day proclamation on behalf of the Los Angeles Food Policy Council recognizing LA’s commitment to good food policy priorities. Seattle’s Mayor Mike McGinn announced a forward-

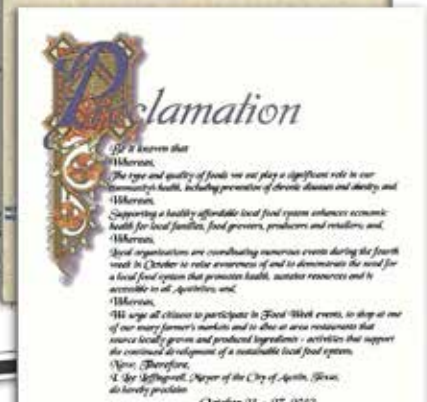
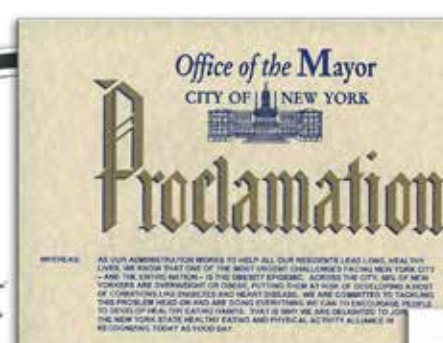
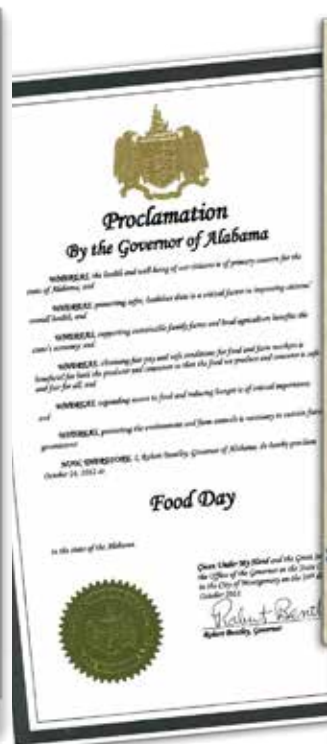
looking “Seattle Food Action Plan” on Food Day that outlined goals for the city.

Officials in a variety of other locations used Food Day to highlight local food issues. In Baltimore, Mayor Stephanie Rawlings-Blake led a press conference on the grounds of a local high school and planted fruit trees. In 2012, Baltimore became the first American city to approve a food desert map, which will help to improve the city’s strategies for increasing food access. In Atlanta, Mayor Kasim Reed issued a Food Day proclamation at the Atwood Community Garden, a community venue that provides job training and produce for Atlanta residents.

Deputy Secretary of Agriculture Kathleen Merrigan spoke at the Regional Food Summit at Western Nevada’s Food Day event on October 23, organized by the Healthy Communities Coalition of Lyon and Storey.

U.S. Conference of Mayors Resolution

America’s mayors formalized support for Food Day in June 2012 when the U.S. Conference of Mayors (USCM) adopted a resolution to declare October 24 Food Day. Boston’s Mayor Thomas M. Menino, leader of the USCM food policy task force, and Philadelphia’s Mayor Michael A. Nutter, chairman of the USCM, were joined by the mayors of Baltimore, Los Angeles, Providence, St. Louis, and University City (MO) in sponsoring the resolution.



“As we celebrate Food Day, we’re reminded of the need to reduce obesity, improve quality of life, and stimulate the local economy. This initiative is an important component of that effort.”

*Kasim Reed,
Mayor of Atlanta*

The Centers for Disease Control and Prevention (CDC) Sustainable Food Workgroup in Atlanta held an employee lunch-and-learn showing clips from the upcoming film *A Place at the Table* followed by a panel discussion featuring guests from the Atlanta Community Food Bank and Wholesome Wave Georgia.

State departments of public health also played a key role in promoting and organizing for Food Day 2012. State health partners of the CDC such as the Maine CDC, Nevada State Health Division, and the Ohio CDC Association helped to promote Food Day through blogs, publications, and social media.

State departments of education and agriculture took part too. The Washington Department of Agriculture

co-sponsored a school food taste test at Chief Sealth High School in Seattle, to gather input from high school students to increase participation in the school lunch program. David Esquith, Director of the Office of Safe and Healthy Students at the U.S. Department of Education, participated in “Feeding Academic Success,” a panel discussion in Falls Church, VA.

Dozens of mayors across the country, from Anchorage to Boston and New York City, issued proclamations supporting Food Day. Twelve states, including Alabama, Illinois, Missouri, and Washington, issued statewide Food Day proclamations.



Santa Cruz Mayor Don Lane joins locals in celebrating Food Day at the farmers market (left). Rose Arruda of the Massachusetts Department of Agricultural Resources, second from right, gathers with fellow Food Day MA organizers at the Harvard Square celebration (below).



Policy Work

“In New York we’ve found that Food Day events are great for educating both the public and legislators about policies that ensure a healthy and affordable food system.”

*Nancy Huehnergath,
New York State
Food Day Coordinator*

One of Food Day’s main goals is to improve food policies by using the day to encourage discussions about policy change, highlight and support local and state policies, educate the public and policy makers, and encourage lawmakers to introduce or support specific pieces of legislation that will improve our food system.

In Richmond, VA, Food Day organizers held a “town hall talk” that featured a 10-year timeline celebrating the progress made in Richmond’s local food system. Mayor Dwight Jones attended the event to present a city Food Day proclamation, heard challenges and questions from key stakeholder groups, and discussed policy action being taken on recent recommendations from the city’s Food Policy Task Force.

Mayor Paul Soglin of Madison, WI, highlighted community activities to improve the local food system at the official launch of the City of Madison’s Food Policy Council. New Haven, CT, announced its first-ever Food Action Plan to build up the local food economy, promote healthy choices, and

make good food more available to all residents.

Organizers in California used Food Day to voice support for Richmond and El Monte’s pioneering efforts to put the question of taxing sugar-sweetened beverages on the ballot on November 6.

On the campus of UNC-Asheville in North Carolina, students and faculty participated in a policy forum titled “Why Should Western North Carolina Care About the Farm Bill?” After the discussion, students expressed renewed interest in getting involved in the local food system.

At Bowie State University in Maryland, the second annual Food Day Symposium included a review of existing local policies and programs that promote food, nutrition, and health in Prince George’s County, including a healthy environment action plan being created by the area’s Port Towns.

FOOD DAY 2012 URBAN AGRICULTURE POLICY CONVENING



OPEN TO ALL!
Advocates for Urban Agriculture (AUA) will hold this convening of Chicago-based urban agriculture networks, organizations and practitioners to learn about each others’ advocacy/policy-related efforts and find new opportunities to collaborate and coordinate with each other and local government.

**Wednesday, Oct 24
5:30-8:30PM
1110 W. Belden, Rm 108
(McGowan South, DePaul University)**

COME EARLY FOR THE POTLUCK!

5:30-6:00: Potluck & Networking
6:00-6:15: Community Slideshow
6:15-7:30: Network Presentations
7:30-8:15: Q&A and Discussion

Advocates for Urban Agriculture

October 24th, 2012

Celebrate Food Day by Joining in Support of Sugar-Sweetened Beverage Taxes

This Food Day, communities across the country are celebrating healthy, affordable, and sustainable food and food systems. In California, the cities of Richmond and El Monte are on the cutting edge of these efforts, with proposed legislation on the November 6th ballot that puts community health before corporate profits.

Voters in these cities will vote on policies that would impose a penny-per-ounce tax on the sale of sugar-sweetened beverages like soda. Richmond has pledged to spend the increased revenues on community prevention efforts and El Monte has demonstrated an interest as well. That means more physical activity facilities and programs, healthier school meals, and expanded community nutrition programs. So not only will these taxes save lives and money by reducing soda consumption, they will create opportunities for the residents of Richmond and El Monte to live, learn, work and play in communities that better support their health.

The response has, predictably, been mixed. Critics of the

Strategic Alliance
Promoting Healthy Communities

Rapid Responders, we want to hear from you!

We want to know what you’re working on, the role media advocacy can play in strengthening your efforts, and the kinds of resources that would be most valuable to you.

Please take a moment to fill out this brief, 5-minute survey, to share your efforts and needs with us.

Join Prevention Institute at APHA

At the **American Public Health Association conference** in San Francisco next week, we’ll be presenting on a variety of media advocacy, food and activity topics, including [We’re not buying it: Stop junk food marketing to kids and choosing your channel!](#) [Exploring tools for media](#)

Creating Lasting Change

“We are growing our Food Day each year into the best celebration of what works, and the loudest educational forum we can create for what isn’t.”

*Andrew Zimmern,
Host of Travel Channel’s
Bizarre Foods and
Babson College
Entrepreneur-in-
Residence*

Food Day seeks to be a sustainable and impactful movement that creates lasting change in communities. More than a day each year, Food Day marks a growing push to strengthen our food system. Many events laid the groundwork for ongoing community change by creating new initiatives and programs.

In Bowling Green, KY, Food Day was an opportunity to forge new community partnerships. In addition to holding a community festival at Western Kentucky University, participating groups committed to form a Food Council that will examine food access and promote local foods sales and growth over time.

The City of Cleveland, OH, launched the “Gardens That Teach” Food Day Challenge, a contest promoting the use of school gardens to teach students about food, health, and community. The winning school receives a hoop house for year-round school garden growing.

In New Jersey, members from a variety of organizations, including the United Way of Northern New Jersey, Food and Water Watch, and the New Jersey Department of Health, launched the New Jersey Food Listserv as the first step in creating a statewide Food and Health Alliance.

Northeastern University in Boston brought together students, dining service workers, community allies, and faculty members for the “Justice in the Food Chain” conference. Speakers from the Coalition of Immokalee Workers and the Student/Farmworker Alliance discussed the importance of collaboration to support farmworker rights. One week after the event, the dining workers ratified their first contract with food service provider Chartwells—which includes a living wage, affordable health care, and increased sourcing of healthy, sustainable, and local foods. Students, workers, and their allies are now launching a new campaign with Real Food Challenge for better food procurement.

Castle Medical Center in O’ahu, HI, opened its doors to hundreds of area residents for a “Let’s Talk Food” fair that featured a tour of the center’s new rooftop garden and focused on changing local food policies (left). More than 150 students, workers, and community allies gathered at Northeastern University calling for “Justice in the Food Chain” (right).



Event Highlights

3,200 events around the country

Interfaith Farmworker Fundraiser Portland, OR

Ecumenical Ministries of Oregon's Interfaith Food and Farms Partnership hosted a "Food Justice Fundraiser" with author Tracie McMillan, an investigative journalist who shared her undercover experience in the food industry. The event included a "Good Food, Good Jobs" panel led by the Real Food Real Jobs campaign.

Future of Food: 2050 Washington, DC

Nearly 200 attendees gathered for Food Day's national marquee event conference, hosted by Representative Chellie Pingree, at the U.S. Capitol Visitor Center. Panelists from Wal-Mart, the Worldwatch Institute, and the Institute for Alternative Futures speculated on what diets and agriculture might look like by the middle of the century.

Food Day at Iowa State University Ames, IA

Fifteen campus and local organizations, including dining services, student groups, and community partners, collaborated on a week of Food Day programming including canning and healthy cooking workshops, a local meal with farmers, outdoor displays, a campus sustainability challenge, and a lecture featuring anti-hunger advocates and winners of the 2012 World Food Sovereignty Prize.



Denver Botanic Gardens Denver, CO

Denver Botanic Gardens' second annual Food Day celebration waived public entrance fees, courtesy of sponsorship by Chipotle. Attendees tried local foods and other products, participated in hands-on workshops and kids' activities, and learned about the more than 20 community groups tabling.

Eataly New York New York

In Manhattan, food market Eataly New York hosted 25 of its local food producers who handed out real food samples all day long. During the "Big Apple Crunch," volunteers gave away around 700 apples in an hour.

Real Food Community Tour Phoenix, AZ

Officials from the Arizona Department of Health Services, Maricopa County Department of Public Health, and the Arizona Department of Education led a community tour of "real food solutions," including a community garden and the downtown Phoenix Farmers Market, which featured demonstrations by local gardening experts, farmers, dietitians, chefs, and more.

Kansas City Apple Share and Crop Mob Kansas City, KS

Food Day Kansas City organized "apple shares" throughout the metropolitan area, passing out free apples to promote the Food Day tenets of healthy, sustainable, local eating. Cultivate Kansas City organized a Crop Mob to recruit volunteers to help at local urban farms.

Eat, Grow San Diego San Diego, CA

A collaboration of San Diego public health professionals, school administrators, local businesses, UC San Diego staff, and three area farmers markets partnered with nine elementary schools to create the "Eat, Grow San Diego" Food Day Passport Challenge. Over 1,000 students and their parents visited their neighborhood farmers markets to learn about new fruits and vegetables, hear food-themed stories, and meet local farmers. The school with the highest participation received a Food Day Celebration with a local chef.



Well FED Savannah Food Day Festival Savannah, GA

For the second year in a row, the biggest Food Day event was the massive festival in Savannah, GA. The city's Daffin Park was filled with nearly 15,000 people enjoying local food, music, exhibitors, and kids' activities.

Harvard Square's "20-Mile Food Challenge" Cambridge, MA

The Harvard Square Business Association teamed up with Food Day Massachusetts and Yelp Boston to create the "20-Mile Food Challenge," a food tasting event in Cambridge's Brattle Plaza, located in the heart of Harvard Square. Participating restaurants celebrated with special offerings that sourced ingredients within 20 miles of Harvard Square.



100 Chefs in 100 Schools Nashville, TN

Chef Kevin Dorr cooked up the idea of bringing 100 Nashville chefs into classrooms in conjunction with Community Food Advocates as part of the "100 Chefs in 100 Schools" initiative. Working with students, the chefs demonstrated healthy, kid-friendly recipes, including fruit nachos.

Jackson Food Week Jackson, MS

Eat Jackson partnered with the Mississippi State Department of Health and leaders of Mississippi's Farm to Table movement to coordinate a weeklong local restaurant promotion. Harvest festivals and healthy eating events took place in eight health districts around the state.

Grocery Store for a Day New Orleans, LA

The Lower Ninth Ward Food Access Coalition created the ward's first ever pop-up grocery store on Food Day to bring attention to food insecurity in the Lower Ninth Ward. The event, which drew 300 people from all over New Orleans, also included children's activities, health screenings, and a proclamation by Mayor Mitch Landrieu.



Pour One Out Richmond and El Monte, CA

The cities of Richmond and El Monte each gathered large crowds to celebrate Food Day by "pouring one out" to raise awareness of the harmful health effects of consuming sugary drinks. Public health advocacy group Dunk the Junk joined the Richmond celebration with an anti-soda mural, DJs, and dancing.

Month of Food Citizenship Durham, NH

The University of New Hampshire's second annual Month of Food Citizenship featured dozens of events designed to raise awareness of sustainable food systems and food traditions across cultures. The festivities culminated on October 24 with a discussion on sustainability in a vulnerable environment, led by pioneering Fair Trade company Equal Exchange.

Sweet Potato Challenge 2012 St. Louis, MO

Students at St. Louis Public Schools harvested sweet potatoes from their school gardens as part of the "Sweet Potato Challenge 2012" initiative to maintain school gardens over the summer. After learning about and harvesting this nutritious vegetable, the students participated in cooking demonstrations with area chefs and sampled healthy recipes featuring—surprise—sweet potatoes!

Corporate Participation

“Food Day was a great opportunity for our company to take the health and nutrition values that influence our work each day to a new level. We intend to increase this good food awareness throughout the coming year.”

*Melody L. Meyer,
Vice President of Policy
and Industry Relations,
United Natural Foods, Inc.*

Food Day provides a vehicle for a wide variety of stakeholders in the food system to work together to spread the message about healthy, affordable, and sustainable food to the broader public. Food Day partnered with a number of companies to advance the goals of the campaign. Although neither CSPI nor Food Day accepts corporate sponsorship, many companies participated by engaging customers, vendors, and employees through wellness programs and marketing materials.

Bon Appétit Management Company, which manages 500-plus cafés in 32 states, partnered with Food Day and chose October 24 to launch the Campus Farmers Initiative, an online community dedicated to helping college students start farms and gardens, in collaboration with Kitchen Gardeners International. Dozens of Bon Appétit teams celebrated with educational activities aimed at helping students and corporate employees grow some of their own food.

Bolthouse Farms again printed the Food Day logo and URL on 11 million

bags of baby carrots. Aramark, Sodexo, Chartwells, and Premier food service companies all organized special events at many of their clients' cafeterias.

Disney dedicated a page to Food Day in its Healthy Halloween Kit, available on the Magic of Healthy Living website, encouraging kids to eat real and cook together on Food Day and every day.

United Natural Foods, Inc., the leading national distributor of natural, organic, and specialty foods and related products, celebrated Food Day at many of its 27 facilities across the country with picnics and potlucks featuring healthy, local foods. Each location featured know-your-farmer literature, tasty recipes, and nutrition education materials to spread the good food word.

Other companies publicized Food Day to their networks, including Organic Trade Association, Kraft Foods, and Blue Cross Blue Shield.



Supermarket Participation

Shaw's and ShopRite supermarket chains held consumer-education events on Food Day, in partnership with the New England Dairy Board. One hundred sixty-nine Shaw's and Star Markets throughout New England, including 78 in Massachusetts, provided Food Day information to customers through its weekly circular and held food demos of healthy snacks. Selected Boston-area stores teamed up with Mayor Thomas Menino's Boston Moves for Health Initiative to host "Workout Wednesdays," which brought Boston Public School classes to their neighborhood Shaw's market for store nutrition tours and a special workout.

LSG Sky Chefs

LSG Sky Chefs, the world's largest provider of in-flight services, including catering, used Food Day as an opportunity to continue the internal health and wellness education campaign it launched on Food Day 2011. During the weeks leading up to October 24, the company held a nutrition education campaign for its 8,600 employees in the North America region, gave away seed packets, and created digital boards within each of 40 locations promoting local farmers markets.

Initiatives Launched on Food Day

Many participants recognized Food Day by launching advocacy initiatives. The Humane Society of the United States observed Food Day by releasing an animated short film, *A Pig's Tail*, which tells children the story of animals on a factory farm.

“‘Pour One Out’ events tapped creative energy around the country—especially among students—to amplify solid advice about excessive soda consumption, particularly among young people.”

*George Hacker,
Senior Policy Advisor,
Health Promotion, CSPI*

Food activist Anna Lappé, together with watchdog group Corporate Accountability International and a range of other organizations, launched the Food Mythbusters campaign to take aim at “Big Ag’s billion-dollar PR machine.”

Some organizations used Food Day to publish research findings. The Food Labor Research Center, based at the University of California, Berkeley, along with the Food Chain Workers Alliance and the Restaurant Opportunities Center, released a report finding that a proposal to raise the minimum wage would increase food prices for consumers by just 10 cents per day. Food Policy Action, a newly formed national organization, published the first

National Food Policy Scorecard to score lawmakers on critical floor votes related to food. In recognition of Food Day, U.S. PIRG released a report analyzing food recalls that showed that despite food safety reforms, illnesses continue to rise.

CSPI’s Life’s Sweeter with Fewer Sugary Drinks campaign launched a “Pour One Out” contest offering \$1,000 for the best video about soda’s negative health effects. Students at various colleges—including Sacramento State University, Mary Baldwin College, and Florida International University—and at high schools in New York and Virginia created sugary drink displays and circulated “Pour One Out” petitions.

The campaign received over 80 video submissions from around the country. First place went to the Sullivan family of Nashville, TN, who submitted an original rap song inspired by self-professed “soda-holic” father Peter Sullivan’s personal struggle with soda consumption.

On Food Day, the Humane Society of the United States launched the animated short *A Pig's Tail* about a pig’s perspective of factory farming (left). Students and families let their creative juices flow in their submissions to the Life’s Sweeter with Fewer Sugary Drinks “Pour One Out” video contest. (right).



Food Day Online

“Our Food Day Twitter conference was a great success: it generated significant attention, created dialogue with various communities and it also helped our partners learn how to leverage social media to communicate their issues.”

*Destin Layne,
Program Director,
GRACE Communications
Foundation*

Online, people celebrated Food Day through a variety of interactive discussions and tools. Thousands took the Eat Real Quiz—which rates your diet’s effect on your health, the environment, and animal welfare—and shared their results on Twitter and Facebook. At the “Future of Food: 2050” conference, participants spurred conversation with the public on Twitter by live-tweeting key points and questions posed by panelists.

Much of the campaign’s online activity took place on Twitter, where @FoodDay2012 reached over 5 million people. On October 24, three Twitter chats brought together thousands of people and organizations to discuss a wide variety of food system issues. Wholesome Wave kicked off the day with a Twitter chat discussing local food production and access. In the afternoon, journalist and author Frederick Kaufman hosted a Twitter chat

discussing food as a financial product and our global food system.

Throughout the day, GRACE’s Sustainable Table hosted a five-hour Food Day Twitter conference. Each hour focused on one of the Food Day priorities and was moderated by a different group: Animal Welfare Approved, Coalition of Immokalee Workers, Food and Water Watch, Applegate, and the Real Food Media Project with Anna Lappé.

Food Day also maintained a strong presence on Facebook, with event hosts and participants sharing pictures, videos, and articles documenting their events.

Over 2,200 students, faculty, and staff took the University of California system “Eat Real Food Day Pledge” online, committing for a day, a week, or longer to eat foods that are healthy, minimally processed, and prepared in a sustainable and humane way.



Resources for Organizers

The Food Day team offered a variety of resources to help community and state-level organizers hold successful events. Materials available online at www.foodday.org included organizing guides geared toward community organizers, schools, and campuses; a Food Day School Curriculum; Media Guide; Film Screening Guide; and the Food Day Dinner Party Kit, which included the Eat Real Recipe Book. In order to promote their events, hundreds of organizers around the country received free shipments of promotional materials—including posters, recipe cards, and stickers—from the Food Day national office. Monthly webinars for organizers focused on such topics as securing funding for Food Day events, generating media attention, and organizing educational activities for schools and colleges.

The redesigned Food Day website offered high levels of interconnectivity to social media platforms such as Facebook, Twitter, Pinterest, LinkedIn, Google+, and Reddit. Many organizers displayed the “I Eat Real” sign created by the Food Day office in photos leading up to their events to build

momentum online. The campaign blog offered visibility for the stories of Food Day organizers working at the local, state, and national levels and provided information about Food Day’s five priorities. The signature Food Day map allowed the public to search for events by city and state or ZIP code.

The Food Day team conducted multiple outreach trips to build relationships with organizers at nearly 30 community planning meetings, including those in Minneapolis, Washington, DC, New Orleans, San Diego, Chapel Hill, Austin, Atlanta, Boston, Portland, Philadelphia, Seattle, and more. Food Day staff also organized statewide and regional planning calls that reached participants in every state and provided ongoing support with follow-up calls to individuals.



Funding Food Day

The Food Day national office is supported by small donations from thousands of CSPI members as well as major contributions from the Center for Communications, Health and the Environment (CECHE), The Freed Foundation, The Manaaki Foundation, The Marisla Fund, The Moon Drunk Fund, Ralph E. Ogden Foundation, Shared Earth Foundation, The Streisand Foundation, The Flora Thornton Foundation, Wallace Genetic Foundation, Lucy R. Waletzky, M.D., Eric Weaver and Sara Sanderson, and the William James Foundation. Sponsorship from the California Endowment helped Food Day hire a field organizer and facilitate hundreds of events across California, especially in Latino communities.

This year, Food Day teams in many regions raised much-needed funds for their local causes. Organizers in Jackson, MS; Berkeley, CA; and Savannah, GA, marshaled funding for and through their events. CSPI facilitated contributions by serving as a fiscal sponsor when necessary.

According to the post-Food Day survey, 42 percent of respondents said that a grant between \$100 and \$500 will make a big difference for their events. Next year, Food Day would like to offer a small-grant program for organizers.

- \$250,000** Makes possible more than **100 Food Day events in 10 states** across the country.
- \$100,000** Provides funding for **one marquee event** in New York City, San Francisco, Chicago, Washington, DC, or other major city on Food Day.
- \$50,000** Supports **five field organizers** in Food Day target states with constituent outreach and event planning.
- \$25,000** Plants **an urban garden**.
- \$15,000** Supports Food Day's **travel and tabling at 15 major national conferences**, enabling us to spread the campaign to new audiences.
- \$10,000** Pays for **a bilingual organizer** in a low-income or Latino neighborhood.
- \$7,500** Supports the planning and execution of **a candidates forum** on food and agriculture issues.
- \$5,000** Enables the design, printing, and mailing of **Food Day posters, brochures, and fliers for one city**.
- \$2,500** Sponsors **one Food Day intern** for two months.
- \$1,000** Underwrites fees for a **featured food activist/speaker** at a Food Day event.
- \$500** Funds **one campus Food Day event**.
- \$250** Supports **one school's Food Day celebration** with students.
- \$100** Boosts the efforts of **one local Food Day event** so that organizers can provide food or literature or bring a speaker to their event.

The lifeblood of Food Day is our network of national, state, and local organizations—hundreds of advocates nationwide who dedicate their time and resources to raising the profile of their work for a better food system by plugging into this national movement. Food Day’s advisors and partners contributed major in-kind support that elevated the five priorities and reached millions of Americans.

Food Day has a small national team—four full-time staff plus several interns—and generated a huge number of activities. With more staff, especially located in a number of states around the country, Food Day will stimulate more

activities on Food Day, in addition to helping create organizations that build the real food movement year-round.

Food Day is people-powered, and to avoid conflicts of interest, does not accept financial support from corporations or government. Local Food Day events, however, are encouraged to engage local, responsible businesses that share Food Day’s goals. Funders interested in joining a Food Day information briefing for donors, community foundations, and private foundations should contact Development Director Jane Welna at 202-777-8388.

Food Day 2012 Staff

Campaign Manager: Lilia Smelkova

Campaign Coordinators: Hayley Gillooly, Catherine Kastleman

Campaign Project Assistant: Avi Schlosburg

Interns: Connor Bell, Jon Brandt, Michael Bulger, Meb Byrne, Julia Jordan, Eden Kanowitz, Jeremiah Lowery, Amy Roggenburg

Regional Coordinators: Susan Coss (CA), Nancy Huehnergath (NY)

Communications: Jeff Cronin, Clare Politano

Fundraising: Kelli Knox, Jane Welna

Food Day 2013

Building on the first two Food Day celebrations, Food Day 2013 is shaping up to be the biggest and most significant yet. Food Day 2013 will have the same mission of raising awareness and stimulating policy change, and will focus campaign efforts on ending diet-related diseases.

The campaign will address the childhood health crisis with project work on food education. By teaching children new life skills relating to nutrition and health, Food Day’s national partnerships will help youth acquire the knowledge they need for a healthier future and build a more food-literate society. New resources and information for Eating Real year-round will become an integral component of the campaign. Visit www.foodday.org for more.

Selected Articles

Appendix 1

Food Day was covered by numerous national and local news outlets, including *The Boston Globe*, *USA Today*, *The Washington Post*, and *Huffington Post*. Articles in top local publications like *Minnesota Daily*, *The Savannah Tribune*, *St. Louis Magazine*, and *Edible Communities* provided high visibility for many Food Day events

Many blogs publicized Food Day, informing readers about events in which they could participate in their communities. Highlights of blog coverage included *LA Weekly* blog, *Food Network's Healthy Eats*, *Urbanspoon*, and *Blog for Family Dinner*.



« B4FD Reflections: Today is a Gift B4FD Reflections: Cooking with Kids »

Food Day—It's Time to Eat Real!

Like 15 people like this.



by Lilia Smelkova



NFU Blog

Every Day is Food Day for Family Farmers and Ranchers

Posted on | October 24, 2012 | No Comments

By Brittany Jablonsky

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The Boston Globe

Food & dining

A menu of options for Food Day

By Jane Dornbusch | GLOBE CORRESPONDENT OCTOBER 16, 2012

In a couple of years, maybe, folks will greet each other on Oct. 24 with cries of “Happy Food Day!” The event, created by the Center for Science in the Public Interest, hasn’t yet achieved the high profile of, say, Earth Day, but it’s well on its way, with talks, dinners, demos, and more in Massachusetts and the nation.

Now in its second year, Food Day — a “movement for healthy, affordable, and sustainable food,” according to the event website — takes a big-tent approach. All kinds of organizations are getting into the act with many free and inexpensive events throughout the week. You might join a community center potluck or take advantage of “workout Wednesdays” at Shaw’s supermarkets.

Kim Motylewski, market manager of the Cambridge Winter Farmers’ Market, sees Food Day as an opportunity to learn “how your food choices affect the local economy, the national landscape, and the earth.” The Cambridge Community Center, which hosts the market, will be holding a potluck on Oct. 21. “Sitting around the table is what the community center is all about,” says Motylewski.

“I think Food Day is about people getting involved in the conversation about where their food comes from,” says Bill Walker, executive chef of Le Cordon Bleu College of Culinary Arts in Cambridge, which is hosting several events on Oct. 20, including talks by local chefs, and a \$5 farm-to-table hors d’oeuvres reception.

In some cases, restaurants are teaming up with local organizations. On Oct. 24, The Elephant Walk in Waltham will host a \$45-per-person benefit dinner for Waltham Fields Community Farm, a nonprofit farm that supports hunger-relief and food-access efforts. “We’re going to use it as an opportunity for the public to have a delicious family-style meal and educate folks about our farmer-training work,” says the farm’s executive director Claire Kozower. ...

USA Today

For Food Day, celebrate a new awareness of nutrition

Ellie Krieger, Special for USA TODAY

The nation is seeing a remarkable convergence of momentum in food and nutrition.



(Photo: J. Scott Applewhite, AP)

4:26PM EDT October 16, 2012 - Have you thought about food lately? I am not talking about what you are planning for lunch. I am talking about food in general — what's healthiest, where it's grown, how it's produced, how to cook it, and how so many lack affordable access to it.

Chances are the answer is yes, thanks to a remarkable convergence of momentum and awareness in food and nutrition today. That momentum is coming from the top down, with first lady Michelle Obama's Let's Move program, a call to action to combat obesity, and from the grass roots up, as folks more than ever are concerned about what they are eating and how it is produced.

That's why the time is ripe for the second annual Food Day on Oct. 24, a national celebration to "eat real," led by the Center for Science in the Public Interest.

It is a movement that brings together a diverse coalition of people and organizations that care about food and strive for more healthy, affordable and sustainable food systems. Thousands of events will take place throughout all 50 states, from food festivals, film screenings and cooking demonstrations to campus contests, church suppers and hunger drives.

I was so inspired by Food Day that I volunteered to be on its advisory board and will be heading up two cooking demonstrations in public schools in my area. If you think about — and care about — food, whether it's lunch or beyond, there are so many ways to celebrate and participate:

- Make a simple dinner from scratch, including fresh fruits and vegetables.
- Host a potluck meal to celebrate community and home cooking.
- Shop at a farmers market and get to know a local farmer.
- Initiate a vegetable-tasting in a school or community center.
- Attend a Food Day event in your community (www.FoodDay.org (<http://www.foodday.org/>)).

Each of these may seem like small actions, but when we do them in unison, on or around Food Day, they become a big statement of the importance we place on good quality, accessible food in our lives and our communities.

Savannah Tribune

“GEORGIA’S BEST WEEKLY”

The Savannah Tribune

2012-10-31 / Social & Community News

Savannah Food Day Festival a Success



Jaden Gail, Troy Gail and Amyr Moore learn more about creating healthy meals Sunday at The Savannah Food Day Festival in Daffin Park from Virginia Bruce, Valeria Darby and other teachers from Johnson and Jenkins high schools. Photo Credit: Tina Brown

The Savannah Food Day Festival was held in Savannah’s Daffin Park on Saturday, Oct. 28. This festival of fresh, healthy, affordable and sustainable food was part of a celebration held in cities across the nation.

Savannah festival attendees enjoyed live music, kids puppet shows, freshly prepared foods, farm fresh produce, exhibitors, and over a dozen unique workshops and activities for the whole family. Individuals were informed about creating healthy meals and eating habits..

The Food Day Festival was free and open to the public and was hosted locally by Well FED, an area organization and magazine centered on food, dining, and sustainable living. Nationally, Whole Foods Market sponsored the festival.

Food Day takes place annually on October 24 to address issues as varied as health and nutrition, hunger, agricultural policy, animal welfare, and farm worker justice. The ultimate

goal of Food Day is to strengthen and unify the food movement in order to improve our nation’s food policies.

More information visit www.wellfedsavannah.com/foodday.html

Food Network's Healthy Eats



The second annual Food Day is this Wednesday. Thousands of events are taking place around the country to help celebrate healthy, affordable and sustainable food. Here are some fun ways folks are celebrating and ideas on how you can celebrate Food Day in your neck of the woods.

About Food Day

Food Day takes place on October 24th each year. Food movement leaders, organizations, nutrition professionals, labor leaders, environmentalists, farmers, chefs, authors, cookbook writers, parents, kids and teachers have come together to unite their belief in a better food system. Food Day aims to fulfill six goals, which you can read about in a post I wrote about Food Day last year.

Events celebrating Food Day have been organized nationwide, but you can also create a local event at your school or library or at home with family and friends.

Nationwide Events

Eatright DC: Public Policy Reception

Location: Washington, D.C.

The District of Columbia Metro Area Dietetic Association (DCMADA) is hosting a meet and greet reception to promote health and nutrition and the work of registered dietitians in Washington, DC.

Workout Wednesdays for Kids

Location: Boston, MA

Throughout the month of October, Shaw's supermarket will be hosting Workout Wednesdays in partnership with Boston Moves for Health and the Fuel Up to Play 60 program, one of which will be held on Food Day. The events involve a 90 minute session with Boston Public School kids where a class will visit one of their stores and take part in a 30 minute fitness activity, followed by a brief healthy eating tour and ending with a make-your-own yogurt sundae bar.

Food Day Tailgate and 5K Fun Run

Location: Jackson, MS

Get fit and eat well with a movie marathon, grill out and 5k fun run on October 27. There's a \$1 entry fee for the fun run,

which will help buy more equipment for the free community fitness center.

Celebration of National Food Day

Location: White Plains, NY

In my county, Blythdale Children's Hospital ran a Food Day event on Sunday October 21st to help teach families how to lead a healthy lifestyle with diet and exercise. Representatives from the area provided cooking demos, tips on cooking budget-friendly family meals, and a local gym taught kids some rocking Zumba moves. Although this was a free event, each family was asked to bring a non-perishable item to be donated to the local food pantry.

Find more Food Day events in your area.

Plan Your Own

Here are some fun ideas on how to plan your own Food Day event.

Create your own cooking class at home. Invite several of your kids friends, choose 1-2 healthy recipes, and get cooking. Be sure to send everyone home with a copy of the recipes.

Have a potluck dinner with several families. Choose dishes that include seasonal fruits and vegetables—and purchase those ingredients from your farmers' market.

Create a Food Day contest to get schools or families involved in friendly food related competition. Some of my favorites: bobbing for apples, a three-legged race, and best apple pie.

Organize a food drive at your kids' school.

Organize a neighborhood trip to a local farmers' market or to volunteer at a local farm.

Add your planned event to the Food Day website.

TELL US: How are you celebrating Food Day?

Read more at: <http://blog.foodnetwork.com/healthyeats/2012/10/23/food-day-2012/?oc=linkback>

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Posted at 05:30 PM ET, 10/24/2012

What have you done with your Food Day?

By [Tim Carman](#)

You might have heard that today is [Food Day](#), the second annual celebration of "healthy, affordable and sustainable food" coordinated by the [Center for Science in the Public Interest](#). Perhaps you've been celebrating Food Day the same way I have: by eating lunch at my desk.

Somehow, I don't think that's in the spirit of the day.

Others, fortunately, have done far more. Here are a few of the highlights:

- * A new organization, [Food Policy Action](#), today issued a "[food policy scorecard](#)," in which it rates federal lawmakers on how they voted on SNAP funding, food safety, GMO labeling and other food-oriented bills and amendments.

Fifty senators and representatives earned a perfect score, including Sen. [Barbara Mikulski](#) (D-Md.), Rep. [Gerald Connolly](#) (D-Va.), Rep. [James Moran, Jr.](#) (D-Va.), Sen. [Benjamin Cardin](#) (D-Md.), Rep. [C.A. Dutch Ruppersberger](#) (D-Md.), Sen. [John D. Rockefeller IV](#) (D-W.Va.), Rep. [John Sarbanes](#) (D-Md.) and Rep. [Christopher Van Hollen, Jr.](#) (D-Md.). Among the lawmakers with the lowest scores were House Majority Leader [Eric Cantor](#) (R-Va.), Sen. [Roy Blunt](#) (R-Mo.), Sen. [Pat Roberts](#) (R-Kan.) and Sen. [Jim Inhofe](#) (R-Okla.).

- * "For the first time, we will have a seat at the political table, armed with important information about how our senators and representatives voted on important issues involving our food," said chef-restaurateur and "Top Chef" co-host [Tom Colicchio](#), a founding FPA board member, in a news release.
- * The [Capital Area Food Bank](#) used the day to announce that it has launched a new initiative to "increase demand for nutritious foods within the organization and across the food bank's network of partner agencies," according to a release. The idea is to make healthful food available to those who can least afford it.
- * A unique [Food Day Twitter Conference](#) was held this afternoon on the social media site, covering such topics as animal welfare, farm worker rights and the overuse of antibiotics in agriculture.
- * Food Day organizers have put together a [food quiz](#) to determine how your diet affects your health, the environment and animal welfare. (A humbling exercise, I should add.)
- * The [Humane Society of the United States](#) worked with Aardman Studios to produce this video, "[A Pig's Tail](#)," to help kids understand the difference between factory farms and small family farms. (The video is featured above.)

Hundreds of other [events](#) have already occurred. Perhaps you took part in one that you'd like to talk about in the comments section below.

Further reading:

- * [Food Day is back after a 34-year absence](#)

By [Tim Carman](#) | 05:30 PM ET, 10/24/2012

ABOUT THE BLOG

All We Can Eat is a meeting place for the food-

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Hon. Jan Schakowsky, U.S. Representative (IL)

Hon. Louise Slaughter, U.S. Representative (NY)

Will Allen, Founder and CEO, Growing Power, Inc.

Kenneth D. Ayars, Chief, Division of Agriculture, Rhode Island Department of Environmental Management

Pat Babjak, CEO, American Dietetic Association

Dan Barber, Executive Chef, Co-Owner, Stone Barns Center for Food and Agriculture, Pocantico Hills, NY

Suzan Bateson, Executive Director, Alameda County (CA) Community Food Bank

Georges Benjamin, Executive Director, American Public Health Association

Angela Glover Blackwell, Founder and President, PolicyLink

Kelly Brownell, Director, Rudd Center for Food Policy, Yale University

Richard Carmona, Former Surgeon General; President Canyon Ranch Institute

Isobel Contento, Professor, Columbia Teachers College

Jim Crawford, President, Tuscarora Organic Growers Cooperative

Laurie David, Author and Film Producer

Rev. Patricia de Jong, Senior Minister, First Congregational Church of Berkeley (CA)

Jeff Dunn, President and CEO, Bolthouse Farms

Caldwell Esselstyn, Director, Cardiovascular Disease Prevention and Reversal Program, Cleveland Clinic Wellness Institute

Barbara Ferrer, Executive Director, Boston Public Health Commission

Jonathan Fielding, Director, Los Angeles County Department of Public Health

David Fleming, Director and Health Officer for Public Health - Seattle and King County

Jane Fonda, Actress, Health Advocate

Anthony Geraci, School Food Consultant, Laconia, New Hampshire

Reverend Douglas Greenaway, President and CEO, National WIC Association

Diane Hatz, Co-Founder, Director, The Glynwood Institute for Sustainable Food and Farming

Oran Hesterman, President/CEO, Fair Food Network

Rachel Johnson, Professor of Nutrition and of Medicine; former Dean of Agriculture, University of Vermont

David Katz, Yale-Griffin Prevention Center

David Kessler, Pediatrician, Univ. California, San Francisco; former FDA Commissioner

Ellie Krieger, Host and Chef, Food Network

Shiriki Kumanyika, Professor of Epidemiology, University of Pennsylvania School of Medicine

Robert Lawrence, Professor, Johns Hopkins School of Public Health

Sid Lerner, Founder, Meatless Monday

Michael Leviton, Board Chair, Chefs Collaborative; Chef/Owner, Lumiere restaurant

Susan Linn, Director, Campaign for Commercial-Free Childhood

Kelle Louaillier, Executive Director, Corporate Accountability International

Melody Meyer, Vice President of Policy and Industry Relations, United Natural Foods, Inc.

Stacy Miller, Executive Director, Farmers Market Coalition

Marion Nestle, Professor of Nutrition, Food Studies, and Public Health, New York University

Advisory Board 2012

Appendix 2 (continued)

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| Jerry Newberry, Executive Director, Health Information Network, National Education Association | Kathleen Rogers, President, Earth Day Network |
| Demalda Newsome, Community Food Security Coalition Board of Directors | Michael Roizen, Author; Chief Wellness Officer, Cleveland Clinic |
| Michel Nischan, President/CEO, Wholesome Wave | David Satcher, Former Surgeon General; Director, Satcher Health Leadership Institute, Morehouse School of Medicine |
| Dean Ornish, Founder and President, Preventive Medicine Research Institute | Deirdre Schlunegger, CEO, STOP Foodborne Illness |
| Daphne Oz, Author and Co-Host, ABC's <i>The Chew</i> | David Schwartz, Campaign Director, Real Food Challenge |
| Wayne Pacelle, President, Humane Society of the United States | Barton Seaver, Chef, Author, Washington, DC |
| Robert Pearl, Executive Director and CEO, The Permanente Medical Group | Nina Simonds, Cookbook Author and Journalist |
| Robert Pestronk, Executive Director, National Association of County and City Health Officials | Morgan Spurlock, TV and Movie Producer, Actor |
| David Pimentel, Professor, Ecology and Agriculture, Cornell University | Tanya Wenman Steel, Editor-in-Chief, Epicurious.com |
| Michael Pollan, Author, Professor of Journalism, University of California, Berkeley | Carol Tucker-Foreman, Consumer Federation of America |
| Barry Popkin, Professor of Nutrition, University of North Carolina | Alice Waters, Chef/Proprietor, Chez Panisse Restaurant, Berkeley, CA |
| Nora Pouillon, Chef/Owner, Restaurant Nora, Washington, DC | Walter Willett, Chair, Nutrition Department, Harvard School of Public Health |
| Susan Prolman, Executive Director, National Sustainable Agriculture Coalition | Rabbi David Saperstein, Director, Religious Action Center of Reform Judaism |
| Daryll Ray, Professor and Director of Agricultural Policy Analysis Center, University of Tennessee, Knoxville | Patricia Young, Founder and National Coordinator, World Food Day |
| Maria Rodale, CEO and Chairman, Rodale Inc. | |

National Partners 2012

Appendix 3

- Academy of Nutrition and Dietetics
- America the Beautiful Fund
- American Farmland Trust
- American Medical Student Association
- American Planning Association - Food Interest Group
- American Public Health Association
- AmpleHarvest.org
- Bolthouse Farms
- Campaign for Commercial-Free Childhood
- Center for a Livable Future
- Center for Foodborne Illness Research & Prevention
- Change.org
- Chefs Collaborative
- CommonHealth ACTION
- The Community Based Public Health Caucus
- Compassion Over Killing
- Consumer Federation of America
- Cooking Matters
- Earth Day Network
- Eat Well Guide
- The Elfenworks Foundation
- Energy Up
- Epicurious.com
- The Episcopal Church, Office of Economic and Environmental Affairs
- FamilyFarmed.org
- Farm Aid
- Farm Animal Rights Movement
- Farmers Market Coalition
- Feeding America
- Food Alliance
- Food Chain Workers Alliance
- FoodFight
- FoodPlay Productions
- Health Care Without Harm
- Holistic Moms Network
- Humane Society of the United States
- Institute for Integrative Nutrition
- Jamie Oliver's Food Revolution
- Jewish Community Centers Association of North America
- KickinKitchen.TV
- Les Dames d'Escoffier International
- MAZON: A Jewish Response to Hunger
- The Monday Campaigns
- National Association for Health and Fitness
- National Association of County and City Health Officials
- National Association of Nutrition Professionals
- National Catholic Rural Life Conference
- National Farm to School Network
- National Parent Teacher Association
- National Physicians Alliance
- National Sustainable Agriculture Coalition
- National Wellness Institute
- National WIC Association
- NEA Health Information Network
- Nourish
- One World Everybody Eats Foundation
- Organic Farming Research Foundation
- Organic Trade Association
- Physicians Committee for Responsible Medicine
- Project Bread
- Real Food Challenge
- Revolution Foods
- Restaurant Opportunities Centers United (ROC-United)
- Seedling Projects
- Slow Food USA
- STOP Foodborne Illness
- Union for Reform Judaism
- UNITE HERE
- United Church of Christ
- United Natural Foods Inc.
- U.S. PIRG
- Vegetarian Resource Group
- Wallace Genetic Foundation
- Wholesome Wave
- Women of Reform Judaism
- World Food Day
- World Hunger Education Service



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