



Company Opportunities

Food Day is a nationwide celebration of healthy, affordable, and sustainably produced food, and a grassroots campaign for better food policies. It builds all year long and culminates on October 24. In 2012, Food Day reached hundreds of thousands of Americans through 3,200 events across all 50 states.

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.

In other words, Food Day will promote the sales and consumption of healthier foods—something that should benefit many companies. The produce industry, supermarkets, foodservice operations, and many manufacturers should be able to take advantage of this opportunity. Please contact the national Food Day office to discuss other possibilities.

Food Day was covered by 216 local news outlets in more than 140 cities. Overall, Food Day received 332 mentions on TV, with coverage in 66 markets and 134 individual outlets, reaching a total audience of more than 10.4 million viewers.

All companies (in and out of the food industry)

- Send a Food Day announcement to all email lists/listservs of customers, employees, others.
- Promote Food Day through the company's social media.
- Have a Food Day banner ad or other link on the company's websites for a month or two ("Celebrate Food Day" with a hyperlink to foodday.org).
- Do more to provide healthful foods to local food banks.
- Print a Food Day notice ("Celebrate / FoodDay.org / Oct. 24") in print advertising (newspapers/FSIs) in advance of Food Day.
- On Food Day, run full-page newspaper ads supporting Food Day and explaining what the company is doing to promote healthier diets, local farmers, etc.
- Be imaginative! Pop-up stores in prominent locations? Provide salad bars or cooking equipment to local public schools? Partner with local newspapers to hold conferences?
- Host a farmers market at headquarters or manufacturing facilities.
- Organize CSAs (community supported agriculture arrangements with farmers) for employees at plant/office sites.
- Encourage employees to celebrate Food Day at their homes, churches, schools, communities.
- Improve the nutritional quality of foods in company cafeterias and vending machines; buy some food from local, sustainable farms.

- Devote some land on company property to vegetable gardens for employees (and possibly neighbors).
- Have healthy Food Day celebrations at offices, factories, cafeterias, stores for employees and possibly guests and local residents.
- Organize health fairs, including blood pressure and cholesterol screenings.

Packaged food manufacturers

- Hand out free samples of healthful foods in Times Square, other prominent locations, or Food Day events (or exchange healthier foods for junk foods that people turn in).
- Print a Food Day notice (“Celebrate / FoodDay.org / Oct. 24”) on product labels.
- Have special “bonus” coupons for healthful products around Food Day.
- Announce a bunch of product improvements—less salt, no trans-fat, reduced or safer packaging, innovative (and healthier) new products.

Supermarkets

- Have cooking lessons and nutritionists in stores the week before and after Food Day.
- Publish full-page newspaper on Food Day to explain what the store is doing to celebrate Food Day.
- Print “Celebrate Food Day.org – Oct. 24” on cash register receipts.
- Experiment with farmers markets in parking lots for several weeks around Food Day.
- Announce that the store is pulling junk foods from some or all check-out aisles and putting junk foods out of young children’s eyesight and reach.
- Announce that the store is working with the city or state to help solve local food deserts.

Restaurants, Foodservice companies

- On Food Day, introduce more-healthful foods, better information about foods, and more locally grown foods.
- Invite local farmers to talk to patrons at restaurants that use their foods.
- Chefs can go to local schools to talk to students about sustainable agriculture and nutrition.

Produce industry

- Events (with free samples) to publicize a wide variety of delicious tastes.
- Huge vegetable-cooking demonstrations in public places.



Center for Science in the Public Interest

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