

FOOD DAY

OCTOBER 24, 2013

Food Day in Restaurants!

What is Food Day?

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.

This annual event brings together some of the most prominent voices for change in the food movement, united by a vision of food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest, and serve it.

In 2013, Food Day will focus on teaching children to cook. Children who know where our food comes from and how to cook meals will have a big advantage when it comes to being healthy and avoiding obesity, and other health problems.

Why should restaurants get involved?

- Food Day is a great opportunity to show your commitment to locally produced foods, showcase a variety of healthy options, and reach out to an audience hungry for more sustainable ways to consume.
- Food Day is an opportunity to reinforce direct contacts between chefs and producers and educate your consumer base.
- Food Day is a way to join hundreds of thousands of Americans in celebrating healthy, affordable, and sustainable food and provide greater access to "real" food options.

What resources does Food Day provide?

- Use of Food Day logos.
- Access to Food Day online resources: cards, brochures, posters.
- Guest blog post on www.FoodDay.org.
- Interactive map to register events.
- Listing on www.FoodDay.org.

Who is partnering with Food Day?

National partners (100+) include Chefs Collaborative, Slow Food USA, National Sustainable Agriculture Coalition, Farmers Market Coalition, and many more. Food Day's Advisory Board includes author Michael Pollan; nutrition authority Marion Nestle; filmmaker Morgan Spurlock; and chefs Alice Waters, Dan Barber, and Ellie Krieger among others.



How can my restaurant participate?

Restaurants are invited to celebrate Food Day with positive steps, like buying more produce, meat, and eggs from local farms; adding more whole grains to breads and pastas; or collecting money for food banks, farmers markets, or other local organizations. Some other ideas:

- Create a special Food Day menu that features food from local farms, or team up with other restaurateurs to create a Food Day Restaurant Week that features local and sustainable menus.
- Run a special on Food Day or during the week leading up to it.
- Invite a farmer to talk to customers and include their produce in the menu on Food Day.
- Sign up for email updates through www.FoodDay.org, follow @FoodDay2013 on Twitter, and "Like" Food Day on Facebook!



Visit www.FoodDay.org, email us at foodday@cspinet.org, or call 202-777-8392.

Register your event—big or small—at www.FoodDay.org so others near you can join in and get inspired.