

# FOOD DAY™

OCTOBER 24, 2013

SPECIAL EDITION

BRINGING BACK FAMILY DINNER: P. 6

DETROIT'S SCHOOL FOOD RENAISSANCE: P. 7

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## LET'S GET COOKING!



**F**ood Day is a nationwide celebration and grassroots movement for healthy, affordable, and sustainable food. In 2013, Food Day has a focus on activities aimed at improving kids' diets and teaching them to cook. We'll never be able to match the resources of America's junk-food manufacturers. But with help from family members, and armed with just a dozen or so basic, healthy recipes, kids can enjoy the fun of cooking and improve their health.

The standard American diet contributes to obesity, diabetes, heart disease, high blood pressure, cancer, and other diet-related dis-

eases. And many of the foods that cause those problems in adults—sugary sodas, candy, and cereals; salty, refined snacks; fatty fast-food combo meals—were consumed as childhood staples. This diet, often laden with factory-farmed meat, exacts a terrible toll on the environment. Food Day is an opportunity for all of us to change our diets for the better—and to improve the environment and ameliorate the plight of farm animals at the same time. And, it's a great opportunity for college students, local organizations, health departments, and courageous public officials to stand up to Big Food and fix a broken food system. So let's get cooking on that front, too!

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# FOOD DAY: ENDING FOOD IGNORANCE

*Education too important to leave to Big Food*

By Michael F. Jacobson



Would you be surprised to know that there is a highly sophisticated, multi-billion-dollar campaign under-

way designed to teach your children about food? There is. In fact, experts agree that this campaign is wildly successful. Unfortunately, the massive instructional campaign to which I refer is the \$2 billion effort by the food industry to teach children and teens to want candy, sugar drinks, sugary cereals, and other highly processed junk foods. Mostly, these lessons are delivered through your television set. Increasingly though, these messages reach kids through mobile devices, so-called “advergaming” on the Web, and shockingly, even junk-food marketing within the four walls of their classrooms.

When one-third of American kids are overweight or obese, and are on track to have shorter lives than their parents, it's clear that food education is too important to leave to Big Food. That's why those of us behind Food Day (October 24) are collaborating with the Jamie Oliver Food Foundation (USA) on a new national initiative to put food education in every school.



*McDonald's reaches impressionable brains via television and the Web.*

Parents would be outraged if their children in elementary school didn't learn that two plus two is four, or couldn't identify the Niña, the Pinta, and the Santa María. Yet, as Jamie Oliver demonstrated in 2010, some American school kids cannot identify tomatoes, beets, or cauliflower, or might mistake an eggplant for a pear! Yet thanks to Big Food's marketing muscle, junk-food brands like McDonald's, Coca-Cola, and Chuck E. Cheese's are as firmly implanted in kids' developing brains as the names of the three ships that sailed the ocean blue in 1492.

The anti-hunger group Feeding America estimates that elementary school students receive just 3.4 hours of nutrition education—ac-

tual education and not marketing—each year. Fewer than 25 percent of high school students take any family and consumer science classes, formerly known as home economics, and those classes are often the first to go when school budgets are trimmed. And parents have to shoulder some of the blame, when, in all too many harried households, “cooking” actually means “microwaving” or otherwise heating some well-preserved, factory-extruded, combination of flour, fat, salt, sugar, dyes, and flavorings.

But just as we expect our schools to do the heavy lifting when it comes to teaching geography, algebra, physical education, and history, we should expect schools to teach children

about food—where it comes from and how it affects our bodies and our health.

Where it's been done well, we know that food education works. First of all, most kids find that cooking is fun. The more children cook and prepare fresh recipes from scratch, the more likely they are to appreciate healthier and varied ingredients and develop a skill that will serve them well throughout their lives. The more children learn about food and nutrition, the more likely they are to eat fruits, vegetables, and other healthful foods. And the real-world experience of Alice Waters' edible schoolyards shows that the more children plant and harvest fresh fruits and vegetables, the more motivated they are to eat them.

We call on policymakers at all levels of government, starting with local school boards, mayors, and governors and then on up to Members of Congress and to the famous nutrition advocates living at 1600 Pennsylvania Avenue, to put food education back in every school. We simply must not raise another generation of kids that can't tell tomatoes from potatoes, or for whom cooking means pressing the “start” button on the microwave.

Let's make sure every child advances to the next grade with

a handful of age-appropriate recipes under his or her belt, with some healthful sandwiches and salads learned in elementary school, more advanced soups and pastas in middle school, and healthy entrées in high school. Let's envision the financial windfall taxpayers should ultimately reap when we begin to make a serious dent in rates of childhood overweight and obesity. And let's put food education back in schools because we value our children and their prospects for long, healthy, and happy lives.

It will be many years, if ever, before America's real food educators have the same financial resources as America's junk-food manufacturers. But we shouldn't leave the critical task of teaching nutrition to the food industry any more than we'd leave teaching science to the Flat Earth Society.

Get active in your own home and community, and visit [bit.ly/FoodEdu](http://bit.ly/FoodEdu) to be a part of this effort to restore food education's rightful place in schools.

*Jacobson is executive director of the Center for Science in the Public Interest and founder of Food Day.*



National coordination for Food Day is provided by the **Center for Science in the Public Interest**, the nonprofit organization that advocates for improved nutrition and food safety policies. CSPI also publishes the award-winning *Nutrition Action Healthletter*.

CSPI and Food Day do not accept any funding from businesses or government, and *Nutrition Action* accepts no advertising. CSPI, 1220 L Street, NW, Suite 300, Washington, DC 20005

202-332-9110 | [cspinet.org](http://cspinet.org)

## JACK JOHNSON—FOOD DAY ON TOUR

In anticipation of October 24, singer-songwriter Jack Johnson teamed up with Food Day on his **From Here To Now To You** tour. At each of his venues, Johnson and his All At Once social action network celebrate Food Day by introducing his fans to local and national nonprofit organizations that work on sustainable agriculture, food access, farm-to-school projects, and other food policy issues. At the end of his tour, his Kokua Hawaii Foundation is coordinating a series of events with local chefs, farmers, and schools to celebrate Hawaii's unique food culture.

“While on tour we are lucky to be able to enjoy food from every region that we visit,” Johnson said. “Supporting local farmers at each stop is important to us. Along the way we have met many amazing



**“While on tour we are lucky to be able to enjoy food from every region that we visit.”**

nonprofit groups that promote local, organic, and sustainable food in their communities and schools. Food Day is a great opportunity to introduce people to these groups who are doing important work and celebrate our connection to food.”



# GETTING SOCIAL ON FOOD DAY—AND THROUGHOUT THE YEAR

Food Day is your day to define what it means to Eat Real. How will you share healthy, affordable, sustainable food with your family, friends, school, or workplace?

FoodDay.org is the place to find everything happening in your community on October 24, or to sign up to host your own event. But even if you can't attend a Food Day event in your city or town, you can add your voice to the growing food movement by participating online. Use Twitter, Facebook, Instagram, and Pinterest to show the world how you make Food Day your own.



**Twitter:** Answer #14Questions That Could Save Your Life and tweet your score! Use #FoodDay2013



**Facebook:** We want to see what you cook on Food Day! Post a photo and tag @Food Day and #LetsGetCooking. Be sure to "Like" Food Day on Facebook.



**Pinterest:** A great place to find recipes to try on October 24! Re-pin your favorites and tag #FoodDay2013. Don't forget to check out our #FoodEd board, full of inspiring images from our campaign to Get Food Education in Every School! School Foods Rule shows healthy school meals all across the country: <http://pinterest.com/FoodRevolution/school-foods-rule/>



[www.FoodDay.org](http://www.FoodDay.org)



**Instagram:** Show us your Food Day! Share your 'Grams on October 24 using #FoodDay2013 and follow @Food\_Day

# GOING MOBILE

Find Food Day events on your mobile device

This year, Food Day is partnering with the Farmstand app to bring Food Day events right to your smartphone. Download the app to find events on October 24 and tag your photos with the Food Day sticker!

What if everyday food decisions affected our health, environment, farmers, and neighbors? Silly question, right? You already know this is true. The better question is: "How can we make sure our actions improve our health, contribute to a healthy environment, support local farmers, and make sure no one is hungry in our community?"

That's exactly why we connected Food Day to Farmstand.

Our dream is to connect every community with locally grown food. Whether it's from a farmers market, CSA, grassroots campaign, restaurant, food pantry, or online delivery service, we're taking a simple tap on your phone and turning it into finding fresh food, preventing food waste, and feeding those in need. We have over 8,600 farmers markets listed and exciting updates are on the way.

—by Farmstand founder John Ford



## DO YOU EAT REAL?

Take the quiz

14 Questions that Could Save Your Life and the Planet

[FoodDay.org/14Questions](http://FoodDay.org/14Questions)



# RECIPES EVERY KID SHOULD KNOW!



Should Know. Here are five to whet your appetite. Find the rest at [FoodDay.org/lets\\_get\\_cooking](http://FoodDay.org/lets_get_cooking).

We want kids and their parents to enjoy fresh, real food. Healthy, simply prepared meals from whole foods is a major focus of Food Day 2013. Food Day organizers asked CSPI's culinary director, The Healthy Cook, Kate Sherwood, to develop 20 Recipes Every Kid



## Fruit Kebabs

Use any fruit you like chopped or cut into shapes with small cookie cutters. We used strawberries, raspberries, cantaloupe, honeydew melon, mango, pineapple, and papaya. The more colors you get on your stick, the better.

Most flavored yogurts have too much added sugar to be good for you so we mixed plain, greek yogurt with vanilla yogurt to get to a happy, healthy balance for our kebab dip.

## Lentil & Grain Salad



This is one of my favorite solutions to “what’s for lunch?” Toss cooked lentils and whole grain with some shredded or chopped vegetables, a bit of fresh or dried fruit, crunchy nuts or seeds, and a good vinaigrette – voila! What’s for lunch is solved! Here’s one combination you can try.

Toss all the ingredients except the salt and pepper together. Taste and season with up to ½ tsp. salt and pepper. Serves 4.

2 cups cooked lentils*	1 apple, cored and chopped
2 cups cooked brown rice or other whole grain**	½ cup toasted pumpkin seeds
1 cup shredded carrot	½ cup vinaigrette
2 cups steamed or raw kale, chopped	freshly ground black pepper
	½ tsp. kosher salt

Per Serving: Calories: 490 | Sodium: 450 mg | Total Fat: 23 g Sat Fat: 2.5 g | Carbs: 59 g | Protein: 17 g | Fiber: 13 g

### Basic Vinaigrette

1 Tbs. Dijon mustard	2 tsp. honey
3 Tbs. red wine vinegar	½ cup grapeseed oil, or other neutral tasting oil (canola, safflower)
3 Tbs. minced red onion	
½ tsp. kosher salt	Makes about 1 cup.

Per 2 Tbs. Serving: Calories: 130 | Sodium: 170 mg

*\*Cooking lentils is easy. French or black lentils are the best for salads but the more common brown and green will work too. For 2 cups of cooked lentils, put ¾ cup lentils with a bay leaf and whole clove of garlic in a medium pot with enough water to come up 2 inches above the lentils. Bring to a boil over high heat then reduce heat to low, cover and simmer until the lentils are tender but not falling apart. Because we want salad lentils not soup, start checking your lentils at 20 minutes. When the lentils are tender, drain and throw away the bay leaf and garlic. Rinse under cold water to cool the lentils then toss in your salad.*

*\*\*The easiest way to cook brown rice or any whole grain is the same way you cook pasta—in plenty of water—no measuring and no worrying required. Your grain will be ready in about 2/3 of the usual cooking time. Bring a large pot of water to a boil, stir in the rice, boil, partially covered, until tender but not mushy. Start checking (taste it to see if you like it) your rice at 25 minutes. When the rice is tender, drain and return to pot if serving hot or rinse if using cold.*

## Scrambled Eggs with Sweet Potato Hash

Sweet potatoes are hard to cut because they are so firm but a few minutes in the microwave will soften them enough so that they are easy to cut. If you want more than one egg, mix egg whites or firm tofu into your whole egg. You can find cartons of egg whites in the refrigerated section near the eggs.

Microwave the potato for 2 to 3 minutes to soften then run under cold water to cool. Cut the potato into cubes. In a medium, nonstick skillet, heat the oil over medium heat. Sauté the potato, peppers, and onions until potatoes are tender, 3-5 minutes. In a bowl, whisk the eggs, milk, and salt together. Move the sweet potato, pepper, and onion onto a plate. Pour the egg into the skillet and stir constantly with a wooden spoon or rubber spatula until the eggs are hot and clump together.

1 small sweet potato (about ½ lb.), peeled	1 large whole egg
1 tsp. extra-virgin olive oil	1 Tbs. non-fat or low-fat milk
½ cup chopped bell pepper (any or all colors)	⅓ tsp. kosher salt
¼ cup chopped onion or scallion	

Per Serving: Calories: 280 | Sodium: 270 mg | Total Fat: 10 g Sat Fat: 2.5 g | Carbs: 38 g | Protein: 10 g | Fiber: 7 g



Fish Tacos

Tacos are a great way to introduce a variety of vegetables into the mix of what you're eating. Everyone can fill their taco with the ingredients that they like—you win if you make your taco the most colorful at the table.

We've substituted a crispy corn meal crust on the fish for battered fish that's deep-fried. You can also use a sautéed white fish (like tilapia) in your tacos. Try the cilantro sauce on other tacos too.

Try some other combinations—fill crisp corn taco with re-fried black beans stewed with lots of garlic then topped with corn, salsa, and shredded lettuce or chicken sautéed with onions and red bell peppers topped with guacamole and lettuce.

Cilantro Sauce

- ¼ cup low-fat sour cream

1 jalapeño pepper, seeded (optional)

2 Tbs. fresh lime juice

20 sprigs cilantro

¼ tsp. kosher salt
- In a food processor or blender, puree the sour cream, jalapeño, lime juice, cilantro, and salt. Put in a small bowl and set aside.

Corn Meal Crispy Fish

- 1 cup cornmeal

1½ lbs. firm, white fish, cut into 1-inch strips (we tried this recipe with cod and tilapia)

¼ tsp. kosher salt

½ tsp. chili powder, optional

¼ cup canola oil
- Spread the cornmeal on a plate. Season the fish with salt and chili powder, if using. Pat the fish in the cornmeal to coat on all sides. Heat the oil in a large nonstick skillet over medium heat until hot but not smoking. Fry the fish in the oil until the cornmeal is lightly browned and fish is cooked through, 1-2 minutes per side. Remove and drain on paper towels.

Tacos and Toppings

- 10 6-inch soft corn tortillas, warmed
- Serve with as many veggie-based toppings as you like. Try avocado or guacamole, romaine lettuce, red or white onion, tomatoes, cabbage, salsa, or pico de gallo.
- To assemble the tacos, top each tortilla with fish, cilantro sauce, and veggie toppings, then fold in half and enjoy! Makes 10 tacos.
- Each taco as pictured: Calories: 210 | Sodium: 260 mg | Total Fat: 8 g Sat Fat: 1 g | Carbs: 20 g | Protein: 16 g | Fiber: 4 g



Lunchbox Salad

Almost any raw or cooked veggies can go in your lunchbox salad. Try to get as many different colored vegetables in your lunchbox as possible—bell peppers, tomatoes, cucumber, carrots, snap or snow peas, broccoli, cauliflower—then add some chicken or other protein (like tofu or tuna) and a dressing that you like. We have a dressing below for you to try. Just put the dressing ingredients in a large bowl and whisk them until well blended.

- 2 cups chopped romaine

1 cup vegetables
- 3oz. grilled or sautéed chicken, sliced

¼ cup dressing

Per Serving as shown: Calories: 350 | Sodium: 360 mg | Total Fat: 18 g Sat Fat: 3 g | Carbs: 18 g | Protein: 31 g | Fiber: 4 g

Creamy Citrus Dressing

- 2 Tbs. orange juice

2 Tbs. fresh lemon juice

¼ tsp. kosher salt

¼ cup minced scallions
- ¼ cup minced dill

⅓ cup mayonnaise

⅓ cup low-fat sour cream or greek yogurt

Makes about 1 cup.

Per 2 Tbs. Serving: Calories: 80 | Sodium: 140 mg

HOW TO READ A NUTRITION LABEL

Food is the fuel that keeps your body running smoothly. Ideally, the food you eat provides great energy (calories), protein, dietary fiber, healthy fats, vitamins, and minerals—without bringing along too much sugar or salt, unhealthy fats, or unsafe food additives. Packaged foods are required to have a Nutrition Facts label, which should help you figure out how nutritious a food is. Let's look at yogurt.

**Serving sizes** are standardized portions that allow you to compare the nutrient amounts in similar foods.

**Fats** are tricky. Some, like olive oil, or the kinds in nuts or fish, are good for you, while others are not. "Saturated Fat" is less healthy, and "Trans Fat" is the worst. The words "partially hydrogenated" in the ingredients list lets you know that trans fat is in there.

**Sugar** is fine when it occurs naturally (such as in fresh fruit), but eating too much added sugar or corn syrup is not healthy. Avoid processed foods that have more than 8 grams (two teaspoons) of sugar per serving, unless you are eating dessert.

Nutrition Facts	
•Serving Size 3/4 cup (6 fl oz)	
Amount Per Serving	
Calories 135	Calories from Fat 5
% Daily Values*	
•Total Fat 1.5g	1%
Saturated Fat 0.5g	1%
Trans Fat 0g	
Cholesterol 5mg	2%
Sodium 190mg	8%
Potassium 625mg	
Total Carbohydrate 19g	6%
Dietary Fiber 0g	0%
•Sugars 19g	
Protein 14g	
Vitamin A 0%	Vitamin C 5%
Calcium 50%	Iron 1%
* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.	

**Calories** tell you how much energy is contained in a serving of food. The calories themselves aren't bad or good; what's most important is whether they come from nutrient-dense ingredients.

**Sodium** comes mostly from salt. Many processed foods have more salt than is healthy, as too much sodium can raise blood pressure.

**Dietary fiber** is good for you and keeps your digestion healthy. Fruits, vegetables, beans, and whole grains tend to have lots of it.

**Protein** is your body's basic building block. Foods with a lot of protein give you energy for a long time.

**Vitamins and minerals** are some of the most valuable parts of foods. The more the merrier—but don't be fooled by products that advertise added vitamins, minerals, and fiber, but are high in sugar.

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# WHY FAMILY DINNERS MATTER



Author Laurie David


## Cooking with Kids


Plan for your kids to help you on days when you have patience and time. It does take longer to cook with kids in the kitchen: They do ask a lot of questions, and they will undoubtedly make a fantastic mess. So be sure to be prepared, forgiving, and in a festive mood. Here are a few more suggestions for success.


-  Pick your own 20-second hand-washing song (like “Happy Birthday”), and make it a ritual to sing it while washing your hands with plenty of soap and warm water.
-  Give your child his or her very own apron. Put yours on, too.
-  Repeat your safety talk on sharp knives and hot stoves.
-  Let the kids help pick the menu. Start with simple recipes featuring ingredients that they like.
-  Create a kid-friendly work

Imagine sitting down and connecting with your children every day in a cheerful, significant, and meaningful way. Sound impossible or completely unrealistic? It's not. It's called family dinner. Maybe you're already cooking up a version of it that you're not completely satisfied with. Maybe you've thought about doing it but can't quite make it happen due to a nonstop stream of scheduling conflicts. Maybe you're suffering from “over-screenitis,” the TV, computer, and BlackBerry sucking up most of your family's downtime. Whatever the reason, if you are missing out on regular family dinner, you are missing out on the best part of the day. The importance of dinnertime should not be underestimated, and when done well it will rock your world.


space. If the counter is too tall, bring in a step stool for them to stand on, or perhaps try working at the kitchen table—it may be the perfect counter height for a little person.


 Have fun! Put some music on, wear your fancy cooking hats, roll up your sleeves, and dig in. When you approach cooking as creative and fun-filled, your child won't think of cooking as a “chore,” and neither will you!

 Talk about the ingredients: Where do potatoes come from? How do they grow? If you have herbs on the windowsill or vegetables in the garden, let the kids do the picking. If you have time to go to the market together, great!

 Taste the food, a lot! Listen to your kids' opinions. What does a raw carrot taste like compared with when it is cooked? Does this tomato sauce need a little more salt? Dip a lettuce leaf into the sal-

ad dressing and decide together if you need more oil or vinegar.

 Put the kids in charge of making sure all the compostables end up in the compost, recyclables in the right bins, and finding alternatives to using plastic wrap and foil.

 Be delighted in the results, no matter what! Kids thrive on success, so sprinkle the meal with compliments and drizzle with love.

The immediate reward will be a dinner that your kids are excited about. Kids love to taste their own creations... so not only is cooking with kids fun for everyone, but it helps them to eat better, too! The future reward will be the day you come home and sit down for a home-cooked meal made entirely by your home-grown chef.

*Excerpted with permission from The Family Dinner by Laurie David with recipes by Kirstin Uhrenholdt*

To learn more, check out Family Cook Productions' ([www.family-cookproductions.com](http://www.family-cookproductions.com)) new cookbook and parent guide *Get Your Family Eating Right*.



Food Day's national priorities address overarching concerns within the food system and provide common ground for building the food movement. Food Day aims to:

**Promote safer, healthier diets:** The foods we eat should promote, not undermine, our good health. Yet, every year we spend more than \$150 billion on obesity-related health care costs, plus another \$73 billion in reduced productivity. You know the problem: too much sugar, salt, trans fat, and animal fats, and not enough fruits, vegetables, nuts, seafood, low-fat/non-fat dairy products, and lean poultry.

**Support sustainable and organic farms:** Currently, sustainable farms receive little to no federal support and often lack market access to keep them competitive. Meanwhile, the largest 10 percent of industrialized farms—which contribute to poor health and severe environmental degradation—receive 75 percent of all farm subsidies.

**Reduce hunger:** Currently, around 50 million Americans are considered “food insecure,” or near hunger, and Supplemental Nutrition Assistance Program (SNAP, formerly food stamps) participation is at an all-time high. SNAP is vital to reducing hunger, but the program's budget is under constant attack while federal measures to increase food access are minimal.

**Reform factory farms to protect the environment and farm animals:** Today, most farm animals are confined in “factory farms”—sometimes containing as many as 50,000-100,000 cattle, hens, or pigs. These practices result in needless animal abuse and illness, environmental degradation, and harm the people who live in and around those facilities.

**Support fair working conditions for food and farm workers:** 20 million workers throughout the U.S. food system harvest, process, ship, sell, cook, and serve the food we eat every day. And yet, many farmworkers earn well below poverty levels while the tipped minimum wage for restaurant servers has remained at \$2.13 per hour for the last 21 years.

For more on how to advance the Food Day priorities in your own community, please visit [www.FoodDay.org/food\\_policies](http://www.FoodDay.org/food_policies).

## 10 Steps to Get Your Family Eating Right + REAL

- 1.** Prioritize sit-down family meals – best when prepared from scratch at home
- 2.** Plan meals around seasonal foods – shop at the farmers market with your children
- 3.** Make the kitchen a family retreat – an active, busy kitchen engages all the senses; this exposure is unconscious learning
- 4.** Invite your children to help cook – bonding together around nurturing food magically motivates trying new foods
- 5.** Serve healthy portions – learn to listen to your body; don't trust portions on packages or in restaurants
- 6.** Explore cuisines from around the world – traditional recipes usually constitute a balanced meal
- 7.** Chose sustainably produced foods when possible – add more legumes and whole grains and reduce meat
- 8.** Understand food marketing deception – packaged foods mostly benefit corporate profit, not health
- 9.** Advocate for your family's health – demand a healthy and affordable food supply from your government representatives
- 10.** Create traditions with healthful recipes – connect healthy food with family celebrations



# DETROIT'S SCHOOL FOOD RENAISSANCE



Betti Wiggins, Executive Director, Office of School Nutrition for Detroit Public Schools(L), with U.S. Senator Debbie Stabenow (R).

While 2013 was perhaps one of the City of Detroit's most challenging years for those who govern the city, as well as for those who reside in the city, Betti Wiggins, Executive Director of the Office of School Nutrition for Detroit Public Schools, has stayed positively focused on her mission of bringing healthy, fresh, food to Detroit's students.

The targets that the Office of School Nutrition has set for its breakfast and lunch program make Detroit a leader among school nutrition programs around the country in terms of healthy offerings and programs to promote student wellness. Detroit's schools now serve only water and 100 percent fruit juice; they have a "Green Day" once per month that features a local or sustainable item on the menu with a goal of replacing 30 percent of canned and processed foods

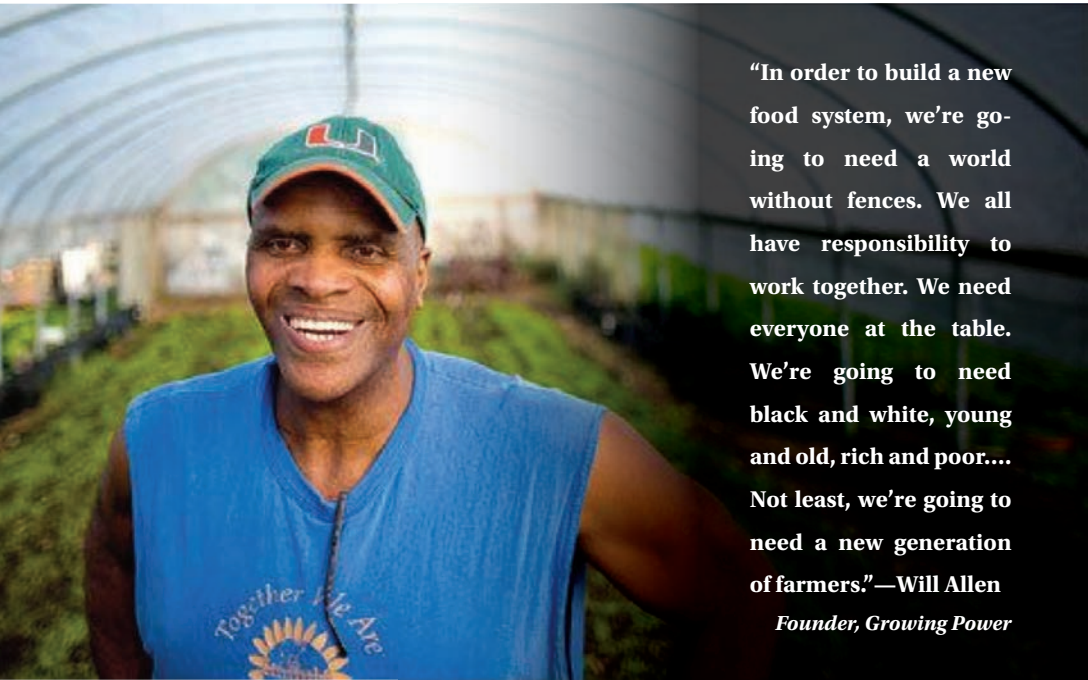
with locally and regionally grown fresh and table ready foods; they have eliminated deep-fat fryers, iceberg lettuce, and unhealthy vending or "competitive food" options; and they provide a meat alternative offering once each week. Wiggins used Food Day in October 2012 as an opportunity to highlight local acorn squash on the school menus.

When asked how she gets students to try new fruits and vegetables served in the cafeteria, Wiggins says, "I just keep putting it on their plates." She also noted that often her students are motivated to try new foods simply because of hunger: 100 percent of the children in Detroit's schools are eligible for free meals under the National School Lunch and Breakfast Programs.

In order to accomplish a full transformation of school food culture, Wiggins understood the

need for supplemental programming outside the cafeteria and strong partnerships within the school and community. That is why her office sponsors the Detroit School Garden Collaborative, part of the district's Farm 2 School initiative, in which over 45 schools participate. To help maintain the gardens and lead educational activities, Wiggins established partnerships with community organizations such as The Greening of Detroit, Randolph Career and Technical Center, Eastern Market Corporation, United Way for Southeastern Michigan, and others.

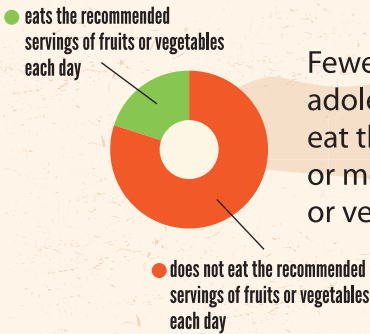
While revitalizing school meals and making lasting change can be a monumental task, the leadership of school administrators like Betti Wiggins is sorely needed to provide students across America with healthy, affordable, and sustainable food.



"In order to build a new food system, we're going to need a world without fences. We all have responsibility to work together. We need everyone at the table. We're going to need black and white, young and old, rich and poor.... Not least, we're going to need a new generation of farmers."—Will Allen  
Founder, Growing Power

## CHILDREN'S DIETS

a prescription for ill health



Fewer than 20 percent of adolescents aged 12 to 18 eat the recommended five or more servings of fruits or vegetables each day.

### SODIUM

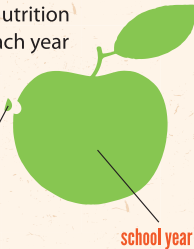


Children aged 8 to 18 consume nearly 3,400 milligrams of sodium per day; twice the recommended amount. High sodium intake is associated with the risk of high blood pressure in children and adolescents. High-sodium diets may raise blood pressure even in infants.

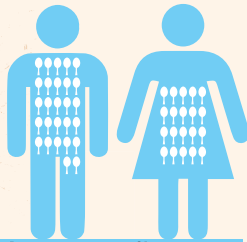


More than 1/3 of American children and adolescents ages 6 to 19 are overweight or obese.

Elementary students receive an average of just **3.4 hours** of food and nutrition education each year



Artificial food dyes trigger hyperactivity in children with Attention Deficit Hyperactivity Disorder (ADHD) and other problem behaviors.



Boys consume an average of **27** teaspoons of added sugars per day

Girls consume an average of **20** teaspoons of added sugars per day

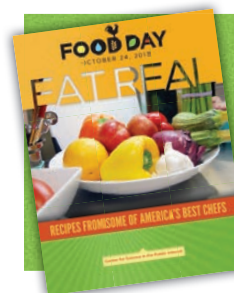
For children (and adults) who consume more than a quarter of their calories from added sugars, about 60 percent of the added sugars comes from regular soft drinks and fruit ades.



# Meat's Impact: Your Health, The Planet

If you get your information about meat from McDonald's, Burger King's, and Wendy's compelling commercials, you'd think it were your patriotic duty to consume beef or bacon at every breakfast, lunch, or dinner. The truth is that America's love affair with meat, particularly its reliance on corn-fed beef, promotes a great deal of diet-related disease. Vegetarians, for instance, have a 29 percent lower death rate from heart disease and an 18 percent lower risk of cancer than meat-eaters. And it also takes an enormous amount of land, energy, and water to produce a pound of meat—far more than it takes to produce grains, fruits, or vegetables.

The bottom line for consumers? Try to limit intake of red meat (beef, pork, and lamb) to no more than 18 ounces per week. That can help lower your risk of heart disease and diabetes. Avoiding processed meats altogether, including bacon, sausage, and hot dogs, can lower your risk of colorectal cancer. And even if you don't decide to go all the way as a vegetarian or vegan this Food Day, eating less meat throughout the year will reduce your diet's toll on our land, air, and water, while improving your health. Need assistance, visit [MeatlessMonday.org](http://MeatlessMonday.org).



For more delicious Food Day recipes visit [foodday.org/recipes](http://foodday.org/recipes) and download recipes from some of America's best chefs.

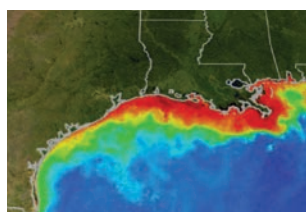
## Driving Range



Substituting chicken, fish, or eggs for red meat and dairy just one day a week for a year would reduce greenhouse gas emissions by an amount equivalent to not driving 760 miles. Going completely vegetarian one day a week for a year is equivalent to not driving 1,160 miles.

Source: *Environ. Sci. Technol.* 42: 3508, 2008.

## End Zones?



NASA

A dead zone is an area in a body of water where there isn't enough oxygen to support life because of excessive nutrient runoff, often from fertilizer and manure.

In the United States, the production of livestock and their feed crops is responsible for one-third of the nitrogen and phosphorous discharged into freshwater. In 2011, the dead zone at the mouth of the Mississippi River (in red) was larger than the state of Connecticut.

Source: [www.wvuforestry.com/tPetty/Limnology\\_Carpenter1998.pdf](http://www.wvuforestry.com/tPetty/Limnology_Carpenter1998.pdf).

## Meat & Health

People who eat the most red meat (typically two servings a day) have a 40 percent higher risk of dying of heart attack, stroke, or other cardiovascular disease than those who consume the least (typically one serving every two to four days).<sup>1</sup> Those who eat the most meat also have a higher risk of colorectal cancer and diabetes.<sup>2,3</sup>

Researchers know that the saturated fat and cholesterol in red meat boost the risk of heart attacks. But they aren't sure how meat may raise the risk of cancer and diabetes. One possibility: nitrites in processed meats may create carcinogenic N-nitroso compounds in the gut. Heme iron may also damage insulin-making cells in the pancreas.

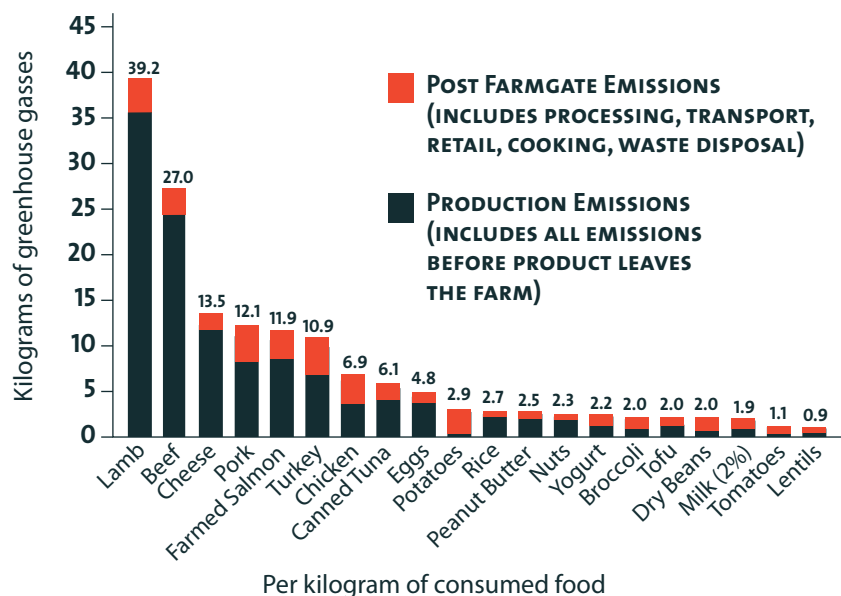
<sup>1</sup> *Arch. Intern. Med.* 172: 555, 2012.

<sup>2</sup> *PLoS ONE*. DOI:10.1371/journal.pone.0020456.

<sup>3</sup> *Am. J. Clin. Nutr.* 94: 1088, 2011.

## Emissions Impossible

For every kilogram (roughly two pounds) of beef we eat, 27 kilograms of greenhouse gases are released into the environment. That includes gases that come from growing the animal feed and from the manure and methane emissions that beef cattle produce.

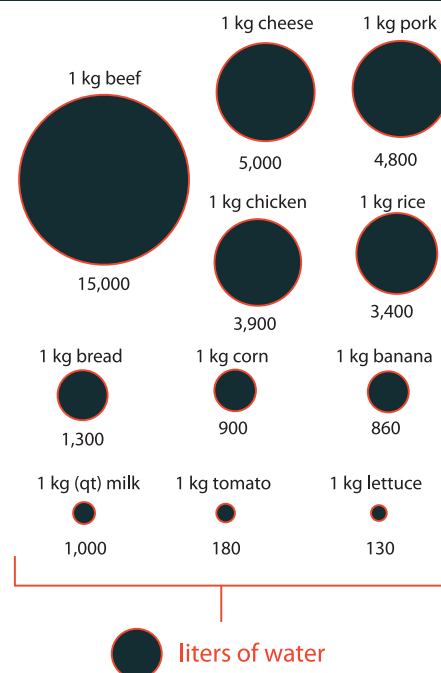


Source: [ewg.org/meateatersguide](http://ewg.org/meateatersguide).

## Where the Water Falls

A food's water footprint is the number of liters of water it takes to produce one kilogram of the food. For animals, it's not just the water they drink, but also the water it takes to grow all of the food they will eat over their lifetime. (A kilogram is equal to a bit over two pounds; a liter is about a quart.)

Source: [waterfootprint.org](http://waterfootprint.org).



Published by **Center for Science in the Public Interest**  
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 Main switchboard: (202) 332-9110 Fax: (202) 265-4954  
 Designed by Jorge Bach.