

Americans Come Together at 4,700 Food Day Events

The third annual Food Day proved to be the biggest yet, reaching tens of millions of Americans online and at more than 4,700 events around the country.

The annual event, which culminates on October 24, seeks to build a stronger food movement, united by a vision of food that is healthy, affordable, and sustainable. With national coordination provided by the nonprofit Center for Science in the Public Interest, Food Day brings together chefs, political figures, public health officials, and food activists to push for healthier diets and improved food policies.

New Yorkers joined GrowNYC for the second annual **Big Apple Crunch** and beat a record set last year for having the “most participants in an apple-crunching event.” This year, the Apple Crunch spread across the country, including crunches in Michigan, Kansas City, and Maine. In Louisiana, organizers substituted their own local citrus fruit and held the first annual **Big Easy Satsuma Peel**.

Officials and community leaders in Los Angeles gathered at City Hall to celebrate

“Food Day is a chance to shine light on healthy, wholesome food ingredients and to remind people how joyful and easy eating well with your family can be.”

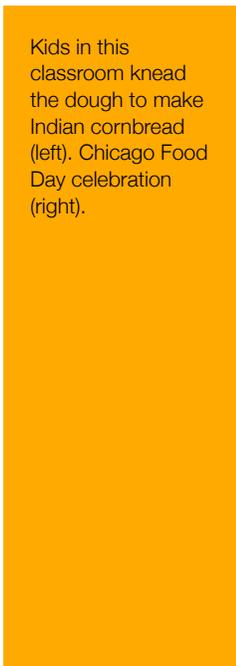
Ellie Krieger, Host and Chef, Food Network

progress made by institutions participating in the city's **Good Food Purchasing Program**.

In Massachusetts, more than 600 events were organized by the **Massachusetts Department of Agricultural Resources**.

At Thurgood Marshall Academy in New York City, Hip Hop Public Health and Partnership for a Healthier America kicked off the **Songs for a Healthier America** concert tour. Famous artists, including Ryan Beatty, Doug E. Fresh, Brady Rymer, and Amelia Robinson, performed songs aimed to inspire children to make healthier choices and feel good about themselves.

In Chicago, **Mayor Rahm Emanuel** issued a Food Day proclamation and a Collective



Kids in this classroom knead the dough to make Indian cornbread (left). Chicago Food Day celebration (right).



Event brought together public school students, farmers market vendors, residents, and city employees for presentations and activities on seed swapping, farming, food insecurity, and other topics.

For the third year in a row, the biggest Food Day event was a massive **Food Day Festival** in Savannah, GA. The city's Daffin Park saw 15,000 people enjoy food, music, and kids' activities.

Food Day stimulated creative and fun activities, from a **Teen Battle Chef** recipe flash mob in New York City to celebrity chef-led cooking classes at **LivingSocial** in Washington, DC. The global, avant-garde chefs organization **Cook It Raw** celebrated with its first public event, **Cook It Raw: BBQ Perspectives**.

Some organizations used Food Day to publish research findings. The **Los Angeles Food Policy Council** released its Food System Snapshot, which provides baseline information about the state of the regional foodshed.

Many chose to recognize Food Day by launching advocacy initiatives. **Roots of Change** created a Food Day Petition urging Governor Jerry



Saniya and Kyla try to peel their satsumas quickly enough to keep up with Dr. Karen DeSalvo, health commissioner of New Orleans, at the Big Easy Satsuma Peel.

Brown and U.S. senators and representatives to stand up for healthy food and farms. The **Baltimore Partnership to End Childhood Hunger** released its plan to end childhood hunger in the city by 2015.

Online, people celebrated Food Day by answering **14 Questions that Could Save Your Life and the Planet** and a **Food Literacy Quiz**, sharing their results for both on Twitter and Facebook. A Twitter

“Thunderclap” about Food Day’s Let’s Get Cooking initiative reached over half a million Twitter users.

People watched a number of webcasts, including a Food Dialogues debate in Boston featuring Food Day founder Michael F. Jacobson and representatives of big and small farms, and a Food Policy 101 webinar organized by PolicyLink and The Food Trust.

Food Day on Campus

Tens of thousands of college students at more than 300 colleges organized Food Day events with the support of **Real Food Challenge** to get more healthful, locally grown ingredients into campus cafeterias.

At **Temple University**, a panel brought together food access experts for a discussion on improving access to education about healthy food.

Babson College celebrated food Entrepreneurship of All Kinds™ with Entrepreneurs-in-Residence **Andrew Zimmern** and **Gail Simmons** and an assembly of food innovators and leaders.

Students at the **University of Michigan** celebrated with a month of food-related activities, including lectures and chef demonstrations, while students at **Michigan State University** showed off the products of a semester-long academic course devoted to Food Day organizing.



UNC-Wilmington and Feast Down East hosted a day of campus events.