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Food Day inspires Americans to change their diets and this country’s food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies. October 24 is a day to resolve to make changes in our own diets and to solve food-related problems at the local, state, and national level.
Upper Midwest Food Day Celebration
Across Midwest

Representing nearly 650,000 students, seven Midwest school districts (Chicago, Cleveland, Des Moines, Detroit, Minneapolis, Omaha, and St. Paul Public Schools) sourced a special local meal to serve on Food Day. Each district marked the Food Day menu with photos of farmers, and put up signs and other promotions in their cafeterias.

Savannah Food Day Festival
Savannah, GA

For the fourth year in a row, organizers of the Well FED Savannah Food Day Festival drew around 15,000 participants to an outdoor celebration of locally grown food, heritage, healthy eating, and sustainability. The free public festival featured new activities this year including an iron chef challenge with students from the Culinard program at Virginia College, children’s workshops, and more than 100 vendors, including FraLi Gourmet, Whole Foods, and Yia Yia’s Kitchen, who lined the event with their organic and Georgia-grown products.

#FoodDayChat Twitter Conference

Digital

A five-hour Food Day Twitter conference on a variety of food issues involved dozens of organizations, including the American Public Health Association, Union of Concerned Scientists, and the James Beard Foundation. The hashtag #FoodDay2014 had the potential to be seen 50.6 million times and reached 14.1 million unique users.

Goals of Food Day

Food Day seeks to transform the way Americans eat. We hope to:
- Inspire individuals to eat healthier diets and raise awareness about food issues
- Improve local and national food policies
- Get diverse organizations out of their silos to collaborate

Big Apple Crunch
New York, NY

Over 800,000 New Yorkers joined GrowNYC for the third annual Big Apple Crunch. At 12 noon on Food Day, participants crunched into a locally grown apple to show their support for healthy food. Eight Greenmarkets across the city hosted special crunch activities with the flagship event happening at Union Square. Students, organizations, government officials, company employees, and even some celebrities – headlined by Kevin Bacon – joined the crunch.

Health Care Without Harm Food Day

Nationwide

For Food Day, 352 hospitals across the country served 126,600 meals featuring meat or poultry raised without non-therapeutic antibiotics. Spearheaded by Health Care Without Harm, these hospitals are leading a nationwide movement to build a healthy, sustainable food supply.

Bon Appétit Management Company Food Day Sugar-Awareness Campaign

Nationwide

For Food Day, BAMCO rolled out a sugar-awareness campaign company-wide at over 500 of their corporate and university locations in 32 states. Through visual displays, taste tests, and handouts, the campaign showed where added sweeteners hide in everyday foods.

California Thursdays Food Day Launch

Across California

Just in time for Food Day, over 800,000 students in 15 California school districts enjoyed a special lunch with food sourced completely from California. The program, called California Thursdays, was launched by the Center for Ecoliteracy and was scheduled to continue every Thursday until the end of the school year.

Food Policy Council Webinar

Online

Over 350 individuals came together for a special webinar that included presentations from representatives of food policy councils from rural, urban, local, and state settings, as well as from Food Day, the Johns Hopkins Center for a Livable Future, and Roots of Change.
New Jersey YMCA Food Day
Across New Jersey
Thirty-nine YMCAs across New Jersey came together to participate in Food Day 2014. Events involved 50,000 children who participate in the Healthy U preschool and after-school child-care programs. Organizers use the CATCH (Coordinated Approach to Child Health) curriculum to encourage positive food choices both in and out of school.

Food Day in Massachusetts
Across Massachusetts
Massachusetts celebrated Food Day for the fourth year with over 600 activities, including hundreds of schools taking the “Eat Real Challenge,” regional policy efforts, and groups organizing to promote healthier eating choices in their communities. Lowell, Chelsea, Fitchburg, Boston, Worcester, and other cities held events that spanned days to the whole month of October, bringing together collaborations that crossed many sectors. And state and municipal agencies participated through their current programs, integrating Food Day priorities into their activities.

Food Day 2014 Orange Challenge
Across Florida
More than 103,000 children in South Florida took part in the Orange Challenge to learn about sustainable, healthy food. Organized by FLIPANY, students and parents peeled and ate oranges and participated in healthy grocery store tours and more.

Arkansas Apple Crunch Challenge
Across Arkansas
Over 100 schools in Arkansas participated in the Arkansas Apple Crunch Challenge by serving an apple at breakfast on Food Day. Teachers and administrators then photographed students eating their apples. The school who submitted the best photo received a $1,000 prize.

Eat Real Chicago! Festival
Chicago, IL
Mayor Emanuel issued a Food Day proclamation, and organizers planned a weeklong series of events culminating with a festival in the downtown Daley Plaza that brought together public school students, farmers market vendors, residents, and city employees for fun activities and thought-provoking presentations. The event was once again hosted by the City of Chicago and Building a Healthier Chicago.

University of California Office of the President Food Drive
Across California
At University of California campuses across the state, students, faculty, administrators, and local community members donated $24,000 worth of food during the week of Food Day for the Alameda County Community Food Bank. The UCOP Food Drive initiative, organized by UC President Janet Napolitano, was part of the UC Global Food Initiative, an effort to harness UC expertise, creativity, and leadership to address critical hunger issues.

Michigan Apple Crunch
Across Michigan
The second annual Michigan Apple Crunch, organized by Cherry Capital Foods, was celebrated across the state for Food Day 2014. Over 200,000 students and individuals crunched into a Michigan apple to celebrate, more than doubling their participation from 2013!

Napa County Food Day
Napa, CA
Over 2,000 individuals and 18 local organizations across Napa County participated in a variety of Food Day efforts county-wide. Events included a health and resource fair, a farm festival, five documentary film screenings, and special school activities for students.
Squash Your Fear
Brooklyn, NY
Students at an elementary school in Brooklyn were introduced to several varieties of squash. Prior to the event, parents and students received squash donated by Farmigo and made dishes to bring to school on Food Day. Students, parents, and faculty tried the dishes together and reported on what they liked the best.

Lowcountry Food Day Crawl
Charleston, SC
Lowcountry organizations came together to offer an array of family-friendly activities to celebrate healthy, local food. The Crawl kicked off with a film screening on the eve of Food Day and continued on Food Day with grocery store stores, a farm volunteer session, cooking demos, live art, healthy trick or treating, and more. The finale was held on October 25 at the Charleston Farmers Market where participants won prizes for participating in the Food Day Crawl Scavenger Hunt.

Babson College Food Day
Babson Park, MA
The theme of the fourth Babson College Food Day was “eater entrepreneurship.” Babson Entrepreneurs in Residence, Andrew Zimmern of Bizarre Foods and Gail Simmons of Food & Wine and Top Chef, helped host an action-packed day that attracted thought leaders from policy, education, health, cuisine, start-up, and corporate food sectors, as well as over 1,000 students, faculty, and staff.

Food Day at Los Angeles City Hall
Los Angeles, CA
Over 400 local residents joined City Council members for the fourth annual celebration of Food Day at Los Angeles City Hall to recognize outstanding “Good Food Champions,” including Ron Finley, The Gangsta Gardener and Founder of The Ron Finley Project. Organizers also recognized city departments and food service companies that are implementing the Good Food Purchasing Program developed by the Los Angeles Food Policy Council, and adopted on Food Day in 2012.

Rouxbe Cooking School
Nationwide
Rouxbe, a leading online cooking school, teamed up with Food Day to offer a free online cooking course to help build confidence in the kitchen. The course highlights some of the basic cooking skills that every at-home cook should know and is available year round on at www.foodday.org/rouxbe_cooking_course.

Cleveland Food Day Festival
Cleveland, OH
Nearly 200 community members attended the first-ever Cleveland Food Day Festival, a celebration of local, real food and a healthy community. Local food vendors shared their products and information, and Festival attendees learned from a captivating panel of speakers.

Dartmouth College Food Day
Hanover, NH
Coordinated by Dartmouth College Health Service, Dartmouth Dining Services, local farms, and various student groups, Dartmouth College celebrated Food Day with a weeklong series of events, including lectures by Mark Winne and Barry Estabrook and a Fed Up screening.

Harvest Festival
Washington, DC
Two thousand children and family members attended a Food Day Harvest Festival hosted by the National Geographic Museum. The Festival featured hands-on, family-friendly activities including cooking demonstrations by cookbook author and television host Ellie Krieger, a member of Food Day’s Advisory Board. The Festival was part of the Museum’s Food: Our Global Kitchen exhibit.
The Food Chain Workers Alliance
Nationwide
The Food Chain Workers Alliance, a national coalition of 23 organizations that represent over 280,000 workers that farm, produce, pack, transport, cook, serve, and sell food, used Food Day to bring awareness to consumers about food justice. The Alliance joined Food Day and CSPI in Washington, DC for a panel focused on justice and equity. Alliance member organizations around the country held events and actions on Food Day to build awareness about injustices done to workers in the food chain.

GW Weeklong Extravaganza
Washington, DC
The George Washington University, thanks to the leadership of president Steven Knapp and his wife Diane Robinson Knapp, hosted a week of events including a Fed Up screening followed by a Q&A with producer Laurie David, a pop-up produce market and health screening fair, and an Apple Day.

Celebration of Austin’s Dynamic Food System
Austin, TX
The City of Austin’s Office of Sustainability and the Sustainable Urban Agriculture and Community Garden Program celebrated Food Day with partners from around the city, including the Sustainable Food Center, Michael & Susan Dell Center for Healthy Living, and Slow Food Austin. The city’s online Food System Portal was launched and information was shared about getting involved in the local food system.

Fair Food Program
Nationwide
Food Chains, the documentary film on the grassroots movement to support farm worker rights produced by Eva Longoria and Eric Schlosser, joined Food Day by working with the Coalition of Immokalee Workers to launch their Fair Food Program label. The label ensures safe working conditions and basic human rights for Florida’s tomato pickers.

Big Easy Satsuma Peel
New Orleans, LA
At the second annual Big Easy Satsuma Peel, residents simultaneously peeled into more than 200 fresh, Louisiana satsumas to celebrate healthy, real foods and the local food heritage. Following the peel, there was a traditional second-line parade to the French Market, where the Food Day celebration continued with cooking demonstrations, informational booths, and a host of other activities.

Food Day Phoenix
Phoenix, AZ
Mayor Greg Stanton, Councilman Daniel Valenzuela, and Olympic gold medal swimmer Misty Hyman led activities with FitPHX and Maricopa County. More than 75 exhibitors showcased local food samples and supplied nutrition information, gardening tips, and fresh fruits and vegetables from local farmers.

Sabra’s Food Day Event in Times Square
New York, NY
In Times Square, Sabra handed out free servings of hummus and SunChips and free recipe cards. The Sabra truck was on site, and organizers made dishes with hummus and offered family fun activities.

Food Day Festival
Providence, RI
Food Day was celebrated at Providence’s Burnside Park at an event that highlighted local food businesses and farms. U.S. Senator Sheldon Whitehouse (D-RI) and Chef Derek Wagner of Nick’s on Broadway were keynote speakers, and students from Brown University and Johnson and Wales University staffed the event.
Media and Social Media

Food Day Online

In addition to the thousands of participatory events, Food Day also reached millions of Americans online. The hashtag #FoodDay2014 was used in 10,800 tweets with the potential to be seen 50.6 million times. On October 24, Food Day launched the social media conversation with a Thunderclap, a synchronized message that supporters sign up for ahead of time. At noon, the website deployed tweets and posts from 462 supporters with a combined social reach of 912,134 people.

Food Day in the News

Hundreds of national and regional media outlets from coast to coast covered Food Day 2014, including The Boston Globe, Chicago Tribune, Kansas City Star, Providence Journal, Tampa Bay Times, San Diego Union-Tribune, and Arizona Daily Star. Local television newscasts showed people coming together to enjoy real food, just food in schools, on college campuses, at farmers markets, and elsewhere. This year even marked the first live broadcasted Apple Crunch in Hartford, CT.

The Huffington Post published a blog post about food and farm worker justice co-written by Food Day Campaign Manager Lilia Smelkova and Food Chain Workers Alliance Executive Director Joann Lo as well as a blog post about food education written by Lilia Smelkova. Gail Simmons of Food & Wine and Top Chef wrote about Food Day for Food & Wine’s Inspiration Served Daily blog, and Mario Batali’s Molto featured three apple dishes in celebration of Food Day. Parents magazine featured a blog post written by Sharon Palmer, The Plant-Powered Dietitian, with five tips to celebrate Food Day.

By the numbers

• 50.6 million possible impressions on Twitter
• 10,800 tweets used #FoodDay2014 hashtag
Food Education in Schools

Food Day has a focus on food education as a way to improve diets and address obesity and other health issues. Children who know where food comes from and how to cook meals have a big advantage when it comes to being healthy and avoiding chronic diseases. Introducing kids to new fruits, vegetables, and whole grains – along with a few basic recipes – can put them on track to make smart food choices for life.

Thousands of schools participate in Food Day activities each year that range from taste tests, nutrition lessons, and cooking demonstrations to lectures, workshops, conferences, and health fairs. Teachers, principals, food service directors, and other leaders within the school community use Food Day to make a difference in the way students eat and think about food.

Educators use the Food Day School Curriculum, which consists of five lesson plans developed by professors at Teachers College of Columbia University, to introduce concepts such as the difference between whole and processed foods and navigating one’s personal food environment.

Get Food Education in Every School

Get Food Education in Every School is a national initiative launched in 2013 by Food Day and the Jamie Oliver Food Foundation (USA) to raise awareness about the critical importance of food education in schools across the country. To learn more about the campaign, and to sign on in support, visit http://www.foodday.org/food_education.

• The more children learn about food and nutrition, the more likely they are to eat fruit and vegetables.
• The more children cook and prepare fresh food from scratch, the more likely they are to appreciate healthier and more varied ingredients.
• The more children plant and harvest fruit and vegetables, the more motivated they’ll be to eat them also.
Food Justice Focus

In 2014, one of Food Day’s special foci was on justice throughout the food chain – from farm workers to child consumers. With the help of national partners like the Food Chain Workers Alliance, the Food Day team compiled a series of infographics and fact sheets to address issues like agriculture and animal welfare. Every event organizer was also encouraged to incorporate food justice themes such as hunger, fair wages, and food marketing, into their Food Day events.

As a result, food justice activities and events happened all across the country. In Washington, DC, a Food Justice Panel at the National Press Club featured author Barry Estabrook and other speakers who discussed exploitation throughout the food system. In Philadelphia, Temple University hosted a Potluck with a Purpose to introduce students to local food justice organizations.

Hunger groups got involved in a big way, with participation by Amp Your Good, a digital food drive organization that created a special campaign between Food Day and Giving Tuesday to get food to those most in need. SuperFood Drive, an organization focusing on the giving of healthy food, also started food drives at sites across the country. In Massachusetts, farmer Tim Friary of Cape Cod Organic Farm in Barnstable donated one ton of butternut squash to local food pantries.

Another important food justice initiative launched on Food Day was the first-ever Fair Food Program label, created by the Coalition of Immokalee Workers. The label will be used on tomatoes that were harvested by workers who were paid a premium and guaranteed human rights in the field.
Support for strong food policies at the local, state, and national levels has always been a priority for Food Day, and in 2014 we aimed to educate the public about some of the more important initiatives and campaigns.

In 2014, Food Day supported multiple national initiatives including the proposed updates to the Nutrition Facts label on packaged food. These updates would place an emphasis on calories, added sugars, and realistic portions. Food Day also supported the Fair Minimum Wage Act, which would increase the required cash wage for tipped workers for the first time since 1991.

Food Day also worked to support policy initiatives dealing with soda and other sugar drinks. In late July, Congresswoman and Honorary Food Day Chairperson Rosa DeLauro introduced the SWEET Act. The bill aims to tackle the dual epidemics of obesity and diabetes by levying a tax of one cent per teaspoon of caloric sweetener, such as sugar or high-fructose corn syrup, in soft drinks. At the local level, Food Day organizers in Berkeley, CA, used Food Day as a campaign event to drum up support for the historic soda tax initiative that passed in early November.

Other efforts, like the growth of local food policy councils in communities across the country and Corporate Accountability International’s campaign to end McDonald’s kid-targeted marketing and abusive labor practices, made strides this Food Day with coordinated events and activities to raise awareness and galvanize support.

Reflecting government support for smarter food policies, dozens of local mayors from Anchorage to Charleston, SC, and at least 13 governors issued Food Day proclamations.

“To witness the growth, as well as the investment into this movement, year after year, by residents from every corner of our state has been inspiring and humbling. I look forward to next year’s planning!”

Rose Arruda, Urban Agriculture Program Coordinator, MA Dept. of Agricultural Resources
Funding the National Campaign

Food Day fills a unique niche by bringing together advocates – for safer food, nutrition, food justice, farming, animal welfare, and the environment – who wouldn't otherwise have occasion to work collaboratively. Food Day brings anti-hunger activists together with those working to improve the nutrition standards for school food. It brings health officials together with animal welfare advocates.

In 2014, because of Food Day, leaders of local food councils nationwide came together via a webinar to discuss strategy – the first-ever meeting of its kind. The webinar was led by Food Day Campaign Manager Lilia Smelkova, policy expert Mark Winne with Johns Hopkins Center for a Livable Future, and Roots of Change's Michael Dimock. Collaborations like this are creating stronger local initiatives and food policies, as well as training more effective advocates.

Food Day has been supported primarily by donations and small foundation grants to CSPI. For 2015, Food Day is seeking lead sponsors. If you or someone you know may be interested, please contact Kelli Knox at kknox@cspinet.org.

“The Ralph E. Ogden Foundation is proud to help underwrite Food Day. Food Day is building support for policy solutions to issues that are a priority to our family foundation - linking issues like farm worker justice, environmental preservation, and nutrition education, and engaging a broad diversity of people nationwide in the conversation.”

Lisa Stern, Vice President, Ralph E. Ogden Foundation

Food Day 2014 Staff

Food Day Founder: Michael F. Jacobson
Campaign Manager: Lilia Smelkova
Project Coordinators: Catherine Kastleman (January-May 2014), John Maleri, and Emily Snyder
Interns: Anna Aspenson, Jessica Clayton, Molly Hubbard, Ude Iheduru, Emma Peterson, Lisa Rubenstein, Michelle Winglee, and Elliane Yashar
Communications: Jeff Cronin, Joey Lee, and Ariana Stone
Fundraising: Jane Welna and Kelli Knox

California State University, Chico’s Center for Healthy Communities celebrated with a Kids Farmer’s Market at a local low-income middle school, where over 350 students learned about fruits and vegetables and took home bags of fresh produce thanks to donations from the North State Food Bank and Home Depot.
Advisory Board

Honorary Co-Chairs
Hon. Tom Harkin
Hon. Rosa DeLauro

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National Partners

Academy of Nutrition and Dietetics
Agrilicious!
American Association of Family and Consumer Sciences
American Culinary Federation
American Farmland Trust
American Medical Student Association
American Planning Association - Food Interest Group
American Public Health Association
AmpleHarvest.org
Amp Your Good
Association of Black Cardiologists
Beecher's Flagship Foundation
Bolthouse Farms
Campaign for Commercial-Free Childhood
Center for a Livable Future
Center for Ecoliteracy
Center for Foodborne Illness Research & Prevention
Change Food
Change.org
Chefs Collaborative
ChopChop Magazine
CommonHealth ACTION
The Community Based Public Health Caucus (CBPH)
Compassion Over Killing
Consumer Federation of America
Cooking Matters
Dr. Sears Wellness Institute
Earth Day Network
Eat Well Guide
The Elfenworks Foundation
Epicurious.com
The Episcopal Church, Office of Economic and Environmental Affairs
Family Cook Productions
FamilyFarmed.org
Family, Career and Community Leaders of America
Farm Aid
Farm Animal Rights Movement
Farmers Market Coalition
Food Alliance
Food Chain Workers Alliance
FoodFight
FoodFightWrite
FoodPlay Productions
Food Tank
Hazon
Health Care Without Harm
Holistic Moms Network
Humane Society of the United States
Institute for Integrative Nutrition
Jamie Oliver Food Foundation
Jewish Community Centers Association of North America
KickinKitchen.TV
Les Dames d’Escoffier International
Marisla Fund
MAZON: A Jewish Response to Hunger
The Monday Campaigns
National Association of Nutrition Professionals
National Association for Health and Fitness
National Association of County and City Health Officials
National Black Child Development Institute
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
Organic Farming Research Foundation
Organic Trade Association
Physicians Committee for Responsible Medicine
Project Bread
Real Food Challenge
Recipe for Success Foundation
Revolution Foods
Restaurant Opportunities Centers United (ROC-United)
Seedling Projects
Slow Food USA
Society of St. Andrew
STOP Foodborne Illness
Union for Reform Judaism
UNITE HERE
United Church of Christ
United Natural Foods Inc.
U.S. PIRG
Vegetarian Resource Group
Veggiecation
Wallace Genetic Foundation
Wholesome Wave
Women of Reform Judaism
World Food Day
World Hunger Education Service
Youth Service America (YSA)