

IT'S TIME  
TO EAT  
REAL!



It's time to eat real, America

**FOOD DAY**

**OCTOBER 24, 2011**

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Food Day is a project of the nonprofit Center for Science in the Public Interest  
1220 L St. NW Washington, DC 20005 [centerfor-science.org](http://centerfor-science.org)

CAMPAIGN REPORT  
**FOOD DAY 2011**

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*Report written and produced by the Food Day team at the Center for Science in the Public Interest (CSPI): Lilia Smelkova, Hayley Gillooly and Catherine Kastleman. Report designed by Jorge Bach, CSPI.*

## Inaugural year

Food Day is a nationwide campaign to change the way Americans eat and think about food.

Coordinated by the Center for Science in the Public Interest (CSPI), Food Day 2011 was led by Honorary Co-Chairs Senator Tom Harkin and Representative Rosa DeLauro. Organizations as diverse as the American Public Health Association, Slow Food USA, the Community Food Security Coalition, the American Dietetic Association, and many others joined CSPI in a broad alliance that made Food Day a resounding success.

From Times Square to Tucson, Food Day events across the country brought hundreds of thousands of Americans together at **more than 2,300 events in all 50 states**, representing the largest grassroots mobilization for improved food policies in recent history. Mayors, governors, legislators, and health officials observed Food Day by issuing proclamations and announcing new food policies.

“It’s time to urge Americans to change their own diets for the better and to mobilize for desperately needed changes in food and farm policy.”

*Michael Jacobson,  
CSPI Executive  
Director and  
Food Day founder*

Food Day inspired new partnerships among diverse organizations involved in hunger, nutrition, sustainability, and farm worker justice. Countless individuals simply celebrated with especially healthful home-cooked meals or pot-lucks with friends.

Food Day captured the imaginations of many Americans—inspiring them to improve their diets and push for a food system that is just, fair, sustainable, and nourishing. Modeled on Earth Day, Food Day will be observed on October 24 every year.

As an annual event, Food Day will make the food movement more formidable, more united, and better positioned to fix the problems that plague our food system. Food Day is a new national civic event that provides people who care about various aspects of food—from production to consumption—an opportunity to accelerate progress toward their goals.

To learn more, visit [www.foodday.org](http://www.foodday.org).

### New York City

In the heart of Times Square, 50 food activists and other notables from the food movement staged an Eat Real Eat In.



Photos: Philip J. Greenberg



## Food Day priorities

“Food Day is an opportunity to celebrate real food and the movement rising to reform the American food system.”

*Michael Pollan,  
author and  
journalist*

The foods we eat should be delicious and promote our good health. But too many Americans base their diets on fatty factory-farmed animal products, salty packaged foods, and sugary drinks that cause everything from obesity and heart disease to strokes and cancer. Moreover, the way our food is produced is all too often unfair to farm workers, cruel to farm animals, and contributes to climate change and pollution.

Food Day advocated six goals designed to unite a broad spectrum of individuals and organizations. Those goals were the basis of a petition that urged Members of Congress to support the national Eat Real agenda on behalf of all Americans. At events from Jacksonville, Florida, to Anchorage, Alaska, people signed on to support a healthy, sustainable, and just food system.

### Food Day is a national grassroots campaign to:

1. Reduce diet-related disease by promoting safe, healthy foods
2. Support sustainable farms and limit subsidies to big agribusiness
3. Expand access to food and alleviate hunger
4. Protect the environment and animals by reforming factory farms
5. Promote health by curbing junk-food marketing to kids
6. Support fair conditions for food and farm workers

### MISSION

Food Day aims to build a national grassroots movement for healthy, affordable food produced in a humane, sustainable, and just way.

### GOALS

Raise awareness about food issues and educate the public.

Improve food policies on local, state, and federal levels.

Provide a platform for dialogue and strengthen the food movement.



Photo: Kim Jarboe LaPean, UC Berkeley.

# Event highlights

2,300+ events reached every state!

## Rabbit Creek Elementary Anchorage, Alaska

Students at Rabbit Creek School in South Anchorage participated in a blind taste test comparing locally grown carrots to out-of-state carrots, and judged the Alaskan carrots to be superior by a two-to-one margin.

## Denver Botanic Gardens Denver, Colorado

Denver Botanic Gardens, along with community partners, hosted a day-long festival—featuring hands-on cooking demonstrations, presentations on food access and nutrition, and film screenings—that was attended by over 1,500 people.

## Farmers' Market Omaha, Nebraska

The Omaha Farmers Market and Gretchen Swanson Center for Nutrition partnered to extend the market by one week in order to celebrate Food Day, and it was attended by 5,000 people. The groups provided 500 certificates for healthy breakfasts for kids, held canning demos, and donated goods for a healthy meal for 400 homeless people.

## Portland Food Day Portland, Oregon

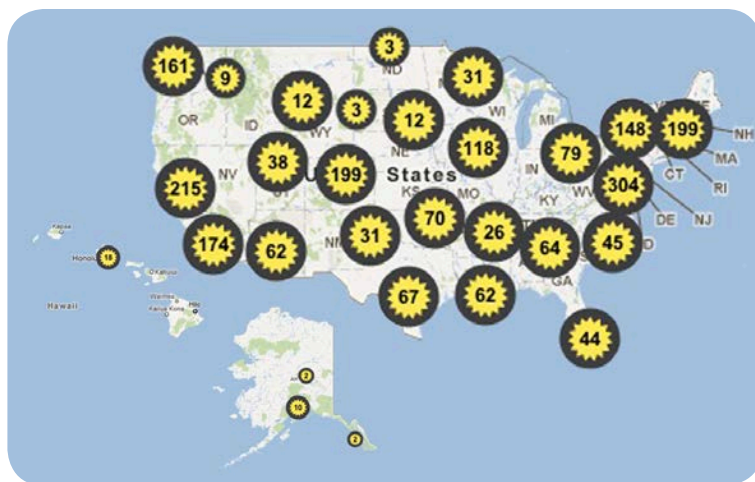
The City of Portland issued a proclamation naming October 24 Food Day, and held a ceremony celebrating the many local Food Day events, including a visit to a school garden and cafeteria by Oregon's First Lady, gleaning events by Portland Fruit Tree Project, and more.

## Haskell Indian Nations University Lawrence, Kansas

Students at Haskell Indian Nations University garnered a proclamation from the City of Lawrence declaring October 24 "Indigenous Food Day," and celebrated on campus with a health fair, workshops on water and food sovereignty, and an indigenous foods community feast.

## Times Square New York City, New York

Food Day national marquee event brought together 50 food notables for a healthy Eat In, right in the middle of Times Square.



## Students Talk Policy Raleigh, North Carolina

Nearly 200 community representatives from across North Carolina, including students from Raleigh's Exploris Middle School, met for a conference at the State Legislative Building to discuss ways to increase access to and consumption of healthy, local fruits and vegetables. Participants collected over 1,000 pounds of fresh fruits and vegetables to donate to food-insecure families.

## City-wide Celebrations Los Angeles, California

The Los Angeles Food Policy Council and the Los Angeles County Department of Public Health led 60 organizations to organize more than 40 events across the city.

## Halls of Shame Bentonville, Arkansas

Students at nine public schools created collages for "Junk Food Halls of Shame" to highlight marketing of junk to children, and held a contest to increase the number of students eating a healthy lunch at their school. The prize was a healthy meal prepared by a professional chef.

## Community-wide Festival Savannah, Georgia

Well FED Savannah and community partners hosted the Savannah Food Day Festival, the largest Food Day event with some 7,000 attendees. The festival featured over 40 exhibitors, workshops on gardening and seasonal cooking, chef demos, kids' activities, and lectures.

## Eat Local Now! Seattle, Washington

A fresh, locally harvested, organic meal for 350 was served by the group Eat Local Now! to raise awareness about sustainable foods.

## University of Mississippi Oxford, Mississippi

Public policy and sustainability advocates at "Ole Miss," the historic University of Mississippi, organized campus-wide activities to raise awareness of food policy issues including the historical background of the current production system and oral and visual histories of local farmers' markets.

## Food Day on Campus Memphis, Tennessee

Food Day took over the cafeteria and the homecoming game at Rhodes College in an effort to show students, faculty, and staff that healthy eating is also delicious. Local chefs converged on the university's dining commons to prepare healthy, locally-sourced vegetarian and vegan meals. Whole Foods Market catered the homecoming football game and provided healthy alternatives to traditional sporting event foods.

## Campaign strategy

“Food Day is designed to further knowledge, understanding, and dialogue about critical topics in food, agriculture, and nutrition—spanning the food chain from farm families to family tables...”

*Senator  
Tom Harkin*

### Convening the Advisory Board

Some of the most prominent voices for change in the food movement and a large number of health, hunger, and sustainable agriculture groups came together to support Food Day’s goals.

Co-chaired by Senator Tom Harkin and Representative Rosa DeLauro, the 79-member Food Day Advisory Board includes author Michael Pollan; professors Walter Willett, Kelly Brownell, and Marion Nestle; former Surgeons General Richard Carmona and David Satcher; public health expert Georges Benjamin; and chef Alice Waters. (See Appendix 1 for a complete list of Advisory Board members.)

### Building national partnerships

Partnering with organizations working on a broad spectrum of food issues was a campaign priority from the very beginning. Groups as diverse as the National Association of County and City Health Officials, Real Food Challenge,

Strategic Alliance, Participant Media, American Public Health Association, National Sustainable Agriculture Coalition, and the Community Food Security Coalition—for a total of 120 national and state partners—dedicated resources and staff time to publicize Food Day and encourage their networks to organize events and initiatives around the country. (See Appendix 2 for a list of national partners.)

The first questions posed to the partner organizations were: “How could you benefit from Food Day, take advantage of it to promote the initiatives you are working on, and foster new collaborations?” Building from those initial questions, Slow Food USA went on to encourage its members to cook a \$5 value meal on Food Day, and the National Farm to School Network publicized Food Day as part of the first Farm to School Month. Many other mutually beneficial promotions and partnerships also arose. Look for national partnership highlights throughout this report.

### Food Day Index

2,300 registered events in 50 states  
79 Advisory Board members  
120 national partner organizations  
Hundreds of local partners  
154 volunteer coordinators  
1,228 event hosts  
332 TV mentions  
305 articles and op-eds published



Photo: John Orvis.



# Campaign strategy

“This year helped us to create a roadmap, and the foundation we established was very powerful. I am very excited about the future. We saw what can happen [on the local level] with a small amount of planning and momentum.”

*Alexa Delwiche,  
Los Angeles Food  
Policy Council*

## Securing cross-sector presence

Food Day gained support from a broad range of groups working on issues related to the six goals. The movement aimed to get groups out of their silos and engage in dialogue and new collaborations. Some of the many constituencies involved in Food Day include:

- State and city public health departments
- State departments of agriculture
- School districts and nutrition services
- Universities and colleges
- NGOs and nonprofits
- Farmers' markets
- Food banks and anti-hunger groups
- Faith-based organizations
- Restaurants and chefs
- Supermarkets and small businesses
- Community groups
- Companies
- Food policy councils
- Hospitals

## Forging state and local networks

The campaign tapped into state and local networks via our national partners as well as through targeted calls and emails to state and local officials and organizations. Strategic Alliance in California, the National WIC Association, and New York State Healthy Eating and Physical Activity Alliance (NYSHEPA) in New York state are all examples of such networks.

The Food Day team conducted outreach in the field by means of visits to California, Illinois, Massachusetts, Mississippi, Missouri, North Carolina, Texas, and other states. Individual meetings with officials or organization heads, city- and state-wide planning meetings, and state-wide planning conference calls spurred many organizations and individuals to collaborate for the first time.

## Partners

Food Day partners publicized the campaign through their listservs, web sites, newsletters, conferences, and other channels.



## Roots of Change

Donate | Forw

Dear Lilia,

Have you heard the buzz around Food Day? Well it's happening on October 24, 2011 and ROO Food Day, organized by the Center For Science in the Public Interest, wants Americans to trans ask that on this day you make a conscious effort to advance the whole food movement. Join th promoting safe, healthy food; supporting sustainable farming; protecting the environment and a to food and alleviating hunger; and curbing junk-food marketing to children.



## Campaign strategy

“With Food Day we were able to build momentum with initiatives we’ve been promoting for a long time. The messages we were giving were the same that partners were giving on the community and at national level. Everyone heard one message and felt very united from the local all the way up to the federal level.”

*Adrienne Udarbe,  
Arizona Department of Health  
Services*

### Providing tools for organizers

Materials offered to community and state organizers included a Guide for Coordinators, Guide for Hosts, Guide for Schools, Media Guide, Film Screening Guide, and Food Day Dinner Party Kit. The Food Day website, [www.food-day.org](http://www.food-day.org), helped advocates find Food Day events in their area to attend or support. An interactive Google-powered map allowed website visitors to search through over 2,300 events by October 24.

There were also monthly educational webinars from July until October, on topics ranging from factory farming to labor to hunger issues. Hundreds of organizers tuned in to hear updates from the Food Day team, learn about the issues from experts in the field, and attend media web trainings.

### Media and publicity

Food Day partnered with M+R Strategic Services for assistance with strategy, website development, and media outreach. The message of Food Day mostly spread through direct contacts with potential organizers at national, state, and local levels; word of mouth; newsletters from partners; press articles; social

media; and blogs. The hashtag #food-day populated quickly on Twitter, and the Food Day Facebook page gathered over 9,000 fans in just a few months. The Cooking Channel publicized Food Day through promotional spots featuring documentary film-maker Morgan Spurlock in the week leading up to the event.

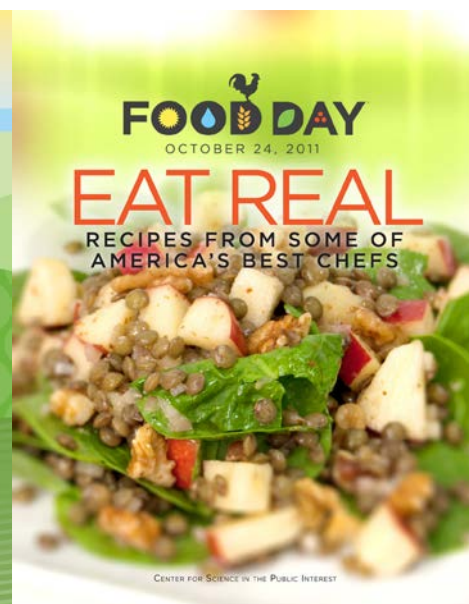
The word also spread via 100 million bananas with “FoodDay.org” stickers, provided by Dole Foods, Inc., as well as through the Food Day logo on 11 million bags of baby carrots, courtesy of Bolthouse Farms.

### Food Day team

The Food Day team consisted of four full-time staff and a dedicated group of interns. Three regional consultants were brought on board during the last months to ramp up participation in key areas of the country. Hundreds of volunteer community coordinators joined the effort and numerous partner organizations offered staff time and resources.

### Resources

The official Food Day poster (left), and the cookbooklet from celebrity chefs (right).



Images: Rick Vanderleek (left), Jorge Bach (right).



## National partners

Food Day owes its success in large part to the unprecedented mobilization of national organizations around one campaign. Groups ranging from the American Public Health Association, to the Earth Day Network, to the National Education Association used their networks built by years of work and activism to publicize Food Day and encourage participation.

Here are several highlights:

The **American Dietetic Association** publicized Food Day and provided a booth at its conference in San Diego in September 2011. ADA chapters in at least ten states held Food Day events.

The **National WIC Association** promoted Food Day through its national networks and created a Food Day “action guide” for clinics. Clinics in Genesee County, Michigan, and Honolulu, Hawaii, held events such as a worksite-wellness initiative and cooking demonstrations at local farmers’ markets.

Local chapters of **Share Our Strength’s** Cooking Matters program conducted workshops for adults called “Shopping Matters.” Participants in Colorado, North Carolina, and Washington, DC, learned key grocery-shopping skills like identifying whole grains and reading nutrition labels.

**Revolution Foods**, which delivers tasty and healthy meals and nutrition education to more than 600 schools and programs across the country, encouraged its School Partnerships Teams to promote five easy tips for incorporating elements of Food Day into their work with schools.

**World Food Day** encouraged its network of organizations to examine domestic hunger and food issues on October 24. Pat Young, founder of World Food Day, worked on the original Food Day celebrations in the 1970s.

### A movement across sectors

Food Day partners from all sectors engaged in a broad range of advocacy activities.

#### Faith community

Food Day had support from dozens of denominations and individual congregations. Among them was the United Church of Christ, which publicized Food Day through its national e-newsletter. The Union for Reform Judaism created a Food Day action guide illustrating ways that communities and congregations could participate and posted it on its website and in its e-newsletter.

#### Chefs and restaurants

Food Day provided a menu of options for restaurants and chefs to get involved, from celebrating with local farmers to cutting back on sodium in menu items. The Chefs Collaborative promoted Food Day to their members. Celebrity chefs such as Ellie Krieger, Nina Simonds, and Mark Bittman donated healthy seasonal, and easy-to-cook recipes for an Eat Real cookbooklet that encouraged families to celebrate Food Day at home with friends.

## Raising awareness

"This is especially important for Angelenos who live in neighborhoods where healthy foods are harder to find, which puts them at greater risk for obesity and diabetes."

*Mayor of  
Los Angeles  
Antonio  
Villaraigosa*

With hundreds of food festivals, assemblies, debates on college campuses, and restaurants offering special menus showcasing local ingredients, Food Day embraced celebration and public education, and supported key government initiatives and programs.

### Los Angeles celebrations

Food Day Los Angeles activities highlighted key food policy victories that addressed the county's biggest food issues. That includes the Los Angeles Unified School District's school-menu transformation initiative; the launch of the FreshWorks Fund, making over \$200 million available to finance healthy food retail grocery stores in underserved neighborhoods; and the elimination of junk food and sugar-sweetened beverages from government facilities in eight cities in Los Angeles County.

The Los Angeles Food Policy Council, as well as the Los Angeles Public Health Department, helped organize events that highlighted issues of food access and poverty.

### New Haven eats real

In New Haven, Connecticut, students from the Yale University campus, the New Haven Food Policy Council, local public schools, and food retailers teamed up for a fabulous Food Day collaboration. October 24 was jam-packed with educational events, including a walking tour of a community garden for elementary school students, a nutrition workshop at the Hill Health Center, an awareness-raising dinner at the Downtown Evening Soup Kitchen, and activities at four WIC clinics.

### Salt Lake City Farm Bill Forum

Mayor Ralph Becker of Salt Lake City and the Salt Lake City Food Policy Task Force hosted a community forum on October 24 that brought together experts in food policy to discuss how the 2012 Farm Bill could impact local food security, public health, and economic and environmental sustainability in the region. The goal was to educate the public about the potential impacts of the federal policy and to urge people to get involved at the federal, state, and local level.

### Publicizing events

From coast to coast, groups joined in, uniting their own missions with the Food Day movement. Clockwise from top right: event flyers created by organizers in Boston, Massachusetts; Philadelphia, Pennsylvania; and Multnomah County, Oregon.



## Raising awareness

### Carrotmob in Philadelphia

You may have heard of a flash mob, but a carrotmob? Basically, it's the opposite of a boycott. Consumers converge on a local food purveyor whose practices they approve of and pledge to buy only from that vendor for a period of time. That's what food activists in Philadelphia decided to do to celebrate Food Day. Andrew Toy and Patricia Blakeley organized the East Coast's first carrotmob at Arnett Woodall's produce store in honor of Food Day, spreading the word via social media that others should patronize the place at a certain time of day and help to reward the owner for selling healthy food in a neighborhood of vendors who mostly sell junk.

"We have three generations of people who haven't cooked, who eat out of a box, and buy unhealthy foods. We need Food Day!"

*Katie Plohocky,  
Food Day  
organizer, Tulsa*

### City Hall festival in Houston

Houston participated in Food Day by hosting events at the City Hall Farmers Market: 15 leading food-related organizations joined 35 food market vendors, with educational demos and activities for the whole family. A "Collard Greens Throwdown" featured three celebrity chefs, followed by the largest community lunch ever held in Houston—hundreds of neighbors shared lunch at a huge communal table set around the perimeter of the reflection pool at City

Hall. The City of Houston hosted a Food Day Town Hall Meeting that focused on moving the local food movement forward through actionable ideas and solutions. Among the attendees were 25 children from St. Catherine's Montessori School, who asked their "green" questions.

### National Archives in Washington, DC

In Washington, the National Archives hosted a Food Day Open House in conjunction with its "What's Cooking, Uncle Sam?" exhibit, which traces the history of the government's influence on the American diet. Chef José Andrés made an appearance at the Food Day booth.

### Food safety in Chicago

Food Day partner STOP Foodborne Illness raised awareness around the issue of food safety with a fun and educational trivia event in front of the historic John Hancock Center on Chicago's bustling Michigan Avenue. Armed with a massive custom-made spinner wheel

### Farmers' markets

Over 100 farmers' markets took part in Food Day, including San Francisco's Ferry Plaza Farmers Market (left) and Columbia City Market in Seattle, Washington (right).



Photos: John Orvis (left), Huffington Post (right).



## Raising awareness

**“Why Food Day?**  
It is time to make real food the number-one priority in our country. “The choices we make about food affect our health, the health of the planet—and the way we live our lives.”

*Alice Waters,  
chef and  
restaurateur*

and prizes donated by local and national businesses, STOP invited passersby to answer food-safety trivia questions. Correct answers earned a chance to spin the wheel for prizes ranging from Thermos and Rubbermaid products to a year’s supply of pasteurized eggs.

### Arizona In Action’s Garden Party

Arizona In Action, a nonprofit organization based in Goodyear, Arizona, helped organize a “Garden Party,” in partnership with the Maricopa County Health Department and students and faculty at Arizona State University (ASU) to celebrate Food Day. Urban planning students at ASU researched and presented successful food policy plans from around the country, and attendees at the event—who ranged from nutrition professionals to local businesspeople to students— had a chance to provide input. The process allowed the group to imagine how good food policies would look in their region, and it

provided an opportunity to brainstorm across sectors for ways to improve the current system.

### Addressing food access

Powered by the Mecklenburg Cooperative Extension Service and other groups, the Mecklenburg County, North Carolina, Food Day aimed to educate residents of food deserts about ways to grow their own healthy foods and take advantage of the area’s growing food economy. It drew over 300 local residents during a full day of activities.

Besides events in public places, Food Day organizers encouraged families to have healthy potluck dinners with friends, and to use those gatherings as opportunities to talk informally about food and our nation’s food system.

### “I Eat Real” photo campaign

A Food Day enthusiast in Atlanta, Georgia, shows off her “I Eat Real” sign at a farmers’ market (left) and kids celebrate the Lieutenant Governor’s Healthy Kids Georgia initiative by showing their support for Food Day (right).



Photos: Barbara Petit (left), Ashley Rouse (right).

## New York marquee event

“From Times Square to Buffalo, hundreds of Food Day events were planned throughout the state. Some promoted nutrition policies, healthier school food, or healthy procurement for government facilities, and many were simple celebrations of locally-produced fare.”

*Nancy Huehnergath,  
Executive Director, New York State Healthy Eating and Physical Activity Alliance (NYSHEPA)*

At the Food Day marquee event in New York City’s Times Square, celebrities and luminaries—including Morgan Spurlock, Marion Nestle, Mario Batali, and New York City’s health commissioner, plus several dozen local food activists, came together for a delicious open-air lunch.

The **Times Square Eat In** exemplified many of the central goals of the Food Day campaign by promoting a sense of community among food activists over a shared meal. The food was delicious, healthy, and seasonal—guests dined on crudités, roasted red pepper hummus, and seasonal autumn vegetable curry, recipes created by Food Network chef Ellie Krieger. Diners talked with one another about their wide-ranging interests and how to improve the city’s and country’s food system.

The event also raised public awareness of Food Day’s message. As the guests dined and thousands passed through Times Square, giant video screens flashed the Food Day logo, messages, and pictures. The Food Day team

worked closely with the City of New York to plan the event. CSPI Executive Director Michael Jacobson and the Food Network’s Ellie Krieger emceed the lunch, delivering remarks on Food Day’s aim and the role it could play in transforming the American food system. Live music, including a performance by Grammy Award-winning musician Tom Chapin, added to the festive atmosphere.

The *Eat In*’s prominent guests took the opportunity to discuss some of the most pressing food and health issues facing the country. New York City Health Commissioner Thomas Farley announced an expansion of the city’s campaign to discourage consumption of sugary beverages, which contribute to a host of diet-related diseases.

Mayor Michael Bloomberg handed out apples at the Steinway subway station in Queens earlier in the day and talked about food issues on Mario Batali’s national television show, ABC’s “The Chew.”

### Leading voices in the food movement

Professor Marion Nestle, chef Mario Batali, and musician Tom Chapin at the Times Square *Eat In* (left); Morgan Spurlock shows off a Food Day tote bag (right).



Photos: Philip J. Greenberg.



## Educating the public

“The Food Day curriculum is powerful in its simplicity. It provides tools that teachers can use to promote Food Day goals throughout the school year.”

*Chef Tim Cipriano,  
New Haven Public  
Schools,  
New Haven,  
Connecticut*

While Food Day aimed to educate the entire nation about its six policy priorities, there was a special focus on primary and secondary schools. Hundreds of schools participated in Food Day activities in 2011 in ways that ranged from taste testings, nutrition lessons, and cooking demonstrations to lectures, workshops, conferences, and health fairs.

Isobel Contento and Pamela Koch, faculty members of Teachers College, Columbia University, in New York City, developed the Food Day curriculum that teachers around the country used to help students understand the value of growing and eating whole foods.

Special Food Day menus were served in all Detroit, Denver, Portland, and Boulder County public schools.

### Real Food Challenge

One of the most successful partnerships was with Real Food Challenge (RFC), whose mission is to “leverage the power of youth and universities to create a healthy, fair and green food system.”

Real Food Challenge helped write the Food Day Guide for Campus Coordinators, which provided student organizers with ideas on how to participate in Food Day. The most widely adopted initiative was RFC’s “photo petition,” with students gathering for pictures with signs stating “I Eat Real Because...” followed by their own personal responses.

At least 100 colleges and universities participated in Food Day, including Johns Hopkins University, Harvard University, Yale University, Stanford University, George Washington University, University of Arizona, University of Minnesota, Sacramento State University, University of Nevada in Reno, and dozens of others. (See Appendix 5 for other colleges.)

UNITE HERE!, a union representing thousands of members who work in the hospitality industry, including campus dining halls, partnered with Real Food Challenge and other student groups, local food organizations, and faculty to hold forums on food justice on campuses across the country. Those colleges

### Events

Children at a Phoenix health fair organized by University of Arizona students enjoy a fruit taste test (left). Environmental Justice League’s ECO Youth Team led a “flash mob,” handing out apples for the Healthy Corner Store Initiative in Rhode Island (right).



Photos: Jesse Sandvik (left), Karin Wetherill (right).



## Educating the public

“The best part about Food Day was having a national campaign to tie into. It was challenging to convince the school food service directors to have a local meal, but when they got the Food Day materials and the fancy poster, it made it click for them...”

*Lindsay Howard,  
Montana Food  
Corps*

included Johns Hopkins University, Northwestern University, Pomona College, Yale University, and Wesleyan University. The forums included tours of campus kitchens and special meals cooked by students and campus workers and sourced largely from local farms.

### 100% Montana-made meals

Ten sites that make up the Montana Food Corps, a project of the National Center for Appropriate Technology and not an official member of the national Food Corps organization, celebrated Food Day and National Farm to School Month in October. They arranged 12 “local lunches” in schools across the state, some of which were prepared entirely from Montana-produced food ingredients.

In Red Lodge, Montana, the number of students and teachers who usually buy lunch in the cafeteria increased by 60 when they learned about the special menu of the day, which included for

the first time 20 pounds of local freshly harvested greens from a greenhouse 15 miles from the school. Two farmers who had grown the food used for the meal came to visit and talk with the students as they ate, making the farm-to-fork vision for the meal even more real to those who enjoyed it.

The success of this year’s Food Day meal opened the door to sustained partnerships between farmers and school food service directors. Lindsay Howard, a service member at the Red Lodge site, is already planning to hold a Food Day holiday meal next year using local products. She ultimately hopes to incorporate annual Food Day meals into the culture of the nine other Food Corps sites around the state.

### Food Day on university campuses

From film screenings and potlucks to lectures and cooking demonstrations, campuses participated in a variety of ways.

#### University of Minnesota St. Paul-Minneapolis

The University of Minnesota in Minneapolis held a day-long Food Expo including exhibits from food-related nonprofits, a proclamation-reading ceremony, and cooking demonstrations by students and dining services employees. Over 1,000 students, faculty, staff, and community members attended the various Food Day activities throughout the day. Nearly 100 of them shared their answers to the question “What does good food mean to you?”

#### UC Hastings School of Law San Francisco, CA

The UCSF and UC Hastings Consortium on Law, Science & Health Policy sponsored a conference entitled “Food Deserts: Legal, Social, and Public Health Challenges” on Food Day. The conference brought together scholars from law and the health sciences, as well as policymakers, activists, and food industry members, to discuss food deserts and food in prisons. David Kessler, former Commissioner of the United States Food and Drug Administration and CSPI Board member, gave the keynote address.

## Government involvement

“Food Day is a unique opportunity – nationwide and locally – to bring residents, farming community leaders, and state officials together to focus on key initiatives that support bringing nutritious, fresh, and locally-grown products to our communities.”

*Richard K. Sullivan, Jr., Massachusetts Secretary of Energy and Environmental Affairs*

Improving food policy at the local, state, and federal levels is one of the main goals of Food Day. Dozens of city and state public health departments got involved by promoting their existing diet-related projects and organizing new initiatives. Many leaders of public health departments joined the Food Day Advisory Board, including ones from Los Angeles County, Boston, and Seattle and King County. Los Angeles County officials and New York City’s Health Commissioner used Food Day to highlight projects and campaigns to reduce consumption of soda and sweetened beverages. (See Appendix 4 for a selected list of participating health departments.)

Many mayors and governors also got involved in Food Day. Mayor Mike McGinn of Seattle, a member of the Food Day Advisory Board, sent a letter encouraging the mayors of 30 major cities to participate in Food Day. More than 80 governors and mayors proclaimed October 24 as Food Day, including those in Colorado, Ohio, Oregon, Boston, Chicago, Los Angeles, New York City, San Francisco, Seattle, St. Louis, and Washington, DC (See Appendix 3 for a list of all Food Day proclamations.)

### Massachusetts

In Massachusetts, Food Day organizing was broad and cross-cutting, with state and local policymakers, universities, school districts, restaurants, food banks, farms, and community groups all participating to create policy actions, form new partnerships, and raise awareness around state food and agriculture issues.

State policy initiatives began at the top. Governor Deval Patrick issued a proclamation declaring October 24 as Massachusetts Food Day, recognizing the great diversity of the Commonwealth’s agricultural industry.

Governor Patrick, Energy and Environmental Affairs Secretary Rick Sullivan and Massachusetts Department of Agricultural Resources (MDAR) Commissioner Scott Soares also participated in the launch of the Massachusetts Gleaning Network, a statewide project to designed to further enhance access to fresh local agricultural products through the collection of un-harvested crops for emergency food providers.

The Massachusetts Department of Agricultural Resources spearheaded Food Day organizing in the state. MDAR’s Rose Arruda was a central Food Day or-

### Officials take part

David Chiu, President of the San Francisco Board of Supervisors proclaims Food Day (left). At right, Governor Deval Patrick of Massachusetts gets his hands dirty at a gleaning event for Food Day.



Photos: John Orvis (left), Matthew Bennett (right).

# Government involvement

“With Food Day, we had a national mouthpiece to amplify our message and tie our work to the strides being taken across the country.”

*Randi Belhumeur,  
founding member,  
Rhode Island Food  
Policy Council*

ganizer and leveraged MDAR's contacts with state and local officials, schools and universities, community groups, and the Massachusetts Food Policy Council to coordinate events around the state. Congressman James McGovern, a leading anti-hunger advocate, advised the Food Day campaign on food access issues and participated in a gleaning event in his district in Northborough at Tougas Family Farm.

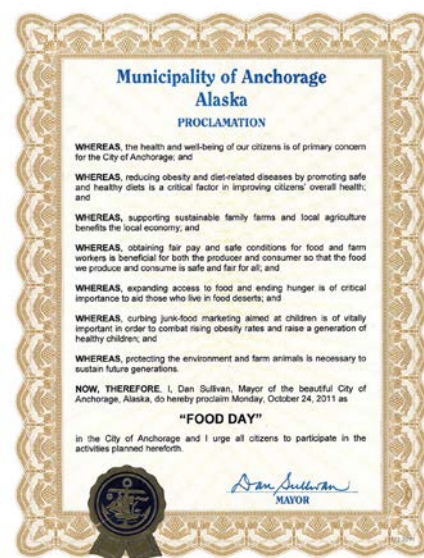
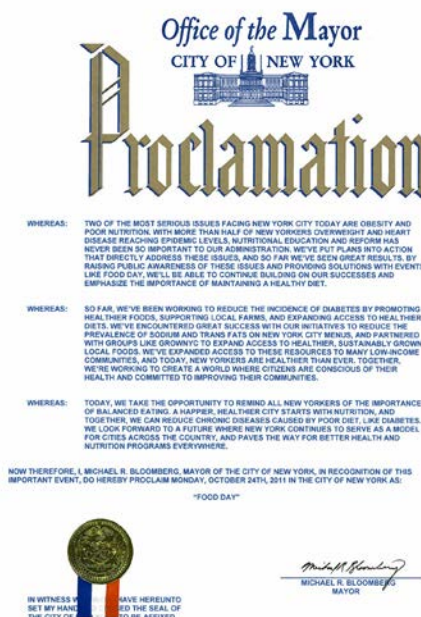
Boston was a hub of Food Day activity. Mayor Thomas Menino declared October 24 Boston's official Food Day, and held an interactive policy discussion at Tufts University to mark the day. Addressing a packed auditorium, Mayor Menino shared his vision for a healthier Boston and spoke about the city's major food and nutrition initiatives. These include securing 25 new grocery stores throughout the city to improve healthy food access, reducing the amount of soda and junk food available in Boston public schools, and expanding the “Boston Bounty Bucks” program which doubles—up to 10 dollars—the money available to SNAP (Supplemental Nutrition Assistance Program) recipients.

## Rhode Island's new food policy council

Rhode Island celebrated Food Day by officially launching the Rhode Island Food Policy Council and presenting a state-commissioned food assessment. The food policy council's mission is to be a policy-changing force in the state, and to create partnerships and develop policies to expand the state's local food system. Its launch culminates two years of planning and coalition-building by state officials and members of the public health, anti-obesity, food access, and environmental communities.

The launch took place at the State House in the presence of a standing-room-only crowd. Rhode Island First Lady Stephanie Chafee presented the Governor's Food Day proclamation. In early 2012, members of the council will create working groups to research and advocate for specific policy actions that will strengthen the state's agricultural sector and increase the availability and affordability of healthy, local foods to people of all income levels throughout the state.

**Proclamation**  
63 cities and 18 states proclaimed October 24 as Food Day for their area, publicizing the campaign's six priorities. The first Food Day proclamation was signed in Anchorage, Alaska (right).





## New collaborations

Food Day is much more than just a day. Food Day's network around the country brought about many new collaborations between groups and individuals intent on building a new food movement. In an evaluation survey conducted by Food Day staff and researchers at Sacramento State University, a majority of Food Day partner organizations and community coordinators reported that they made between 20 and 99 new organizational and personal connections as a result of Food Day organizing.

In Los Angeles, more than 60 organizations came together around one table, guided by the Los Angeles Food Policy Council and the County Public Health Department. In Oregon, state coordinator Susan Navrotsky brought together a diverse coalition of stakeholders, collecting over 200 contacts as part of the Food Day coalition, and sending out regular updates to the group to aid in organizing.

### California Food Day petition

Statewide Food Day activities in California were led by Strategic Alliance and Prevention Institute, which joined with the Environmental Working Group, California Center for Public Health Advocacy, and Roots of Change to mount a statewide petition campaign for smarter federal food and farm policies.

The Environmental Working Group reported that 66 public health, nutrition, food, farming and environmental groups across the state urged Governor Jerry Brown and the state's congressional delegation to support healthy food and farm policy reforms by signing a Food Day Farm Bill sign-on letter. A petition was signed by more than 14,000+ Californians.

### South Carolina

Groups like the Clemson Cooperative Extension, the Low Country Food Bank, and small food businesses came together to exhibit at Food Day Grand Strand, which featured fun, family-friendly activities.



Photo: <http://fooddaygrandstrand.org>

### Food Day Grand Strand Myrtle Beach, South Carolina

"Food Day Grand Strand is on board for next year's Food Day! We had a fantastic response to our event and keep hearing how wonderful and exciting it is that we have brought people, organizations, and businesses together to help create a healthier community. We are starting to work on becoming a nonprofit organization and are planning several smaller events throughout the year. Our first is going to be a healthy food drive for the holidays. Thank you for giving us this vehicle for positive change!"

Cindy Powell, organizer

## Corporate participation

Companies ranging from major food producers and supermarkets to the Cooking Channel and Epicurious.com participated in Food Day.

Several partnerships focused on spreading awareness of the Food Day brand and website to consumers across the country. **Dole Foods** affixed special stickers featuring the Food Day logo and website to 100 million bananas distributed across the country for the month of October. Employees at Dole headquarters celebrated Food Day in various ways including taking a group photo wearing Food Day T-shirts. Dole also started up a farmers' market at its Kannapolis, North Carolina, research center.

**Bolthouse Farms**, one of the nation's largest carrot growers, printed 10 million special bags for baby carrots with the Food Day logo and website. The company also sponsored an employee wellness program and a farmers' market.

**Whole Foods Markets** sponsored HealthCorps and FamilyCook Productions at dozens of its stores across the country. Additionally, stores sponsored food drives and store tours pointing

out healthy shopping and cooking tips. Boston-area Whole Foods employees tabled at a Food Day event at the Boston Museum of Science, distributing literature on nutrition, healthy recipes, and the store's various health initiatives.

**LSG Sky Chefs**, the world's largest provider of in-flight services, including catering, used Food Day as an opportunity to implement a nutrition and wellness education campaign for its approximately 8,000 North American employees. The company created a weekly informational newsletter addressing key nutrition topics, with the goal of increasing employees' nutrition knowledge and improving health practices.

The **Cooking Channel** sponsored digital and social media promotion for the campaign, including posts on its blog and Facebook and Twitter accounts, where the Food Day message reached more than 1.5 million followers. The Cooking Channel also produced compelling promotional spots featuring documentary filmmaker and Food Day advisory board member Morgan Spurlock that it broadcast in the two weeks leading up to Food Day.

### Companies

Dole staffers celebrate at their headquarters in California (left). 100 million Dole bananas (right) sported a "FoodDay.org" sticker. Bolthouse Farms put the Food Day logo on 11 million bags of baby carrots.



Photos: Dole Foods (left and bottom right), Bolthouse Farms\* (top right).

## Corporate participation

**Epicurious.com** promoted Food Day on its website and co-sponsored a contest with Whole Foods to raise money for food-related charities. Through its Facebook page, Epicurious promoted the Food Day Dinner Party Kit, along with suggested healthy menu ideas, encouraging participants to raise funds with a potluck celebration. The top three winners received high-quality kitchen items, and the funds they collected for the food charity of their choice were matched by the contest organizers (up to \$1,000 for first-prize winners).

**Disney** referenced Food Day on its Magic of Healthy Living website with a mention in their Healthier Halloween Kit, inspiring kids to try nutritious and fun candy alternatives.

**Bon Appetit Management Company**, which manages 400 cafes in 31 states, celebrated Food Day at more than 20

college campuses across the country. A representative discussed the company's ongoing commitment to fair labor practices on Food Day's webinar on food and farm worker justice. An event at the University of Pennsylvania featured a panel with author and activist Dan Imhoff, the author of *Food Fight* and *CAFO: The Tragedy of Industrial Animal Factories*.

**Rodale Inc.**, featured Food Day in blogs and in *Men's Health*. CEO Maria Rodale served on the Food Day Advisory Board.

Other companies that took part in Food Day in various ways include **Kraft Foods, Sodexo, Aramark, Hain Celestial**, and many local restaurants and grocery stores.

### Media Partners

Epicurious.com (left) is the Internet's most extensive "cookbook." Cooking Channel (right) is a division of the Food Network.





## Media coverage

### National and regional print coverage

Overall, Food Day was covered by 216 local news outlets in more than 140 cities, notably the *Los Angeles Times*, *The Philadelphia Inquirer*, *The Boston Globe*, the *Chicago Sun-Times*, *The Kansas City Star* and *The Seattle Times*. Articles in top publications like *USA Today*, *The Washington Post*, *The Atlantic*, NPR's food blog "The Salt," and *CBS News* online provided high visibility for many Food Day events. See pages 24–29 for several press mentions.

### TV and radio coverage

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. ABC's "The Chew" featured New York City Mayor Michael Bloomberg talking about Food Day. Other coverage included interviews with Michael Jacobson on NPR affiliate stations and a segment on the highly popular and nationally syndicated program "The Joan Hamburg Show," on WOR radio. Food Day also appeared in the Spanish-language press: *La Opinion*, *Telemundo*, and *Univision*.

### Commentary coverage

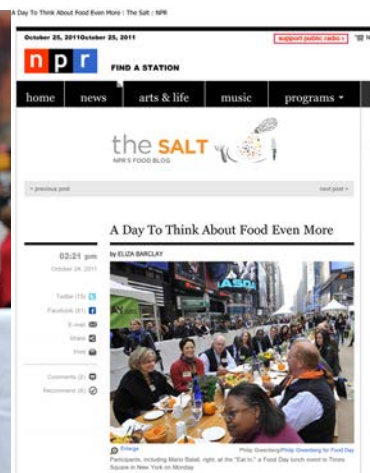
Senator Tom Harkin of Iowa and Representative Rosa DeLauro of Connecticut, Honorary Co-Chairs of the Food Day Advisory Board, published an op-ed in *Roll Call* urging Americans to use Food Day to think about their food choices. Former Surgeons General Dr. David Satcher and Dr. Richard Carmona contributed an op-ed to *The Sacramento Bee* about Food Day and the progress of healthy eating in our country. *The Huffington Post* published blog posts by CSPI's Executive Director, Michael Jacobson.

### Blogs and websites

Many bloggers publicized Food Day, informing readers about events in which they could participate in their communities. Highlights of blog coverage included mentions on DCist.com, Chicagoist.com, and *Esquire Magazine*'s "Eat Like a Man" blog. Food Day groups created their own websites in New Mexico, Connecticut, Missouri, South Carolina, and elsewhere.

### Media

A reporter interviews Michael Jacobson in New York City's Times Square. At right, a screenshot of National Public Radio's blog "The Salt" covering Food Day.



Photos: Philip J. Greenberg (left), www.npr.org (right).

## Funding Food Day

Food Day provides a vehicle for a wide variety of stakeholders in the nation's food system to work together to build a "food movement." Organizations that donate time and resources to Food Day have the opportunity to raise the profile of their good work by tying it to a national movement.

Major support for Food Day 2011 came from in-kind contributions of the nearly 200 partner organizations and advisors. For example, Prevention Institute dedicated a staff person to conducting outreach in California, and Real Food Challenge mobilized coordinated actions at many of its 327 campuses. The Robert Wood Johnson Foundation and the Los Angeles Department of Health promoted Food Day through their extensive networks.

Financial underwriting came from thousands of contributions from CSPI members, major donors, and private foundations. The California Endowment sponsored Food Day's efforts to engage the Latino community and focus on issues of food access. The Laurie M. Tisch

Illumination Fund helped Food Day supply resources to a total of more than two dozen separate events reaching into every New York City borough. Additional grants came from The Elfenworks Foundation, The Freed Foundation, Moon Drunk Fund, Ralph E. Ogden Foundation, Shared Earth Foundation, Wallace Genetic Foundation, and the William James Foundation.

Funders interested in joining a Food day information briefing for **donors, community foundations, and private foundations** should contact Development Director Jane Welna at 202-777-8388.

Farmers, food producers, packagers, haulers, retailers, marketers, and restaurateurs are important stakeholders in America's food system. Food Day welcomes involvement from businesses that are interested in advancing Food Day goals. But, like CSPI, Food Day is people-powered. To avoid conflicts of interest, Food Day does not accept funding from corporations or government.

### Generating Support

Jane Fonda (seated) introduced Michael Jacobson at a gathering on June 3, 2011, to talk to San Franciscans about Food Day.



Photo: Thor Swift Photography.

### Food Day 2011 staff

Campaign managers:

Lilia Smelkova, Jennifer Tuttle

Campaign coordinators:

Hayley Gillooly, Catherine Kastleman

Interns: Colleen Boselli, Julia Cocchia, Rachel Cohen, Karen Hopper, Katherine Levandoski, Kelly Ngo, Heather Polonsky, Marie Rietmann, Carolina Sanchez, Uma Tantri, Lauren Taylor

Regional coordinators: Deborah Gardner (West Coast), Nancy Huehnergath (NY state), Wendy Stuart (DC)

Communications:

Jeff Cronin, Angela Morris

Fundraising: Kelli Knox, Jane Welna

# Food Day 2012

Food Day is an emerging national movement that brings together hundreds of groups and activists working to improve the American food system. Together we can achieve faster and more efficient gains than we could as separate entities. Food Day is committed to leveraging the potential of this growing network.

In this year of Presidential and Congressional elections, Food Day 2012 will focus on policy goals and community actions. The national Food Day office will work with local and state groups, as well as grassroots activists, to improve food policies through Food Day events, email campaigns, and community initiatives to improve access to healthy, sustainable food for all.

Food Day will continue building its network of organizations and activists at all levels. The Washington office will provide grassroots action tools so that everyone can make a difference, whether the action is getting rid of junk food

vending machines in schools, increasing access to fruits and vegetables in corner stores, or starting an employee health and wellness program at a workplace.

## How to become a partner

By joining the Food Day movement, you can connect with other groups and individuals nationwide committed to fixing the American food system. Here are some ways you can support the effort:

**Publicize:** promote Food Day through your listserv, newsletter, web site, blog, or social media outlet.

**Organize:** plan a Food Day event, conference, or debate, however big or small it might be.

**Act:** encourage your networks to press government officials for improved food policies.

To contact the Food Day staff, send an email to [foodday@cspinet.org](mailto:foodday@cspinet.org) or call 202-777-8392.

## Food Day network

Partners at the Eat Real Festival in Savannah (left), and a girl discovering root vegetables at a family-friendly Food Day activity (right).



Photos: John Alexander (left), earthsalt7/Flickr.com (right).



# A selection of articles

**Los Angeles Times**  
October 24, 2011

Food Day kicks off in L.A. - latimes.com

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**Sleep research leads to a simple snoring solution**

## Daily Dish

THE INSIDE SCOOP ON FOOD IN LOS ANGELES

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### Food Day kicks off in L.A.

October 24, 2011 | 6:00 am

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It's [Food Day](#), a grassroots event sponsored by the nonprofit Center for Science in the Public Interest to improve the U.S. food system. Its efforts include reducing diet-related diseases such as diabetes and expanding access to healthful food.

The recently formed [Los Angeles Food Policy Council](#), founded by Mayor Antonio Villaraigosa, is helping to coordinate a series of Food Day events throughout L.A. "Many Angelenos are successfully working to make a meaningful difference in our local food system, particularly in ways that assist those residents most in need of healthy nutrition," said Villaraigosa in a news release. "This is especially important for Angelenos who live in neighborhoods where healthy foods are harder to find, which puts them at greater risk for obesity and diabetes."

La Opinión  
October 25, 2011

progress accelerated  
**fenton**

LA y California

El día de los alimentos, beneficio para todos

La campaña nacional iniciada por la Primera Dama, llegó a Los Ángeles

Mayra Azanza/mayra.azanza@laopinion.com | 2011-10-25 | La Opinión

Califica este artículo: Calificación promedio: ★★☆☆ Tamaño del texto: □ □

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Más de dos mil eventos a nivel nacional se celebraron en torno al Día Nacional de los Alimentos, 200 de los cuales tuvieron lugar en California.

El festejo presentó diversas opciones para que los angelinos aprendan a alimentarse mejor, desde alentar el intercambio de sodas por agua de frutas, hasta pláticas a los estudiantes sobre la importancia de consumir un desayuno completo antes de salir de casa y ampliar menús en los negocios pequeños, que ofrecen a los clientes opciones más saludables.

Tal es el caso de Raúl Morales, dueño de la taquería Vista Hermosa en el Mercado la Paloma, negocio que se ha beneficiado del California Fresh Works Fund, que a través del Comité de Políticas de Alimentos de Los Angeles (LAFPC, formado por Antonio Villaraigosa en 2009) y el California Fresh Work Fund (Creado e impulsado por Michelle Obama) ha elaborado nuevos platillos bajos en calorías para sus comensales.

"Ahora sí que no tienen pretexto" indicó Morales, en cuyo menú bajo en calorías figuran platillos como burrito de carnisitas, chile relleno y pescado a la plancha. "Estimo que un 8% de mi clientela ahora come del menú saludable", dice. El comerciante indica que además, ese nuevo menú, desarrollado con el apoyo del fondo, ha atraído a clientes anglosajones que anteriormente no estaban tan interesados en sus opciones alimenticias.

Reportes de la Iniciativa Nacional para la Calidad del cuidado de Salud de los Niños, (NICHQ) indican que más del 32% de los niños de 10 a 17 años en el estado tienen sobrepeso, lo cual coloca al estado en el lugar 24 del país en obesidad infantil. Más del 40% de estos niños son hispanos.

Existen 200 millones de dólares en fondos a través del Fresh Works Fund para financiar el acceso a comida saludable en vecindarios marginados en California, tanto en la comunidad como en las escuelas. Las ciudades de Riverside, Los Angeles, Inglewood, San Bernardino, entre otras ya se están beneficiando de este programa, cuyo capital también está disponible para aquellos comerciantes que deseen modernizar o expandir sus negocios en torno a la mejora alimenticia de los angelinos.

"Los propietarios de bodegas o tiendas pequeñas que deseen mejorar la calidad de productos que ofrecen a la comunidad, pueden acercarse al Fondo para recibir apoyo" afirmó Daniel Tellalian, concejal del LAFPC.

Según Tellalian, los propietarios de estos locales podrían recibir apoyo para mejorar sus instalaciones, menús, sistemas de refrigeración e incluso, expansión a través de nuevos locales que ofrezcan a las comunidades marginadas opciones de verduras, frutas y carnes frescas, producidas localmente y de manera cada vez más sostenible.

El fondo también busca que las cadenas de supermercado no solamente se instalen en estas zonas, sino que su servicio se perpetue para el bien de la comunidad.

"Si algún supermercado grande se instala y a la larga decide cerrar sus puertas, este concejo se asegurará de que inmediatamente se abran otras opciones para que la comida saludable nunca falte" aseguró Tellalian.

Existen 200 millones de dólares en fondos a través del 'Fresh Works Fund' para financiar el acceso a comida saludable en vecindarios marginados en California, tanto en la comunidad como en las escuelas. Las ciudades de Riverside, Los Angeles, Inglewood, San Bernardino, ya se están beneficiando de este programa.



Localizado en South Central Ave, el mercadito La Palmas ofrecía una cantidad extra de frutas y verduras a sus clientes como parte de la celebración. **Ciro Cesar/La Opinión**

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MICHAEL F. JACOBSON - Michael F. Jacobson is executive director of the Center for Science in the Public Interest, which he co-founded in 1971. He is widely credited with coining the phrases "junk food," "empty calorie," and "liquid candy."

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## Food Day: Working to Reform Our Food Systems From Farm to Fork

OCT 19 2011, 9:58 AM ET

Recommend Confirm

The executive director of the Center for Science in the Public Interest explains why he conceived of Food Day and what he hopes it will achieve



The way our food is grown, transported, processed, marketed, and ultimately eaten is not sustainable -- for the environment or our health. Diet, together with a sedentary lifestyle, cause obesity, diabetes, heart attacks, and cancers that result in several hundred thousand deaths each year. Raising livestock uses enormous amounts of energy to grow and transport feed; cattle feedlots stink up vast areas; and the animal manure often pollutes waterways. The animals generally endure miserable conditions, as do the packinghouse workers.

*While disparate groups don't see eye to eye on everything, there are countless opportunities where they can build on each other's strengths.*

there are countless opportunities where they can build on each other's strengths. And some have already started.

It is in that context that I conceived of Food Day. I envisioned it being like Earth Day, celebrated widely with thousands of events around the country. It would be a vigorous day or week of national focus on food issues that all sorts of people and organizations could tie in with (a smaller World Food Day is celebrated in some churches and campuses). As with Earth Day, I thought that a national mobilization focused on food could accelerate ongoing initiatives aimed at reforming the food system from the farm to the fork.

But, frankly, a year ago, I had no confidence that Food Day would catch on. Would people who are busy with their own lives actually organize activities?

I did know that everyone likes to feel that their modest, local activity -- in Anchorage, Savannah, or Ann Arbor -- is connected to something bigger, something national, that can have a real impact. And I knew that countless students, government officials, non-profit groups, and, yes, companies are concerned about reducing the harm America's food system inflicts on our health and the environment.

My confidence began to build last summer, as I talked to dozens of people who were almost uniformly encouraging. That led to the formation of an advisory board -- and as word got around, people were actually asking to join it. Then the two co-managers of Food Day, Lilia Smelkova and Jennifer Tuttle, and I began to spread the word more broadly to such organizations as the Farmers Market Coalition, the American Dietetic Association, and the Union for Reform Judaism. Again, almost everyone said that they would like to be involved in some way.

But it wasn't until Lilia, Jenn, and their organizers, Hayley Gillsoly and Catherine Kastelman, began reaching out to people at the local level that I knew Food Day would be a great success. They would come back from Memphis, Denver, Minneapolis, Savannah, and other cities with stories about how enthusiastically they were received.

Over the past two months, it's been exciting to count daily the number of events on the map on the Food Day website and see that number soar. Today, more than 1,700 events, big and small and from coast to coast are listed -- and that's not counting the 800 schools in Los Angeles, the 100 in Seattle, or the 40 in Tulsa. Many of the events involve lectures, showings of movies, especially healthy meals, and lectures. It's great to see the diversity:

- Schools in Bentonville, Arkansas, hometown of Walmart, are having special classes about food for the entire week, and kids are building Junk Food Halls of Shame.
- The University of California, San Francisco, and its Hastings School of Law are hosting a conference on food deserts (where fresh produce is scarce), including the food deserts in prisons.
- In Washington, D.C., the National Archives is having an open house, with literature tables from half a dozen nonprofit, industry, and government organizations, in association with its exhibit on the history of America's food policies.
- Bolthouse Farms, a large California carrot packer, and the North Carolina Research Campus in Kannapolis are creating new farmers markets.

While most of the events are educational or charitable (such as collecting food or money for food banks), some focus on improving policies. Rhode Island is kicking off a food policy council. Montgomery County, Maryland, is doing the same. In California, nonprofit organizations are mounting a petition campaign to generate early support for a smarter Farm Bill.

Actually, every company, government agency, or other organization -- not just ones dealing with food -- should celebrate Food Day. Companies could easily get the junk food out of their cafeterias and vending machines, encourage employees to eat healthier meals, and support a Community Supported Agriculture program (the latter is something that CSPI started doing this year for the first time). Ones in the suburbs might have space for an employee vegetable garden. And large employers could arrange for a weekly farmers market at their facilities.

With Food Day just around the corner, I hope every American will join the celebration. I urge them to go to the Food Day map and see what activities are scheduled in their community and attend one of them. They could sign a brief message there urging their members of Congress to support Food Day's goals. Or they could simply celebrate at home with an especially healthy dinner or a potluck meal with friends -- and make sure that some of the talk is about some of the food problems they'd like to solve.

Image: Maria Dryfhout/Shutterstock







## Return to Food Day focuses on growing healthy supply

By Kara Rose, USA TODAY

Updated 10/24/2011 8:46 AM

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More than 2,000 local events are expected to take place today across the USA for Food Day, an annual local and regional event being staged nationally for the first time since 1977.

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Food Day is a grass-roots mobilization for a better food policy, says Food Day founder **Michael Jacobson**, the executive director of the non-profit organization Center for Science in the Public Interest. The events aim to create better diets, reduce environmental impact in food growth and promote better conditions for farm workers and food animals, he said.

"Amidst all the bounty in this country we have serious problems related to the food supply," Jacobson says. The event is meant to "draw attention to the importance of the food we eat and how they are produced."

Events planned include a rally in Savannah, Ga. celebrating locally grown food, the formation of a state food policy council in **Rhode Island** and an anti-soda

campaign in **New York**. **New York City** also will hold a 50-person dine-in in **Times Square** to promote "healthy, delicious, affordable food produced in a sustainable way," Jacobson says.

### Elsewhere:

•Law professor Marsha Cohen says University of California's Hastings College of Law and University of California-San Francisco's medical school will host a conference for Food Day on food deserts—communities with little access to fresh produce — and nutrition in correctional institutions.

"The health of prisoners is our financial problem because we are required to pay for their health care," Cohen said. "As academic institutions, we thought food issues do need serious academic consultation."

•Audrey Giannattasio, the founder of Boston Food Finds, which conducts food tours in Boston, helped organize seven food truck companies committed to healthier foods that will participate in Food Day.

"We all should be striving for more healthy eating options. As a promoter of food trucks, I want to encourage food trucks to have healthy eating options," Giannattasio says. "I am honored to be a part of it."

"There's an incredible outpour of enthusiasm," Jacobson says, noting that Dole Food publicized Food Day by putting stickers on 100 million bananas.

Not all organizations are as enthusiastic. The Colorado Department of Public Health and Environment dropped out after the Colorado **Farm Bureau** argued that some of the groups aligned with Food Day, including The **Humane Society of the United States** and the Farm Animal Rights Movement, did not support state Farm Bureau initiatives, says Colorado Farm Bureau spokesman Shawn Martini.

"The program seeks to promote policy agendas that elevate certain industries at the expense of others," Martini said.

For more information on Food Day, visit <http://www.foodday.org/>.

## The Seattle Times

October 24, 2011

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October 24, 2011 at 11:12 AM

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## Happy Food Day! What's on your plate today?

Posted by [Nancy Leson](#)

And you thought it was just another Monday. Nope. Today, October 24, is [Food Day](#). It's like Earth Day, only tastier. Food Day is a national grassroots campaign encouraging Americans to wake up and "[Eat Real!](#)" The hope is that we, the people, should stand together on that count and in doing so [convince Congress](#) to get behind the movement.

Food Day advocates across the country have a six-tier goal for our lawmakers: reduce diet-related disease by promoting safe, healthy foods; support sustainable farms and limit subsidies to big agribusiness; expand access to food and alleviate hunger; protect the environment and animals by reforming factory farms; promote health by curbing junk-food marketing to kids; and support fair conditions for food and farm workers.

Sponsored by the [Center for Science in the Public Interest](#) and backed by vocal good-food advocates including [Michael Pollan](#) and [Alice Waters](#) (among others), Food Day also has a broad local component. Even Seattle mayor Mike McGinn and the Seattle City Council are onboard, proclaiming October 24 Food Day at 1:30 p.m. today at the King County Courthouse at Third and James.

Special events held this month in honor of the first annual Food Day continue around the Sound and beyond. Check [here](#) for today's events: among them a big evening shindig at Herban Feast, community potlucks and dumping parties in private homes and Food Day festivities on college campuses throughout Washington State.

As for me? I'm planning to cook my son a nice "Real Food" dinner to celebrate Food Day -- to make up for (gulp) the [not-so-fast food](#) he had last night. But first I'm going to eat a banana.



If this local supermarket display is any indication, it looks like everybody's in on the act. And these weren't even organic. [photo/Nancy Leson]

**Boston Globe**  
Full-page ad

# We think it's a good idea.



**T**oday is national Food Day. We wholly endorse its goal of improving America's diet and, in particular, its six tenets for making our meals and lives healthier. We know these tenets are especially important to the lives of the 660,000 low-income people in Massachusetts who struggle to put food on the table. The opposite of hungry isn't "full," the opposite is "healthy." It's all connected: the diets we select, the foods we grow, the policies we form, the impact we have.

## We support Food Day, a national grassroots campaign, to:

1. Reduce diet-related disease by promoting safe, healthy foods.
2. Support sustainable farms and limit subsidies to big agribusiness.
3. Expand access to food and alleviate hunger.
4. Protect the environment and animals by reforming factory farms.
5. Promote health by curbing junk-food marketing to kids.
6. Support fair conditions for food and farm workers.

**Governor Deval Patrick**

**Lieutenant Governor  
Timothy P. Murray**

**Thomas M. Menino  
Mayor of Boston**

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Arbella Insurance Group  
John M. Auerbach, M.B.A., Commissioner,  
Massachusetts Department of Public Health  
Bay State Milling Company  
Patricia Berenson and Jeff Carp  
Beverly Bootstraps Community Services  
Blue Cross Blue Shield of Massachusetts  
Boston Food Council  
Boston Public Schools  
Brookline Department of Public Health  
Brookwood Community Farm  
Cambridge Health Alliance  
The Cathedral Church of St. Paul, Boston  
Roman Catholic Archdiocese of Boston  
Chartwells School Dining Services  
Lillian Cheung, D.Sc., R.D.,  
Harvard School of Public Health  
Children's HealthWatch  
John T. Cook, Ph.D., M.A.Ed.  
Costa Fruit & Produce Company  
Lyndia Downie, President & Executive Director,  
Pine Street Inn  
Dudley Street Neighborhood Initiative  
Eastern Bank  
Toni Elka, Executive Director, Future Chiefs  
EMC Corporation  
Didi Emmons, Consulting Chef and Author  
Richard P. Eno, President and CEO, Metabolix, Inc.  
Falmouth Service Center, Our Community  
Food Pantry  
Barbara Ferrer, Ph.D., M.P.A., M.Ed., Executive  
Director, Boston Public Health Commission  
The Food Project  
Freihofer's  
The Greater Boston Food Bank  
Groundwork Lawrence  
Groundwork Somerville  
Bruce Hain, President, Insource Services, Inc.  
Haley House  
Health Resources in Action  
Peter Hilton, President, Open Table  
The Holyoke Food & Fitness Policy Council  
iBasis, Inc.  
Interaction Institute for Social Change  
Michael F. Jacobson, Ph.D., Executive Director,  
Center for Science in the Public Interest  
Jewish Community Relations Council of  
Greater Boston  
Louisa Kasdon, Founder, Let's Talk About Food.com  
Sari Kalin, M.S., R.D., L.D.N., Harvard School of  
Public Health and Children's Hospital Boston  
William F. Kennedy, Esq., Partner, Nutter McClennen  
& Fish LLP  
Kettle Cuisine  
Ronald E. Kleinman, M.D., Physician in Chief,  
MassGeneral Hospital for Children  
Corby Kummer, Author, *The Pleasures of Slow Food*  
Lawrence Public Schools

Glynn Lloyd, Founder & CEO, City Fresh Foods  
David S. Ludwig, M.D., Ph.D., Professor of  
Pediatrics, Children's Hospital Boston  
Ed Marakovitz, M.S.W., Faculty, Boston College  
Graduate School of Social Work  
Massachusetts Farm to School Project  
Massachusetts Public Health Association  
Mass Farmers Markets  
Catherine F. McCarron, Esq., Jager Smith P.C.  
Mendelsohn, Gittleman & Associates, LLC  
Merrimack Valley Food Bank, Inc.  
His Eminence Metropolitan Methodios,  
Greek Orthodox Metropolis of Boston  
Alan Meyers, M.D., M.P.H.  
Edith Murnane, Director of Food Initiatives,  
Office of the Mayor, City of Boston  
Olivia's Organics  
Thomas P. O'Neill III, CEO, O'Neill and Associates  
The Open Door, Gloucester  
Ellen Parker, Executive Director,  
Project Bread - The Walk for Hunger  
Partners HealthCare  
Robert Perry, President and Founding Partner,  
The Elephant Walk Restaurants  
Doug Rauch, Former President, Trader Joe's  
Company, Senior Fellow, Harvard Advanced  
Leadership Initiative  
Raytheon Company  
Red Tomato  
Regional Environmental Council of Central MA (REC)  
Paul Raville, Secretary of Education, Commonwealth  
of Massachusetts  
Eric B. Rimm, Sc.D., Associate Professor of  
Epidemiology and Nutrition, Harvard School of  
Public Health  
James Rooney, Executive Director, MCCA  
Samuel Financial, Inc.  
SBLI  
Christian R. Scorzoni, Esq., Travaglini Eisenberg  
Kiley LLC  
Share Our Strength's Cooking Matters  
The Rt. Rev. M. Thomas Shaw, SSJE, Bishop of the  
Episcopal Diocese of Massachusetts  
Sidekim Foods  
Horace Small, Executive Director, Union of Minority  
Neighborhoods  
Sodexo  
Robert E. Travaglini, President, Travaglini Eisenberg  
Kiley LLC  
Rob and Naomi Tuchmann  
Tufts Health Plan  
Webster Bank  
The Food Bank of Western Massachusetts  
Whole Foods Market  
Walter C. Willett, M.D., Dr. P.H., Professor and Chair,  
Harvard School of Public Health  
Whitsons School Nutrition  
Worcester County Food Bank  
Worcester District Medical Society Alliance  
Worcester Food & Active Living Policy Council



# Advisory Board 2011

## Appendix 1

### Honorary Co-Chairs

U.S. Senator Tom Harkin (IA)

U.S. Representative Rosa DeLauro (CT)

### Members

U.S. Senator Jon Tester (MT)

U.S. Representative Dave Loebsack (IA)

U.S. Representative Jim McGovern (MA)

U.S. Representative Chellie Pingree (ME)

U.S. Representative Linda Sanchez (CA)

U.S. Representative Jan Schakowsky (IL)

U.S. Representative Louise Slaughter (NY)

Mayor Mike McGinn, Seattle, WA

Will Allen, Founder and CEO, Growing Power, Inc.

Kenneth D. Ayars, Chief, Division of Agriculture, Rhode Island Department of Environmental Management

Pat Babjak, CEO, American Dietetic Association

Dan Barber, Executive Chef and Owner, Stone Barns Center for Food and Agriculture

Suzan Bateson, Executive Director, Alameda County (CA) Community Food Bank

Georges Benjamin, Executive Director, American Public Health Association

Angela Glover Blackwell, Founder and President, PolicyLink

Kelly Brownell, Director, Rudd Center for Food Policy, Yale University

Colin Campbell, Professor Emeritus of Nutritional Biochemistry, Cornell University

Richard Carmona, President, Canyon Ranch Institute; Former Surgeon General

Isobel Contento, Professor, Teachers College, Columbia University

Jim Crawford, President, Tuscarora Organic Growers Cooperative

Reverend Patricia deJong, Senior Minister, First Congregational, Berkeley

Jeff Dunn, President and CEO, Bolthouse Farms

Caldwell Esselstyn, Director, Cardiovascular Disease Prevention and Reversal Program, Cleveland Clinic Wellness Institute

Barbara Ferrer, Executive Director, Boston Public Health Commission

Jonathan Fielding, Director, Los Angeles County Department of Public Health

David Fleming, Director and Health Officer for Public Health - Seattle and King County

Jane Fonda, Actress, Health Advocate

Anthony Geraci, Food Service Director, Memphis School System

Reverend Douglas Greenaway, President and CEO, National WIC Association

Karl Guggenmos, Dean of Culinary Education, Johnson & Wales University

Diane Hatz, Co-Founder and Director, The Glynwood Institute for Sustainable Food and Farming

Chad Hellwinckel, Research Assistant Professor, Agricultural Policy Analysis Center, University of Tennessee, Knoxville

Oran Hesterman, President and CEO, Fair Food Network

Jim Hightower, Author; Former Texas Agriculture Commissioner

Rachel Johnson, Professor of Nutrition and of Medicine; Former Dean of Agriculture, University of Vermont

David Katz, Director, Yale Prevention Research Center

David Kessler, Pediatrician, University of California, San Francisco; Former FDA Commissioner

Ellie Krieger, Host and Chef, Food Network

Shiriki Kumanyika, Professor of Epidemiology, University of Pennsylvania School of Medicine

Robert Lawrence, Professor, Johns Hopkins School of Public Health

Sid Lerner, Founder, Meatless Monday

Michael Leviton, Board Chair, Chefs Collaborative; Owner, Lumiere Restaurant

Susan Linn, Director, Campaign for a Commercial-Free Childhood

Kelle Louaillier, Executive Director, Corporate Accountability International

Matthew Maloney, Co-Founder and CEO, GrubHub.com

# Advisory Board 2011

## Appendix 1

Robert Martin, Senior Officer, The Pew Charitable Trusts	Daryll E. Ray, Professor and Director of Agricultural Policy Analysis Center, University of Tennessee, Knoxville
Stacy Miller, Executive Director, Farmers Market Coalition	Maria Rodale, CEO and Chairman, Rodale, Inc.
Marion Nestle, Professor of Nutrition, Food Studies, and Public Health, New York University	Kathleen Rogers, President, Earth Day Network
Jerry Newberry, Executive Director, Health Information Network, National Education Association	Michael Roizen, Chief Wellness Officer, Cleveland Clinic
Demalda Newsome, Executive Director, Newsome Community Farms	David Satcher, Former Surgeon General of the United States
Michel Nischan, President and CEO, Wholesome Wave	Deirdre Schlunegger, CEO, STOP Foodborne Illness
Dean Ornish, Founder and President, Preventive Medicine Research Institute	David Schwartz, Campaign Director, Real Food Challenge
Wayne Pacelle, President, Humane Society of the United States	Barton Seaver, Chef and Author
Robert Pearl, Executive Director and CEO, The Permanente Medical Group	Nina Simonds, Chef
Robert Pestronk, Executive Director, National Association of County and City Health Officials	Morgan Spurlock, TV and Movie Producer and Actor
David Pimentel, Professor of Ecology and Agriculture, Cornell University	Tanya Wenman Steel, Editor-in-Chief, Epicurious.com
Michael Pollan, Author and Professor of Journalism, University of California, Berkeley	Carol Tucker-Foreman, Distinguished Fellow, Consumer Federation of America
Barry Popkin, Professor of Nutrition, University of North Carolina	Josh Viertel, President, Slow Food USA
Nora Pouillon, Chef and Owner, Restaurant Nora	Alice Waters, Chef and Proprietor, Chez Panisse Restaurant
Susan Prolman, Executive Director, National Sustainable Agriculture Coalition	Walter Willett, Chair, Nutrition Department, Harvard School of Public Health
	Rabbi Eric Yoffie, President, Union for Reform Judaism
	Patricia Young, Founder and National Coordinator, World Food Day

# National partners

## Appendix 2

30 Project	FoodFight	Oldways
American Culinary Federation	The Food Project	One World Everybody Eats Foundation
American Dietetic Association	The Food Trust - Philadelphia	Organic Farming Research Foundation
American Farmland Trust	FoodCorps	Parent Earth
American Medical Student Association	FoodPlay Productions	Physicians Committee for Responsible Medicine
America the Beautiful Fund	George Jones Farm	Project Bread
American Public Health Association	Georgia Organics	Project Green Challenge
AmpleHarvest.org	Glynwood Institute	The Public Health Association of New York City (PHANYC)
Arcadia Center for Sustainable Food and Agriculture	Green Chicago Restaurant Co-op	Prevention Institute
A Well-Fed World	Greenlite Medicine	Rancho La Puerta
Bolthouse Farms	Health Care Without Harm	Revolution Foods
Boston Public Health Commission	HealthCastle.com	Real Food Challenge
California Center for Public Health Advocacy	Holistic Moms Network	Roots of Change
The California Endowment	Humane Society of the United States	Rudd Center for Food Policy and Obesity, Yale University
Campaign for Commercial-Free Childhood	Institute for Integrative Nutrition	Scout Mob
Cascade Harvest Coalition	Iowa Food Systems Council	Second Nature
Center for Digital Democracy	Jewish Community Centers Association of North America	Seedling Projects
Center for Foodborne Illness	Jumpstart Jackson	Sierra Club
Center for a Livable Future	LiveWell Colorado	Slow Food USA
Change.org	LSG Sky Chefs	Sodexo
Chefs Collaborative	MAZON: A Jewish Response to Hunger	Stone Barns Center for Food and Agriculture
Chez Panisse	The Monday Campaigns	STOP Foodborne Illness
ChopChop Magazine	Napa Local Food Advisory Council	Strategic Alliance
CommonHealth ACTION	National Association for Health and Fitness	Sustainable Table
The Community Based Public Health Caucus (CBPH)	National Association of County and City Health Officials	Teachers College, Columbia University, Program in Nutrition and Center for Food and Environment
Community Food Security Coalition	National Catholic Rural Life Conference	Laurie M. Tisch Illumination Fund
Consumer Federation of America	National Center for Appropriate Technology	Tuscarora Organic Growers Cooperative
DC Central Kitchen	The National Community Based Organization Network	UNITE HERE
Dole Food Company, Inc.	National Farm to School Network	United Church of Christ
Earth Day Network	National Physicians Alliance	Union for Reform Judaism
Eataly New York	National Sustainable Agriculture Coalition	Vegetarian Resource Group
Eat Well Guide	National WIC Association	Veria
Ecumenical Ministries of Oregon, Interfaith Food and Farms Partnership	NEA Health Information Network	Wallace Genetic Foundation
The Elfenworks Foundation	NECON: The New England Coalition for Health Promotion and Disease Prevention	Whole Foods
Epicurious.com	New Leaf Market	The Whole Grains Council
The Episcopal Church, Office of Economic and Environmental Affairs	North Texas Food Bank	Wholesome Wave
FamilyFarmed.org	New York State Healthy Eating and Physical Activity Alliance (NYSHEPA)	William James Foundation
Farm Animal Rights Movement	Ralph E. Ogden Foundation	Women of Reform Judaism
Farmers Market Coalition		World Hunger Education Service
Food Alliance		
Food Chain Workers Alliance		



# State, city, and country proclamations

## Appendix 3

### STATES (18)

Alabama  
Colorado  
Connecticut  
Georgia  
Illinois  
Iowa  
Maine  
Maryland  
Massachusetts  
Missouri  
New Hampshire  
Oklahoma  
Ohio  
Oregon  
Rhode Island  
Tennessee  
West Virginia  
Wisconsin

### CITIES (63)

Anchorage, Alaska  
Antioch, California  
Asheville, North Carolina  
Austin, Texas  
Berkeley, California  
Binghamton, New York  
Birmingham, Alabama  
Boston, Massachusetts  
Borough, Alaska  
Boulder, Colorado  
Burbank, California  
Charleston, South Carolina  
Chicago, Illinois  
Concord, California  
Denver, Colorado  
Dover, Delaware  
Durham, North Carolina  
Elgin, Illinois  
Elk Grove, California  
El Paso, Texas  
Eugene, Oregon

Farmville, Virginia  
Garden Grove, California  
Green Bay, Wisconsin  
Hayward, California  
Henderson, Nevada  
Hernando, Mississippi  
Las Vegas, Nevada  
Lawrence, Kansas  
Los Angeles, California  
Livermore, California  
Madison, Wisconsin  
Memphis, Tennessee  
Milwaukee, Wisconsin  
Minneapolis, Minnesota  
Montclair, New Jersey  
Montgomery, Alabama  
Morgantown, West Virginia  
Murrieta, California  
New Haven, Connecticut  
New York City, New York  
Orlando, Florida  
Pittsburgh, Pennsylvania  
Portland, Oregon  
Rancho Cucamonga, California  
Richmond, California  
Rochester, New York  
Roeland Park, Kansas  
Sacramento, California  
San Diego, California  
San Francisco, California  
Santa Clara, California  
Santa Rosa, California  
Savannah, Georgia  
Seattle, Washington  
Spokane, Washington  
St. Louis, Missouri  
St. Paul, Minnesota  
Stockton, California  
Syracuse, New York  
Tulsa, Oklahoma  
Warwick, Rhode Island  
Washington, District of Columbia

### COUNTIES (3+)

Broome County, New York  
Boulder County, Colorado  
Chatham County, Georgia

# Selected participating health departments

## Appendix 4

Below is a sampling of some of the city, state and county health departments that participated in Food Day 2011.

Arizona Department of Health Services	Minneapolis (MN) Department of Family Health Services	Whatcom County (WA) Health Department
Barren River District (KY) Health Department	Nevada State Health Division	Winnebago County (WI) Health Department
Boulder County (CO) Department of Public Health	New York City Department of Public Health	
Boston Public Health Commission	North Carolina Division of Public Health/ DHHS	
California Department of Public Health/ Network for a Healthy California	Nutrition Council of Oregon and Oregon WIC Program	
City of Berkeley (CA) Public Health Department	Rhode Island Department of Health	
City of El Paso (TX) Department of Public Health	Santa Barbara County (CA) Public Health Department	
City of Philadelphia (PA) Department of Public Health	Santa Clara County (CA) Public Health Department	
Genesee County (MI) Health Department	San Francisco (CA) Department of Public Health	
Los Angeles (CA) County Department of Public Health/ RENEW L.A. County	Seattle and King County (WA) Public Health	
Marathon County (WI) Health Department	Sonoma County (CA) Department of Health Services/ Sonoma Food Systems Alliance	
Maricopa County (AZ) Public Health Department	Suffolk County (NY) Department of Health Services	
Maryland Office of Chronic Disease and Department of Mental Health and Hygiene	Tioga County (NY) Health Department	
Massachusetts Department of Public Health	Tri-County (CO) Health Department	
Mid-Ohio Valley (WV) Health Department	Ventura (CA) Public Health Department/ Healthy Communities Program	
	Weld County (CO) Department of Public Health and Environment	

# Selected participating universities

## Appendix 5

Below is a sampling of some of the many universities and colleges that took part in Food Day 2011.

American University; Washington, DC	Louisiana State University; Baton Rouge, LA	University of California, Hastings
Arizona State University; Tempe, AZ	Loyola Marymount University; Los Angeles, CA	University of California, Los Angeles
Babson College; Wellesley Hills, MA	Medgar Evers College; Brooklyn, NY	University of California, San Diego
Baker University; Baldwin City, KS	Missouri State University; Springfield, MS	University of California, San Francisco
California State Polytechnic University, Pomona	Montana State University; Bozeman, MT	University of Colorado Colorado Springs
California State University, Los Angeles	Nicholls State University; Thibodaux, LA	University of Georgia; Athens, GA
California State University, Sacramento	Northern New Mexico College; Paseo de Oñate Española, NM	University of Idaho; Moscow, ID
Carleton College; Northfield, MN	Northwestern University; Evanston, IL	University of Kansas; Lawrence, KS
Central Oregon Community College; Bend, OR	Occidental College; Los Angeles, CA	University of Maine; Orono, ME
Chaffey College; Rancho Cucamonga, CA	Oregon State University; Corvallis, OR	University of Maryland; College Park, MD
Clark University; Worcester, MA	Pennsylvania State University; State College, PA	University of Miami; Miami, FL
College of Charleston; Charleston, SC	Pepperdine University; Santa Clara, CA	University of Minnesota; Twin Cities
College of the Sequoias; Visalia, CA	Phoenix College; Phoenix, AZ	University of Mississippi; Oxford, MS
Columbia University; New York City, NY	Pomona College; Claremont, CA	University of Missouri; Columbia, MO
Colorado State University; Fort Collins, CO	Providence College; Providence, RI	University of Nevada, Las Vegas
Drew University; Madison, NJ	Queens College; Queens, NY	University of Nevada, Reno
Duke University; Durham, NC	Rhodes College; Memphis, TN	University of North Carolina at Chapel Hill
Florida International University; Miami, FL	Rutgers University; Newark, NJ	University of North Carolina at Pembroke
Fordham University; Westchester, NY	Saint Louis University; St. Louis, MO	University of Pennsylvania; Philadelphia, PA
George Washington University; Washington, DC	San Diego State University; San Diego, CA	University of Rhode Island; Kingston, RI
Harvard University; Boston, MA	Santa Monica College; Santa Monica, CA	University of Scranton; Scranton, PA
Haskell Indian Nations University; Lawrence, KS	Simpson College; Indianola, IA	University of South Carolina; Columbia, SC
Haverford College; Haverford, PA	Smith College; Northampton, MA	University of South Florida; Sarasota, FL
Hofstra North Shore LIJ School of Medicine; Hempstead, NY	Southeastern Louisiana University; Mandeville, LA	University of Southern California; Los Angeles, CA
The Hotchkiss School; Lakeford, CT	St. Michael's College; Colchester, VT	University of Texas at San Antonio
Idaho State University; Pocatello, ID	Stanford University; Palo Alto, CA	University of Wisconsin - Green Bay
Indiana University; Bloomington, IN	State University of New York at Albany	University of Wyoming; Laramie, WY
Iowa State University; Ames, IA	The Florida State University; Tallahassee, FL	Washington State University; Pullman, WA
James Madison University; Harrisonburg, VA	University of Alabama; Tuscaloosa, AL	Wesleyan University; Middletown, CT
Johns Hopkins; Baltimore, MD	University of Alaska Fairbanks	Western Washington University; Bellingham, WA
Kennedy-King College; Chicago, IL	University of Arizona; Tucson, AZ	Whitman College; Walla Walla, WA
Keiser University; Orlando, FL	University of Arkansas at Little Rock	Williams College; Williamstown, MA
Lehman College; New York City, NY	University of California, Berkeley	Yale University; New Haven, CT
Lewis and Clark College; Portland, OR	University of California, Davis	