

FOOD DAY™



FOOD & FAITH

Resources for faith-based groups involved in Food Day

foodday.org

Dear Food Day organizer,

Food Day inspires Americans to change their diets for the better and to improve our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food, and to take action to solve food-related problems in our communities at the local, state, and national level.

This annual event involves some of the country's most prominent food movement leaders, including chefs, farmers, doctors, teachers, and parents. All of us are united by a vision of food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest, and serve it. We envision a just food system for all and want to celebrate it when it works and help fix it when it's broken.

Communities of faith play a special role in influencing behavior change and policy around food, agriculture, and nutrition, and providing food-related services to communities across America. We encourage faith-based organizations to get involved in Food Day in a variety of ways, including linking activities on World Food Day (October 16) to Food Day (October 24) for a week of awareness about both international and domestic food issues and, in particular, the problem of hunger in our communities and around the world. (World Food Day was established by the Food and Agriculture Organization of the United Nations in 1981.)

We hope this Guide provides you with useful advice and tools for creating great Food Day events, whether you're organizing in your state, region, neighborhood, at home, or in your place of worship. Food Day is your day, and it's as successful as you make it. It's up to you and your network to decide how to use Food Day to educate people and improve the food system.

To get inspired by last year's Food Day, check out the [2013 Campaign Report](#) with highlights of what happened around the country. In 2013, Food Day was celebrated with almost 5,000 events nationwide!

Feel free to contact us for assistance as you develop your plans for Food Day at foodday@cspinet.org or 202-777-8392.

Good luck and thanks for joining us!

The Food Day Team



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OUR VISION

Food Day inspires Americans to change their diets for the better and to improve our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to take action to solve food-related problems in our communities at the local, state, and national level.

Food Day was created by the nonprofit Center for Science in the Public Interest, and is possible thanks to a network of more than 100 national groups and over 80 Advisory Board members that work together to raise awareness about food issues and strengthen the food movement.

With Food Day, we can celebrate our food system when it works and fix it when it's broken. Food Day is not just a day; it's a year-long catalyst for healthier diets and a better food system. Let's use this energy to make a meaningful and long-lasting difference!



“People of faith talk a lot about spiritual food and well being. We also need to be mindful of our physical health and the actual food we take into our bodies. It's all sacred.”

—Rev. Patricia deJong, Senior Pastor of
First Congregational Church of Berkeley

CHECKLIST FOR A GREAT FOOD DAY

- _____ Decide how to use Food Day to advance your work.
- _____ Define your event, project, or policy issue.
- _____ Build a team and divide roles and responsibilities.
- _____ Set S.M.A.R.T. goals: Specific, Measurable, Attainable, Realistic and Timely.
- _____ Build your network and broaden your contacts.
- _____ Communicate what you do to partners and media, and at FoodDay.org.
- _____ Run a successful event or campaign.
- _____ Follow-up and share the results with us.

FOOD DAY'S PRIORITIES

America's food system contributes to obesity, diabetes, heart disease, and other health problems, and promotes environmental degradation, unfair working conditions, and animal cruelty. With America's resources, there's no excuse for hunger, low wages for food and farm workers, or inhumane conditions for farm animals.

Yet, each community faces its own challenges, and the best solutions are informed by local culture, history, and resources. Food Day in San Francisco will address different topics from those in Minneapolis or Tucson. Establishing state, local, or regional priorities is one of the most important tasks you as a Food Day organizer will undertake with the help of your team. Tired of old urban agriculture zoning rules, or junk foods in your office vending machines? Use Food Day to rally everyone around shared goals.

THE ISSUES: FOOD DAY TALKING POINTS

See www.foodday.org/food_day_priorities for citations and downloadable fact sheets.

Promote safer, healthier diets

- Two out of three adults and one out of three children and adolescents in the United States are either overweight or obese.
- Fewer than 1 in 10 Americans over age 12 consume the recommended levels of total fruits and vegetables.
- Added sugars provide about 14% of total calories for the average American, and 21% for teenagers.
- The annual medical cost for obesity is more than \$150 billion, plus another \$73 billion in reduced productivity.

Support sustainable farms

- Getting food to our tables eats up 10 percent of the total U.S. energy budget, uses 50 percent of U.S. land, and swallows 80 percent of freshwater consumed in the United States. Yet, 40 percent of food in the United States today goes uneaten because of waste.
- Nitrogen and phosphorus run-off from synthetic fertilizers used in the upper Midwest leads to a "dead zone" in the Gulf of Mexico. In 2011, the dead zone was as large as Rhode Island and Delaware combined. That has serious consequences for the unique aquacultures and the local seafood economy.
- Sales of organic food and beverages in the United States grew from \$1 billion in 1990 to \$26.7 billion in 2010.

End hunger

- SNAP benefits in 2014 will average less than \$1.40 per person per meal.
- One in seven people are enrolled in SNAP. Nearly half are children.
- 29 million Americans (~9%) live in urban and rural food deserts, according a 2013 USDA census. By this definition, a person has to travel at least 10 miles to get to their nearest supermarket.
- 45% of food-insecure Americans earn more than the SNAP threshold, and 29 percent earn more than 185 percent of the poverty line.
- In 2012, 21.8% of American children under the age of 18 live in poverty.

Reform factory farms

- A single “Concentrated Animal Feeding Operation” (CAFO) might house well over a million hens or 50,000 cattle and produce prodigious amounts of waste.
- Farm animals are routinely fed low doses of antibiotics—the same ones used for human medicine—to promote growth. Antibiotics spur the development of antibiotic-resistant “superbugs” that cause difficult-to-treat infections in both humans and farm animals.
- On average, about a 1/3 of a pound of fertilizer, 1,900 gallons of water, and seven pounds of grain are required to produce one pound of grain-fed beef.

Support fair working conditions for food and farm workers

- The average annual income for crop workers is between \$10,000 and \$12,499 for individuals and \$15,000 and \$17,499 for families.
- Almost 90% of restaurant workers don't receive a single paid sick day. Because of this, 2/3 report cooking, preparing, or serving food while sick.
- The current federal minimum wage for someone who earns tips is \$2.13 per hour and has not been increased for the last 21 years (though some states have higher rates). Partly because of that, servers have three times the poverty rate of the rest of Americans.



Main Themes of Food Day 2014

For 2014, Food Day organizers are encouraged to focus their events on topics related to Food Education and Food Justice.

FOOD JUSTICE

In 2014, Food Day will have a special focus on food access and justice for food and farm workers. Food Day seeks to inspire community action in every city and state in the country, with individuals and organizations coming together on October 24 to learn, debate, and mobilize to create a more just food system.

FOOD EDUCATION

When one-third of American kids are overweight or obese, it's clear that food education is too important to leave to Big Food. Food Day aims to put food education back in schools because we value our children and their prospects for long, healthy, and happy lives.

WAYS TO CELEBRATE FOOD DAY

We encourage you to engage in long-term activities and use Food Day to launch a community effort. Be sure to announce results and use them as a milestone to highlight your successes.

Ideas to launch on Food Day:

- 👉 Improve food at events and activities at your place of worship, school, hospital, or college.
- 👉 Educate kids about food with the Food Day curriculum and our Guide for School Organizers (both are available for free download at www.foodday.org/resources).
- 👉 Launch a campaign to improve or create your city's food policy.
- 👉 Request calorie labeling in your local school's cafeterias.
- 👉 Promote food education, including cooking and gardening.
- 👉 Plan a community garden and use free urban spaces to grow foods.
- 👉 Organize a March for Healthy Food.



World Food Day

World Food Day is October 16th every year. Established by the Food and Agriculture Organization of the United Nations in 1981, World Food Day is a day of worldwide collective action against hunger. On World Food Day, organizations around the globe unite under one premise: We can end hunger. Through events, advocacy, social and traditional media campaigns, and educational initiatives, organizations and individuals inspire year-round action. If your Food Day event focuses on the problem of hunger in our communities and around the world, consider aligning it with the global movement to end hunger on October 16. Or focus on global issues on October 16 and domestic issues on October 24, and have a week's worth of activities in between.

Visit <http://www.worldfooddayusa.org> for details.

Quicker, easier event ideas for the day or week of Food Day:

- 👉 Organize cooking or gardening classes, arrange walking or cycling tours of sustainable farms, screen films about food followed by a guided discussion (see the Resources section on the Food Day website for suggested films), or organize a week of activities that includes all of these events and more.
- 👉 Bring congregation members together and focus on food and justice.
- 👉 Arrange a special prayer or sermon for Food Day – see resources on the following pages.
- 👉 Incorporate Food Day into an existing community event or harvest festival around the same time as Food Day.
- 👉 Invite farmers to talk with your place of worship, or start an on-site market or CSA program.
- 👉 Hold debates, workshops, or conferences at a school, college, or commercial center.
- 👉 Share a delicious, local, and healthy meal with family and friends—and make an online photo campaign out of it! Make a plan for your family to eat more fresh, healthy, local produce each week.

- Have a photo or art exhibit on food deserts or CAFOs, and invite the press, schools, and community leaders.
- Organize an official dinner with leaders and activists at City Hall with dozens of simultaneous house/block parties. [World Food Day](#) provides Dinner Party Kits through their site.
- Study the PCUSA's [Just Eating? Practicing our Faith at the Table](#) curriculum.
- Create a community garden or other faith-based initiative using the [Food Sovereignty for All Handbook](#) for guidance.
- Read and share with others in your congregation the [Food and Faith Practices: Learn, Live, Lead](#) handout.
- Consider becoming an official *Let's Move!* partner: <http://www.hhs.gov/partnerships/letsmove/>
- Help end hunger by giving to the Global Food Crisis fund.
- Learn about current issues by following the [Food and Faith blog](#).
- There is an official Churches Week of Action on Food. Download the resource guide and other materials from the [Ecumenical Advocacy Alliance](#).
- Set aside the worship service on October 24 to focus on food. Begin to explore the theological connections by reading Food for Life: A Theological Paper. Food and Faith Practices by Jung, L Shannon.
- Organize a Food Day Flash Mob to promote physical activity and good nutrition, as the North Carolina Council of Churches did.
- Tie in with an existing seasonal religious observance relating to food (see the following list).

FALL RELIGIOUS OBSERVANCES RELATED TO FOOD

- *Sukkot* is a Jewish celebration of the harvest. In 2014 the holiday begins at sundown on Wednesday, October 8.
- *Navaratri* is a Hindu festival lasting nine nights that symbolizes the triumph of good over evil and marking the start of the harvest season in autumn. In 2014 it starts on Thursday, September 25.
- *Eid al- Adha* or Feast of Sacrifice is the most important feast of the Muslim calendar. In 2014 it starts on Saturday, October 4.
- *World Food Week USA* (aka Food Week of Action), led by the Presbyterian Hunger Program, US Food Sovereignty Alliance, Why Hunger, and others, will take place on the week of October 12-19, the same week as World Food Day on October 16.

RESOURCES FOR FAITH-BASED GROUPS INVOLVED IN FOOD DAY

Many groups have chosen to create resources to help them celebrate special days of action around food issues. For example, in 2011 the Union for Reform Judaism developed resources especially for use around Food Day. The Christian community has developed resources for use around World Food Day for many years, under the leadership of Patricia Young. The Church World Service also developed resources for World Food Day, with financial support from Oxfam. Church World Service is the international humanitarian arm of the National Council of Churches. These resources are appropriate to international as well as domestic concerns. In addition, the National Catholic Rural Life Conference, the U.S. Conference of Catholic Bishops, and many other faith communities have created resources appropriate for use around Food Day.

Here are some selected resources from Food Day partners and others to inspire you to act:

Centers for Disease Control and Prevention

Body & Soul program:

<http://www.cdc.gov/prc/stories-prevention-research/stories/churches-impact-food-choices.htm>

Churches' Center For Land and People

Sacred Acts of Eating and Caring for Creation:

http://www.cclpmidwest.org/FoodFaithEarth_Booklet.pdf

Church World Service

CROP Hunger Walks: http://www.churchworldservice.org/site/PageServer?pagename=crop_main

World Food Day Resources

http://www.churchworldservice.org/site/PageServer?pagename=action_what_food_examples_wfd

The Daniel Plan

God's Prescription for Your Health: <http://www.danielplan.com/>

Earth Healing blog

Father Albert Fritsch wrote a homily for Food Day 2011 (see July 25, 2011 entry):

<http://www.earthhealing.info/dailyjuly11.htm>

Earth Ministry

Food and Farming books, curricula and videos:

<http://earthministry.org/resources/suggested-publications/by-topic/food-farming>

Ecumenical Ministries of Oregon and Interfaith Food and Farms Partnerships

Using faith kitchens for micro-enterprise: http://www.emoregon.org/food_farms.php

More resources at www.faithandwellness.org

Food, Faith, and Religious Leadership Initiative

Discussion ideas: <http://divinity.wfu.edu/food-and-faith/resources/>

Franciscan Action Network

Tools for organizing: <https://franciscanaction.org/organizing-tools>

FRESH Interfaith Discussion Guide

<http://www.freshthemovie.com/faith-materials/>

GreenFaith: Interfaith Partners for the Environment

Repairing Eden and the Good Food Toolkit:

<http://greenfaith.org/resource-center/stewardship/food-and-faith>

Hazon

Jewish Inspiration. Sustainable Communities: www.hazon.org

The Humane Society

Animal Protection Ministries Resources:

http://www.humanesociety.org/about/departments/faith/animal_ministry_guide/

Eating Mercifully:

http://www.humanesociety.org/about/departments/faith/tips/eating_mercifully_resources.html

Religious Statements on Animals:

<http://www.humanesociety.org/about/departments/faith/facts/statements/>

Reflections on Ramadan:

http://www.humanesociety.org/about/departments/faith/reflecting_ramadan.html

Ministries for Aligning Food Choices and Faith:

http://bit.ly/food_choices_and_faith

Interfaith Power and Light

Cool Harvest Guide: <http://coolharvest.org>

Interfaith Sustainable Food Collaborative

<http://www.interfaithfood.org>

Islamic Food and Nutrition Council of America

Resources and information about eating and buying Halal food: <http://www.ifanca.org/>

Johns Hopkins Bloomberg School of Public Health

Baltimore Food and Faith Project resources:

http://www.jhsph.edu/research/centers-and-institutes/johns-hopkins-center-for-a-livable-future/projects/BFF/tools_resources/

Let's Move!

Faith and Communities Toolkit: <http://www.letsmove.gov/faith-communities-toolkit>

Lutherans Restoring Creation

A grassroots movement promoting care for creation in the ELCA:

<http://www.lutheransrestoringcreation.org/>

Mazon: A Jewish Response to Hunger

Curricula and Biblical Context for Fighting Hunger: <http://mazon.org/find-resources/synagogues/>

National Catholic Rural Life Conference

Faith-Based Study Guide on Poverty and Hunger: <http://www.ncrlc.com/page.aspx?ID=126>

North Carolina Council of Churches

North Carolina Council of Churches' "Eating Well" Curriculum:

<http://www.ncchurches.org/food-curriculum/> and [Food Day Flash Mob](#) event in 2012.

Presbyterian Hunger Program

Faith-Based Initiatives to Transform the Food System Grant Application:

<http://www.pcusa.org/resource/faith-based-initiatives-transform-food-system-gran/>

Renewal

Resources for people of faith in the environmental movement: <http://www.renewalproject.net/>

Rural Advancement Foundation International-USA

Come to the Table project: <http://rafiusa.org/cttt/>

Union for Reform Judaism

Food Justice Guide for Food Day 2012: <http://urj.org/life/food/food-day/>

Unitarian Universalist Association of Congregations

Ethical Eating: Food and Environmental Justice:
<http://www.uua.org/environment/eating/index.shtml>

United Church of Christ

World Food Day and national Food Day resources: <http://www.ucc.org/justice/hunger/>

United Methodist Women

Food, Peace, and Security Resources: <http://prod.umwomen.org:88/what-we-do/service-and-advocacy/mission-focus-issues/food-justice/foodpeacesecurityfactsheet>

U.S. Conference of Catholic Bishops

For I Was Hungry & You Gave Me Food: Pastoral Reflection: <http://origin.usccb.org/issues-and-action/human-life-and-dignity/agriculture-nutrition-rural-issues/for-i-was-hungry-pastoral-reflection-part-5.cfm>

Books

- *Making Peace with the Land* by Fred Bahnson and Norman Wirzba
- *Soil and Sacrament: Food, Faith and Growing Heaven on Earth* by Fred Bahnson
- *Food and Faith: Justice, Joy and Daily Bread* by Wendell Berry & Dan Barker
- *Food and Faith: A Theology of Eating* by Norman Wirzba
- *Take This Bread: A Radical Conversion* by Sara Miles
- *Bread, Body, Spirit: Finding the Sacred in Food* by Alice Peck
- *Food for Life: The Spirituality and Ethics of Eating* by L. Shannon Jung
- *Food, Farming, and Faith* by Gary Fick
- *Just Eating? Practicing Our Faith at the Table* by Jennifer Halteman Schrock

Films

- [Before You Eat the Church Food](#), presented by the Association of Black Cardiologists, Inc.
- See our [Food Day Film Screening Guide](#), available on the Resources page of www.foodday.org, for more recommendations from the Food Day team.

SAMPLE OUTREACH EMAIL TO SEND TO YOUR NETWORK

Subject: Food Day—October 24

Food Day—the nationwide event that brings Americans together to celebrate and enjoy real food, and to take action to solve food-related problems—is coming up fast! On October 24, organizations and community leaders around the country will participate in the fourth annual Food Day. Food Day was created by the nonprofit Center for Science in the Public Interest and is powered by food movement leaders, a diverse coalition of organizations, and citizens from all walks of life.

The goals of Food Day are to raise awareness about food issues, advocate for better food policies at the local, state, and national levels, and strengthen and unify the food movement as a whole. Food Day aims to stimulate events and activities on and around October 24 to achieve these goals and draw national attention to the issues. Last year, there were almost 5,000 events in all 50 states! The final report highlighting 2013 activities is available at www.foodday.org.

Food Day partners with World Food Day (October 16) and encourages faith-based organizations to celebrate Food Week of Action on the week of October 16 with events that highlight both domestic and international food issues.

Getting involved is easy. Check out the interactive event map at www.foodday.org and register to host your own Food Day event, whether it is a healthy potluck meal, film screening, lecture, health fair, or another related activity. On the site you can also sign up for email updates, find a community coordinator in your area, or sign up to coordinate activities yourself. There are helpful guides for organizers at schools, campuses, and more in the site's Resources section.

Food-related faith resources are available from Church World Service (www.churchworldservice.org/wfd), the National Catholic Rural Life Conference (“Spiritual Resources” at www.ncrlc.com/), and the Union for Reform Judaism (www.urj.org/life/food/food-day) among others. The Food Day team has also assembled a Guide for Faith Communities which can be found under the Resources section of www.foodday.org.

Rev. Patricia de Jong, Senior Pastor of First Congregational Church of Berkeley, serves on the advisory board for Food Day. She says, “People of faith talk a lot about spiritual food and well-being. We also need to be mindful of our physical health and the actual food we take into our bodies. It’s all sacred.”

Please join in this sacred celebration of food!

Sincerely,

YOUR NAME

REGISTER YOUR EVENT!

Use the Food Day website to register and collect RSVPs for your Food Day event. Once you have registered your event(s), spread the word by sharing it with your colleagues, friends, and family. Others will also be able to find your events by searching locally through a ZIP code search or browsing a map of Food Day events.

IMPORTANT!

Share your photos, videos, and event highlights after Food Day. Connect your activities to Food Day on Twitter at @FoodDay2014 and on Facebook at: www.facebook.com/FoodDayEatReal.

CONTACT US

National Partnerships, Lilia Smelkova (lsmelkova@cspinet.org)

State and Local Organizing, Emily Caras (ecaras@cspinet.org), John Maleri (jmaleri@cspinet.org)

General Inquiries, foodday@cspinet.org or 202-777-8392

To find your local Food Day coordinators, please visit www.foodday.org.

(If there is no coordinator, will you step up and take the lead?)

Food Day and CSPI

Food Day was created by the Center for Science in the Public Interest (CSPI) and grew with the support of hundreds of national partner groups. CSPI is a consumer-advocacy organization whose twin missions are to conduct innovative research and advocacy programs in health and nutrition, and to provide consumers with current, useful information about their health and well-being. Visit <http://www.cspinet.org> to learn more.



OCTOBER 24, 2014

www.foodday.org