Dear Food Day Campus Leaders,

Food Day inspires Americans to change their diets and this country’s food policies. Building all year long and culminating on October 24, Food Day focuses on issues as varied as hunger, nutrition, agriculture policy, animal welfare, and farm worker justice, with the ultimate goals of improving food policies and building a stronger, more united movement for real food. Every year, Food Day is celebrated with thousands of events all across the country.

With the involvement of your campus in the Food Day movement, you’ll have at your fingertips the tools and resources to create change. Use your energy and vision to work toward a just, healthy, and sustainable food system in America!

We hope this Guide provides you with useful advice for creating your Food Day celebration, which should be as large as the problems spanning America’s food supply. You could have a week of events that includes a “teach-in,” keynote speeches, panel discussions, movies, debates, and exhibits and demonstrations. Check out the sample activities on pages 7 and 8 of this guide for ideas.

College campuses have always been incubators for social movements, and students play essential roles in moving toward a better food system. Together, let’s address important challenges like improving food at every college and university in the country, and educating students and community members about injustices in the food system.

Every year, hundreds of college campuses participate in Food Day, engaging thousands of students, dining hall workers, faculty, and campus leaders across the country. We are pleased to continue to work to organize at even more universities. Bring Food Day to your campus this year!

Please stay tuned by signing up for updates at www.foodday.org, and registering your event or activity at www.foodday.org/host_an_event.

Feel free to contact us for assistance as you develop your plans for Food Day.

Good luck and thanks for joining us!

Sincerely,
The Food Day Team
GUIDE FOR CAMPUS ORGANIZERS
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About Food Day and CSPI:
Food Day was created by the nonprofit Center for Science in the Public Interest (CSPI) and is possible thanks to a network of more than 100 national groups and over 75 Advisory Board members that work together to raise awareness about food issues and strengthen the food movement. 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 www.cspinet.org to learn more.
OUR VISION

Food Day inspires Americans to change their diets and this country’s food policies. It builds all year long and culminates on October 24.

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!

www.facebook.com/FoodDayEatReal
@FoodDay2015 #FoodDay2015

We envision food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest, and serve it.

FOOD DAY ON CAMPUS

In the food movement, college students are the tip of the spear, playing a crucial role in engaging their campuses and communities. Every year, hundreds of college campuses participate in Food Day, reaching thousands of students, dining hall workers, faculty, and campus leaders across the country. On-campus events range from cook-offs and movie screenings to debates, lectures, and conferences on everything from farm worker justice to junk-food marketing to animal welfare.
Here is what students are saying they learned from organizing Food Day on their campus:

“As I talked to students, I’m reminded that no matter their dress, their major, the ‘tough look’ on their face, EVERYONE is open to talking about better food policies in America. Everyone is open to this conversation—they’re positively hungry to engage in it.”
– Liz O’Brien, Phoenix College, AZ

“The process of organizing! Strategy, tactics, delegating tasks... So much went into this and it all paid off!”
– Page Kagafas, University of Cincinnati, OH

“After organizing this event on my campus, I learned that there are tons of students around campus who do feel passionately about real food and want to learn more about it. Our event really got me motivated to host more fun events around similar issues!”
– Nicole Werwie, Chatham University, Pittsburgh, PA

**UNIQUE ISSUES FOR COLLEGE CAMPUSES**

Colleges and universities spend roughly $5 billion on food every year (yes, that’s with a “b”). By advocating for real food on campus we can have a huge impact on local farmers, food businesses, and our health! Taking action is especially important given the challenges we face:

**Transparency**
It is nearly impossible to tell where college cafeteria food actually comes from or what ingredients have gone into prepared meals. Many students are dependent on their dining halls as their main source of food, and some are forced into expensive meal plans without any meaningful say in what they eat.

**Unfair Playing Field**
University food service creates an unfair playing field that gives large food producers and manufacturers a distinct advantage over small farmers who produce sustainable and just food. This dynamic is caused by unfair bidding requirements and corporate food contractors that force producers to pay special fees and rebates. This essentially disallows real food producers from entering the market.

**Food Quality**
As with most of the food system, most food served in college dining halls is produced to serve the maximum amount of people for the lowest cost. This means that your values aren’t necessarily reflected on your plate.

Your food might include: meat pumped up with growth hormones and antibiotics, eggs from inhumanely raised chickens, vegetables grown with chemical pesticides and fertilizers, or products harvested by poorly treated workers and shipped from thousands of miles away.

Instead, campuses could use their purchasing power to support local family farmers, fair-trade producer cooperatives, and other innovative sustainable businesses.

**Community Engagement**
Too often colleges and universities are segregated from the towns and cities that surround them. By partnering with local farmers, restaurants, and community leaders, Food Day can help improve school-to-community relationships.
Unfair Labor Practices
The men and women who work in campus food services have some of the lowest paid jobs in the United States. According to the US Department of Labor, the mean annual income for many jobs that typify those in a college cafeteria is below the poverty line.

To further emphasize this point, here are some statistics on food service worker food insecurity:

- 22 percent of food workers live in food insecure households, compared to the national average of 15 percent.
- 31 percent of workers are at risk for diet-related diseases, which is the highest rate of any occupation in the US. (Source: 2010 Current Population Survey Annual Social and Economic Supplement, US Census)

Check www.foodday.org for more information on each of those issue areas.

REAL FOOD CHALLENGE’S GET REAL! CAMPAIGN
In order for colleges and universities to start sourcing more real food, students need to know what is actually being purchased in the first place, right? On April 4, 2013, Real Food Challenge signed a Food Chain Transparency Agreement with Sodexo, Inc., a food service provider that has approximately 500 higher education accounts. This agreement, a response to nationwide student demand to run the Real Food Calculator, allows students who attend Sodexo-contracted schools an unprecedented level of access to food purchasing information that is typically unavailable to many other students across the country. Once this information is filtered through the Real Food Calculator, students will be able to track progress toward their real food goals.

During the week of Food Day, dozens of colleges and universities have signed RFC’s Real Food Campus Commitment as part of their celebrations. They pledged to buy at least 20 percent of annual food purchases from sustainable and just farms, with Johns Hopkins University in 2013 pledging 35 percent. Check out http://www.realfoodchallenge.org/ for the complete list of signatories!

This Food Day, launch a GET REAL! Campaign on your campus. Urge your university president to sign the Commitment. It’s time to make local, ecologically sound, humane, and fair food a priority on campus and beyond.

When your college or university signs the Real Food Campus Commitment, it is pledging to:

- devote at least 20 percent of the food budget to “real food” by 2020.
- establish an annual progress-reporting system, including student-powered audits of food purchasing.
- provide new opportunities for student learning and leadership, and community engagement.

For more information on the Commitment, visit www.realfoodchallenge.org/commitment.

A good first step toward getting the Commitment signed is to petition your school’s dining service to run the Real Food Calculator. The Real Food Calculator is:

- a tool for tracking institutional purchasing.
designed by students as a rigorous tool that offers a consistent national metric for just and sustainable food.

designed by students as a rigorous tool that offers a consistent national metric for just and sustainable food.

a platform for discussion and action with dining services and administrators to increase real food purchasing.

Students at over 30 colleges and universities have run the full assessment of their school’s food purchases. Check out the web application at calculator.realfoodchallenge.org.

For students, this is an ideal opportunity to rally your community around a common goal and work with your administration to take a leadership stance when it comes to real food. For food service professionals and administrators, the Real Food Campus Commitment and the Real Food Calculator are a tested model and an easily adapted process to execute this important work. Incorporate the GET REAL! Campaign into your Food Day plans!

SAMPLE CAMPUS EVENTS
Below we’ve compiled some examples from the thousands of events that have taken place at hundreds of college campuses in the past to showcase how colleges and universities have celebrated Food Day.

Weeklong Extravaganza Hosted by the Urban Food Task Force—The George Washington University
The George Washington University in Washington, DC, thanks to the leadership of president Steven Knapp and his wife Diane Robinson Knapp, hosted a week of events. Former FDA Commissioner Dr. David Kessler delivered a speech on “The End of Overeating,” and Michel Nischan, President and CEO of Wholesome Wave, gave a talk about his successful program that has improved the accessibility and affordability of healthy, locally grown fruits and vegetables nationwide. Following a film screening of A Place at the Table, Rep. Jim McGovern (D-MA), Special Rep. Jonathan Shrier, and professors Uri Colon-Ramos and Tony Castleman discussed the film and implications of food security both domestically and globally. Other events included an Apple Crunch, cookbook display, and pop-up produce market.

Babson Food Days—Babson College
In Wellesley, MA, Babson College participated in Food Day with Entrepreneurs in Residence Andrew Zimmern of Bizarre Foods and Gail Simmons of Food & Wine magazine and Top Chef. Events included a Community Table on careers in food with Babson alumni Sara Gragnolati (Cocomana), Amy Levine (Cabot Creamery), and Shian-Shian Iodice (Hannaford) and Gail Simmons, and a film screening of A Place at the Table followed by a panel discussion with food policy experts and community organizing entrepreneurs, Dr. Michael Jacobson, Michel Nischan, and Karen Spiller. In the Quick Service Incubator, four food entrepreneurs (or teams of entrepreneurs) each had two minutes to pitch a challenge they are facing in their businesses and then each received real-time feedback from the audience and a panel of industry experts.

Sac State Celebrates Food Day—California State University, Sacramento
Sacramento State University hosted a Food Day week of events, in which Anna Lappé, a nationally known expert on food systems and co-founder of the Small Planet Institute, delivered the keynote address. Other events included kids cooking lessons, film screenings, and panel discussions.
Month of Food Citizenship—University of New Hampshire
At the University of New Hampshire, students, staff, and professors organized an entire Month of Food Citizenship including lectures, photo petitions for better food purchasing policies, film screenings, potlucks, and more.

PLANNING A GREAT EVENT
Community engagement and participation are the keys to a successful Food Day. Here’s how to make it happen.

Step 1. BUILD a Food Day planning team
Step 2. DECIDE on your events
Step 3. ORGANIZE the details
Step 4. RECRUIT volunteers and attendees
Step 5. EXECUTE great events, and tell your story to the media and public
Step 6. ENJOY AND SHARE highlights of the day once Food Day is complete

What makes a great event
- People came
- Media covered it
- Decision makers were influenced
- Contact information was collected
- People had fun
- Information was shared
- Action was taken
- Stayed on message

1. Build your Planning Team
Make a list of all the different people who should be around the table for your initial planning discussions: the Office of Student Life, campus dining services, student leaders, representatives of campus organizations, relevant faculty, etc.

Then, contact them about Food Day and why they should get involved. We recommend sending an introductory email and following up with a phone call one to two days later. On page 15 of this guide, we have included a sample outreach email you can adapt. In building your committee, aim for a group that is diverse. Use our coalition-building checklist for a comprehensive list of whom to contact on and off your campus. Register at http://www.foodday.org/campuses as a campus organizer to receive resources, updates, and more.
2. Plan your Event(s)
After you’ve identified the people you want in the room, gather everyone together for your first Food Day planning meeting and talk through what you can accomplish as a group. You can use Doodle (www.doodle.com) to give people two to three meeting options and set a date and time that works for most people. Hold the meeting as soon as possible (during the summer if enough people are available), as you’ll want plenty of time to organize the details.

Brainstorm ideas for the kinds of events you can organize, keeping in mind what would work best for your campus. Spend some time thinking about your campus and the surrounding community, its values, the current food culture, what your campus is doing great at regarding food or agriculture, and what you’d like to see changed. Then think about who you want to attend—fellow students, faculty, administrators, community members, the press, local public figures, etc. Why should they come? What do you want them to learn or do?

Discuss what Food Day will specifically look like on your campus, including size and number of events you will organize. Remember, you can be creative with your location and event content, and try to make your events fun as well as informative and educational—just keep in mind what you want to accomplish and how you can best achieve that.

Develop a committee structure, if appropriate, and delegate tasks to your group members. Sharing responsibility increases your capacity to get things done.

SET THE NEXT MEETING, giving a specific date and time. And make sure people are clear on their responsibilities.

3. Organize the Details
The million-dollar secret to successful events is … working backwards! As soon as you set a date for your event(s) make a timeline starting with that date and plot backwards, with a checklist of the things you will need to do before and on the day of your event.

We have recommendations for what logistics to include in the Food Day planning timeline at the end of this section. Slow Food has a great event organizing logistics checklist that is modified below. Depending on your initiative, some things to consider are:

- Have you secured your location and any necessary permits?
- Have you secured speakers and confirmed their day-of needs?
- Have you organized all materials to bring, such as sign-in sheets, pens, clipboards, signs or banners, a microphone, camera, notebooks for any note-taking required?
- Have you organized tables and chairs if needed? If your location does not have tables, ask campus employees, local businesses, or community centers to loan them to you for the day.
- Have you assigned someone to look after any press or guest speakers attending? Assign someone to greet, make introductions, and make them feel welcome.
- Have you assigned someone to take photos or video of the day?
- Have you arranged to gather attendees’ names, email addresses, and phone numbers during the event to build a contact list for future reference?
- Do you have actions that attendees can readily take (signing a petition, taking an Eat Real picture, joining a campus coalition)?
4. Recruit Attendees and Volunteers
Once you have the main details for your event(s) locked down, start spreading the word. Talk to all the groups we recommend in our Guide for Organizers (available on www.foodday.org/resources) and ask them to reach out to their networks, put up posters around your campus and community, send emails through listservs, use Facebook and Twitter (tweet with #FoodDay2015), and get on community calendars.

Use the “rule of halves” to get the most people possible: expect only half of people who say they’ll come to actually show up, so make sure you get twice as many RSVPs as you think you need! Remember to put your event on the Food Day map by visiting www.foodday.org in the coming months. The Food Day planning timeline has additional information.

5. Execute Your Events!
You’ve planned some great events, now execute them, and make sure the world knows about them! More people can be reached via the media than by any one event, so make sure to invite, and be, the media.

6. Enjoy and Share
After all your hard work, celebrate what you’ve accomplished with your team. Debrief and discuss what’s left to do to achieve your goals, and start planning your next steps for building the movement.

IMPORTANT! Share your photos, videos, and event highlights after Food Day. Make sure to fill out our post-Food Day evaluation survey to tell us what went well, what didn’t, lessons learned, and who attended your event. That way, we’ll have a strong foundation to build off of in order to make next year’s Food Day an even bigger success! Post your photos to Instagram and tag food_day.

Also remember to…

- Start outreach early and communicate often.
- Collect attendee information at the event. You will want to stay in touch with your supporters and fellow advocates for future actions.
- Have concrete actions that event-goers can take. For example:
  - Stage an “I Eat Real” photo petition urging healthier, locally-produced foods served on campus
  - Build vegetable gardens for students and faculty
  - Establish a CSA program on campus
**PLANNING TIMELINE**

**May/June/July**
- Brainstorming w/national Food Day office
- Meet w/potential partners - student groups, local orgs, university departments

**September/October**
- Hold planning meeting
- Outreach push
- Finalize details, recruit volunteers, & confirm speakers

**3 Days until Food Day**
- Prepare press packets incl press release & Food Day info
- Send media advisory & reminder to press, attendees, hosts, etc.

**July/August**
- Work w/your team to create plan of action & list of orgs, event locations, speakers
- Finalize details with all participants

**1 Week until Food Day**
- Send reminders about Food Day to hosts, attendees, volunteers

**Food Day!**
- Team meeting 1 hour before event
- Document event w/pics, social media
- Have fun!

---

**May/June/July**
- Make a list of potential contacts for outreach.
- Talk with the national Food Day office for initial event brainstorming. Contact foodday@cspinet.org.
- Submit a budget request to university departments to start the fundraising process.
- Hold a meeting with likely collaborators – as many student groups and academic departments as possible – to discuss possible Food Day events, goals, and dates. Schedule a follow-up for the summer.

**August**
- Work with your team to create a more detailed plan of action and list of organizations to work with.
- After you’ve brainstormed possible locations, speakers, dates, etc., research the steps needed to nail down the details for each.
- Get a Food Day outreach flier into the fall orientation packet and opening weekend activities.
- Further research event funding: call/visit area community and business leaders for donations (food, giveaways, venue space, etc.) and reach out to more school administrators.
- Get your event up on the Food Day map as soon as you can!

**September**
- Hold an official Food Day planning meeting no later than early September.
- Begin attendance outreach:
  - Social media
  - Dorm storms
  - Posters and fliers around campus
  - Talk with classes and professors
  - Get your event on the school’s website and event calendar
October

- Finalize details and recruit volunteers. Make sure to confirm hosts/speakers. Hold a conference call of all hosts/coordinators, if appropriate.
- Promote, promote, promote!

Week leading up to Food Day

1 week before
- Send a reminder to attendees, hosts, volunteers. Finalize last-minute details.

3 days before
- Prepare press packets for your event (press release and background information). Send media advisory and call important outlets.

1 day before
- Send final event reminders to: press, volunteers, attendees, hosts, speakers. Don’t forget to hold a thank-you party for superstars and committee members, and distribute relevant materials for the next day.

On Food Day

- Team meeting 1 hour before each event for last-minute logistics. Make sure journalists are taken care of and provided with press packets. Take pictures, tweet, and update Facebook status. Collect contact info from attendees.
- HAVE FUN, you earned it!

Post-Food Day

- By November 4th, send thank you’s and send a brief report on your event to foodday@cspinet.org!

...and start planning for Food Day 2015!

FUNDING YOUR EVENT

Enthusiasm and interest can drive a local Food Day coalition only so far. Work with coalition partners and their networks to raise money, organize a benefit, or donate supplies, space, or equipment. Funds may be available through college departments, student government, and administrative offices. Try raising money at area farmers markets or asking local businesses you support for resources. You could also print your own Food Day program or newsletter and offer advertising space to local businesses.

SAMPLE FOOD WEEK

Use the sample agenda on page 13 as inspiration for your events. You may not be able to plan activities for the whole week, but it should give you a sense of Food Day’s potential. With the right people on board and great planning, everything is possible!
**CELEBRATE in the George Washington University’s Urban Food Task Force**

**FOOD DAY 2013**

**WEDNESDAY, OCTOBER 23**

**Food = Community: A Dialog On Food Culture**
6pm • Foggy Bottom Farmer’s Market
An examination of the connection between chefs, represented by Chef Todd Gray, farmers, and local organizations. Sponsored by Miriam’s Kitchen.

**THURSDAY, OCTOBER 24**

Healthy Eating Passport Challenge Kick-Off
12pm • University Yard
Participate in the most events to earn points and demonstrate your support for healthy eating and good nutrition. Open to all students, faculty, and staff. A smartphone app will guide you through the process (download the Scavenger Hunt with Friends App for iPhone and Android), or contact GWfood@gwu.edu to receive a paper copy of the challenge. Earn points by selecting the healthy options specially offered by GW partners, buy fresh foods at local farmer’s markets, and participate in any of the events listed below. Those with the most points will be eligible for a homemade healthy dinner on 10/31 (winners will be notified on 10/30).

**Apple Day CRUNCH**
12:15pm • University Yard
Pick up a locally grown, sustainable apple located around campus and on U Yard to celebrate Apple Day. Join GW and DC organizations for a city-wide crunch by biting into an apple at 12:15pm.

**Lecture by Dr. David Kessler**
2:30pm • Jack Morton Auditorium

**Talk by Michel Nischan**
4pm • Marvin Center, Room 407
President/CEO of Wholesome Wave will give a talk about the successful program that has improved the accessibility and affordability of healthy, locally grown fruits and vegetables nationwide.

**Kiev Collection Cookbook Display**
Gelman Library
Visit the special display of cookbooks from the library of Sheilah Kaufman, a noted culinary historian, author, and lecturer. Food and nutrition books will be highlighted to check out.

**The Artists’ Palate**
Enterprise Hall, Virginia Science & Technology Campus
View this exhibit of local artists as they interpret Loudoun County’s heartland and its farms.

**SUNDAY, OCTOBER 27**

**Yoga Lunch Break**
12pm • Library Cafe
Join GWfood@gwu.edu to learn more about mindful eating and reducing stress through yoga.

**TUESDAY, OCTOBER 29**

Civic Engagement at Miriam’s Kitchen
4-6:30pm • Miriam’s Kitchen, 2401 Virginia Avenue, NW
Volunteer to serve dinner to members of our community. To sign up, contact GWfood@gwu.edu (Subject: Miriam’s). Space is limited.

**WEDNESDAY, OCTOBER 30**

Feeding the Planet Summit
9am-4pm • Jack Morton Auditorium
This daylong summit is organized by Planet Forward. The audience will be comprised of leaders from academia, business, the media, think tanks, NGOs, trade associations, government, and foundations. Students are invited to attend, but must RSVP at go.gwu.edu/planetsummit.

**THURSDAY, OCTOBER 31**

Winners’ Dinner
6pm • F Street House
Healthy Eating Passport Challenge winners are invited to celebrate the end of a successful week with a healthy and nutritious dinner.

**SATURDAY, OCTOBER 26**

Pop-Up Produce Market
11am-1pm • Deanwood Recreation Center, 1250 49th Street, NE
With the coordination of sponsors and the Food Justice Alliance, there will be a healthy cooking demonstration, and local seasonal produce provided to families in Ward 7. Up to 60 volunteers needed. Email GWfood@gwu.edu (Subject: Pop-up) for information.

**MONDAY, OCTOBER 28**

A Path to Responsible Chocolate?
4pm • Duques Hall, Room 553
Dr. John Forrer of GW’s Institute for Corporate Responsibility will moderate a discussion with business leaders from chocolate companies on various challenges they face in the industry.

Civic Engagement at DC Central Kitchen
5-8pm • DC Central Kitchen, 425 2nd Street, NW
Join your fellow Colonials on a special night to prepare meals for the community. To sign up, email GWfood@gwu.edu. Limited space is available for this event.

A Place at the Table: Film Screening & Discussion
6:30-9:30pm • Marvin Center Amphitheater

**THE GEORGE WASHINGTON UNIVERSITY**

**WASHINGTON, DC**

To support the work of the Urban Food Task Force, please click here:
GO.GWU.EDU/UFTF

www.foodday.org
THE ISSUES: FOOD DAY TALKING POINTS
These talking points are a good place to start learning about the issues; check www.foodday.org for more.

Health
The foods we enjoy should promote, not undermine, our good health. As many as several hundred thousand Americans die prematurely every year due to what we eat, with medical costs running well over $100 billion.

Americans spend well over $30 billion a year just on drugs to treat heart disease and high blood pressure. Heart surgery costs another $25 billion. A healthy diet can lower blood pressure, cholesterol levels, blood sugar, and help prevent everything from tooth decay and obesity, to heart disease, stroke, diabetes, and cancer.

Sustainable Agriculture
Between 1995 and 2009, taxpayers provided an average of $16 billion a year for farm subsidies. Shockingly, only 10 percent of farms—the biggest ones—receive 74 percent of those government subsidies. Big Agriculture also enjoys indirect subsidies, such as when America limits imports of cheap foreign sugar, which keeps domestic sugar prices high, costs consumers several billion dollars a year, and hurts farmers in developing countries.

Food Security
Some 50 million Americans are “food insecure,” or near hunger from time to time. It’s going to take political will and money to ensure that every American has affordable access to healthful, fresh, and culturally appropriate foods.

About 11 percent of the poorest Americans without cars live in “food deserts”—areas where people are beyond walking distance to the nearest grocery store. The term “food swamp” also describes some of these areas because they are filled with fast-food restaurants, carry-outs, convenience stores, or liquor stores, all of which sell junk foods, but little nourishing food.

Animal Welfare
Most of the meat, poultry, and dairy foods that Americans consume come from factory farms at a great cost to human health, the environment, farm animals, and the quality of life in rural America. On these huge “confined animal feeding operations” (CAFOs), a single egg farm may house well over a million hens, and a large feedlot may contain 50,000 cattle.

Energy and Resources
Producing corn and soybeans for animal feed requires tremendous amounts of water, pesticides, fertilizer, energy, and land. On average, about one-third 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.

Food Justice
Of the ten lowest-paid occupations in the country, seven are in the restaurant industry. The federal “tipped” (for workers who receive tips) minimum wage is only $2.13 per hour, and has been frozen at that low rate for the past 20 years. It’s less than 30 percent of the regular minimum wage ($7.25 per hour).

23.5 million Americans do not have access to a supermarket within one mile of their home. Areas with a majority of low-income residents have roughly half the number of supermarkets as areas with wealthy residents.
SAMPLE OUTREACH EMAIL

The letter below is a sample outreach email you can send to student leaders, campus administrators, faculty, student groups, and other campus organizations you would like to join you in your Food Day planning. Feel free to adapt this template to better reflect your personal experiences and involvement in these issues on campus, as well as the issue focus of the letter’s recipient. Remember, the more personalized the letter, the better it will come across, so make sure to give this some of your own personal character!

Dear (RECIPIENT NAME),

My name is (YOUR NAME) and I am a student at (UNIVERSITY) majoring in (YOUR MAJOR). I am contacting you because I am mobilizing efforts to promote healthy and locally produced foods on campus and in our community, and make (UNIVERSITY) a more environmentally sustainable and health-conscious place to learn, work, and thrive.

To meet these goals, I am serving as an outreach coordinator on our campus for Food Day (www.foodday.org), a nationwide celebration and movement that inspires Americans to change their diets and this country’s food policies. Food Day builds all year long, culminating on October 24. Food Day is an opportunity to support better local, state, and federal food and nutrition policies, educate the public about healthy, sustainable diets, and push for change in the American food system.

Due to your role as (INSERT RECIPIENT’S ROLE/JOB TITLE), I would love for you to join in our preliminary Food Day planning discussions for (UNIVERSITY).

Universities across the country played a major role in making the campaign an overwhelming success. Food Day partners with student-focused organizations across the country to recruit students, faculty, and university administrators to take part. Every year, hundreds of universities across the country organize everything from campus farmers markets to lectures and debates on a range of food issues.

There are many ways our campus can get involved with Food Day this year. Some examples from past years include:

- The Urban Food Task Force at The George Washington University in Washington, DC, thanks to the leadership of president Steven Knapp and his wife Diane Robinson Knapp, hosted a week of events including talks and discussions by former FDA Commissioner Dr. David Kessler and chefs Michel Nischan and Todd Gray.
- In Wellesley, MA, Babson College participated in Food Day with Entrepreneurs in Residence Andrew Zimmern, Bizarre Foods, and Gail Simmons, Food & Wine, Top Chef.
- Sacramento State University hosted a Food Day week of events, including kids cooking lessons and a keynote lecture by food systems advocate Anna Lappé.
- At the University of New Hampshire, students, staff, and professors organized an entire Month of Food Citizenship including lectures and photo petitions for better food purchasing policies.

Would you be available to participate in a meeting on the week of (DATE) with others on campus interested in Food Day to discuss ideas for events and how we can get people involved? Your presence and participation would be a huge help.
Please feel free to contact me by phone or email at (YOUR CONTACT INFO). I am happy to answer any questions you might have and discuss possibilities for involvement! I’ve attached the Food Day brochure and flyer for further information.

Thank you very much for your time and help. I look forward to hearing from you soon!

All the best,
(YOUR NAME)

**REGISTER YOUR EVENT ONLINE**
You can register your Food Day events on our website at www.foodday.org. Organizing and planning an event is the best way to help us spread the word about why healthy and sustainable food is so important. Once you have registered your event, be sure to share it with your friends, family, campus, and community. Others will also be able to find your event on our website by searching the Food Day map locally by ZIP code or by browsing a nationwide map of registered Food Day events.

Check out the campuses page on the Food Day website where you can sign up to coordinate Food Day on your campus and find several special resources: www.foodday.org/campuses. We are happy to help you organize your event by supplying you with helpful resources or connecting you with other campus coordinators.

**CONTACT US**
National Partnerships: Lilia Smelkova, lsmelkova@cspinet.org
State and Local Organizing: Emily Snyder, esnyder@cspinet.org
General Inquiries: foodday@cspinet.org, 202-777-8392
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.