

# FOOD DAY

OCTOBER 24, 2012

## Food Day at Farmers Markets

### What is Food Day?

**Food Day** is a nationwide celebration of and movement toward more healthful, affordable, and sustainable food culminating in a day of action on October 24 every year. Created by the nonprofit Center for Science in the Public Interest and driven by a diverse coalition of food movement leaders and citizens, Food Day aims to bring us closer to a food system with “real food” that is produced with care for the environment, animals, and the women and men who grow, harvest, and serve it. The inaugural year, 2011, featured more than 2,300 events in all 50 states! On October 24, 2012, you’re invited to help create an even bigger and better Food Day by organizing events that spotlight the food issues at your farmers market.

### Why should markets get involved?

As a national campaign, Food Day has garnered publicity in many forms. Farmers markets can use Food Day to bring in new customers and raise awareness about real food. Food Day is a great opportunity to partner with other organizations in your community to educate the public about local, seasonal, and sustainable food. This will attract new customers to your market and your farmers!



### What resources does Food Day provide?

- Use of Food Day logos.
- Access to Food Day online resources: recipe cards, brochures, posters.
- Guest blog posts on [www.FoodDay.org](http://www.FoodDay.org).
- Interactive map to register events.

### Who is partnering with Food Day?

Food Day’s national partners (100+) include the Farmers Market Coalition, National Sustainable Agriculture Coalition, Community Food Security Coalition, Slow Food USA, and many more. Food Day’s Advisory Board includes author Michael Pollan; nutrition authority Marion Nestle; filmmaker Morgan Spurlock; and chefs Alice Waters, Dan Barber, and Ellie Krieger among others. Find a full list of our partners and advisors at [www.FoodDay.org](http://www.FoodDay.org).



### How can my market participate?

- Hold a harvest festival for kids and grown-ups with cooking demonstrations, tastings, canning workshops, and a pumpkin-carving contest.
- Organize a cash-mob on Food Day, inviting people in your community to show up on and around Food Day and spend their dollars at the market.
- Double the value of SNAP, WIC, and Senior FMNP benefits for a day or a week.
- Set up a costume-making station for kids to prepare fruit and veggie costumes in the weeks leading up to Food Day, and have a parade.
- Partner with multiple organizations to host a large-scale “Thank the farmers” harvest potluck event that encourages people to share local food recipes.
- Sign up for email updates through [www.FoodDay.org](http://www.FoodDay.org), follow @FoodDay2012 on Twitter, and “Like” us on Facebook!

Visit [www.FoodDay.org](http://www.FoodDay.org) to become a host or coordinator, email us at [foodday@cspinet.org](mailto:foodday@cspinet.org), or call 202-777-8392.

Register your event—big or small—at [www.FoodDay.org](http://www.FoodDay.org) so others near you can join in and get inspired.