

## Food Day Message Reaches Millions!



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 history. Mayors, governors, legislators, and health officials observed Food Day by issuing proclamations, announcing new food policies, attending gleaning events on farms, and distributing free apples to commuters. Food Day inspired new [partnerships](#) among diverse organizations involved in hunger, nutrition, sustainability, and farm worker justice. And countless individuals simply celebrated with healthful home-cooked meals or potlucks with friends. Already, organizers are planning to make [Food Day](#) an even bigger success in 2012.

Started by the nonprofit Center for Science in the Public Interest, Food Day is backed by dozens of local and national nonprofit [organizations](#) and an [advisory committee](#) comprised of leading voices for improved food policies. Senator Tom Harkin (D-IA) and Congresswoman Rosa DeLauro (D-CT) serve as honorary co-chairs of that committee. Food Day will be observed every October 24.

At a marquee event held in [Times Square](#), New York City Health Commissioner Tom Farley announced a new phase in the city's [campaign](#) to reduce consumption of soda and other sugary beverages, while attendees, including restaurateur Mario Batali, filmmaker Morgan Spurlock, nutritionist Marion Nestle, and several dozen area food activists enjoyed a healthy, affordable and sustainable meal prepared by Food Network host Ellie Krieger. During the meal half a dozen giant electronic screens carried Food Day [messages](#) and [pictures](#).

Mayor Bloomberg [handed out apples](#) to commuters in Queens and talked about Food Day on ABC's [The Chew](#). In Los Angeles, LA County Health Director Jonathan Fielding and Chefs Move to Schools Chef Giovanni Delrosario used the occasion to [promote healthier school breakfasts](#). And Los Angeles Mayor Antonio Villaraigosa's Food Policy Council coordinated healthy cooking dem-





onstrations, film screenings, and other [events throughout the city](#). In Massachusetts, Governor Deval Patrick [harvested food](#) for hunger relief efforts and helped launch a Massachusetts Gleaning Project, while Mayor Thomas Menino gave a “[State of the Food Union](#)” address at Tufts University. And in Maine, Rep. Chellie Pingree [announced a new bill](#) to assist small and mid-sized farms.

With thousands of food festivals, assemblies, debates on college campuses, and hundreds of restaurants offering [special menus](#) showcasing local ingredients, Food Day wasn’t just about government programs, but embraced celebration and education.

In Alaska, students at Rabbit Creek Elementary School in South Anchorage participated in a [blind taste test](#) comparing locally grown carrots to out-of-state carrots. (The students judged the Alaskan carrots to be superior by a two-to-one margin.) In Potsdam, NY, 250 students from 30 school districts participated in a [youth summit](#) to talk about such food issues as marketing and advertising, farming, and school gardens. In Omaha, Nebraska, 2,000 [healthy breakfasts](#) were delivered to local children, and on the campus of the University of California Berkeley, a whole-grain-themed [picnic](#) was typical of the several hundred campus-based events across the country.

In Seattle, an [Eat Local Now dinner](#) attracted hundreds to share local food and hear from Chef Greg Atkinson about how cooking, food, community, and justice can improve communities and the lives of individuals. In Savannah, GA, a massive [festival](#) sponsored by Well FED Savannah magazine, the Savannah Chatham Food Policy Council, and other groups featured cooking demonstrations and other activities for children and families. In Springfield, MO, they held a [fundraiser](#) for the Ozarks Food Harvest food bank and had 1500 people participate, with about 750 pounds of food donated.

In California, groups including the Prevention Institute, the Strategic Alliance, the Environmental Working Group, and Roots of Change announced a statewide petition drive aimed at improving the next federal Farm Bill. More than 16,000 citizens and 66 advocacy groups have signed California’s Food Day petition, which urges Governor Jerry Brown and congressional leaders to support a fair and healthy Farm Bill.

Food Day, like CSPI, is people-powered and accepts no funding from corporations or government grants, though businesses such as [Dole Foods](#), [Bolthouse Farms](#), [Whole Foods Market](#), [Cooking Channel](#), [Epicurious](#), [Disney](#), and [Veria Living](#) all participated.

