



Food Day at Farmers Markets

What is Food Day?

Food Day inspires Americans to change their diets and our food policies. Every October 24, thousands of events all around the country bring Americans together to celebrate and enjoy real food and to push for improved food policies.

October 24 is a day to resolve to make changes in our own diets and to take action to solve food-related problems in our communities at the local, state, and national level. In 2014, Food Day will have a special focus on food access and justice for food and farm workers.

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.



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.
- 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, 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.



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. Check out the "Passport Challenge" idea in our Guide for Schools in the Resources section of FoodDay.org.
- 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.
- 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, follow @FoodDay2014 on Twitter, and "Like" us on Facebook!



Visit www.FoodDay.org, email us at foodday@cspinet.org, or call 202-777-8392.

Register your event—big or small—at www.FoodDay.org so others near you can join in and get inspired.