



**FOOD**  
**DAY**.ORG

**OCTOBER 24, 2013**

**CAMPAIGN REPORT 2013**



# Contents

Eat Real .....	2
Food Day Priorities .....	3
4,700 Events Around the Country! .....	4
Food Day Online .....	6
Food Education.....	7
Food Day in Schools .....	8
Food Day on College Campuses.....	9
Policy Change .....	10
Government Participation .....	11
Focus on the South.....	12
Companies and Food Day.....	13
Featured National Partners .....	14
Food Day in the News.....	16
Funding Food Day .....	17
Food Day 2014.....	18
Advisory Board 2013 .....	19
National Partners 2013 .....	20

## Eat Real

“Food Day is a chance to shine light on healthy, wholesome food ingredients and to remind people how joyful and easy eating well with your family can be.”

*Ellie Krieger, Host and chef, Food Network*

The third annual Food Day proved to be the biggest yet, reaching millions of Americans online and at more than 4,700 events around the country—twice as many as in its first year in 2011.

The annual event, which culminates on October 24, seeks to build a stronger food movement, united by a vision of food that is healthy, affordable, and sustainable. With national coordination provided by the nonprofit Center for Science in the Public Interest, Food Day brings together chefs, political figures, public health officials, schools and universities, food activists, and companies to push for healthier diets and improved food policies.

People celebrated Food Day at more than 640 events in Massachusetts; with one million Apple Crunches in New York City; at community events in New Orleans, Chicago, Denver, and Savannah; at thousands of schools and on more than 300 college campuses. This year’s Food Day had a special focus

on activities aimed at teaching kids to cook. Thousands of kids discovered a new vegetable, chopped their first salad, or made their first soup on October 24.

Food Day is powered by a diverse coalition of food movement leaders and organizations, including student leaders, public officials, school districts, and local nonprofit groups. It is backed by 78 Advisory Board members, co-chaired by Senator Tom Harkin (D-IA) and Representative Rosa DeLauro (D-CT).

Food Day seeks to inspire the public to work together to address the complex problems plaguing America’s broken food system. It cultivates new partnerships among diverse organizations involved in hunger, nutrition, sustainability, and farm worker justice. In whatever way people and their communities choose to celebrate, the key is participation.

To learn more, visit [FoodDay.org](http://FoodDay.org).

Sania and Chyna enjoying a celebration at the Bowdoin Geneva Farmers Market in Boston, MA.



Photo: Maura Ackerman.

# Food Day Priorities

“We hope that one of the things that comes out of Food Day is a food movement that is stronger, more united, and better equipped to press for changes that make it easier to eat healthier year round.”

*Michael F. Jacobson, CSPI  
Executive Director and Food  
Day Founder*

Food Day is a nationwide celebration of healthy, affordable, and sustainably produced food and a grassroots campaign for better food policies. Many participants highlight the importance of producing food with respect for the environment, farm animals, and the people who grow, harvest, and serve it. Food Day builds all year long and culminates on October 24—with some activities continuing long afterward.

Food Day’s goals are to educate the public and policy makers, improve policies, and encourage groups to climb out of their silos and collaborate with others. It aims to celebrate what’s right with the food system and fix what’s

broken. Food Day’s national priorities address overarching concerns within the food system and provide common ground for building the food movement.

In 2013, Food Day’s main focus was food education, particularly for children, as a way to reduce obesity and diet-related disease. Food Day also teamed up with labor unions and other organizations to promote fair working conditions for food workers. Some Food Day partners activated around cuts to the Supplemental Nutrition Assistance Program (SNAP) in September as the Farm Bill came up for debate in Congress.

## Food Day priorities:

- Promote safer, healthier diets
- Support sustainable and organic farms
- Reduce hunger
- Reform factory farms to protect the environment and farm animals
- Support fair working conditions for food and farm workers

Food Day Founder Michael F. Jacobson at LivingSocial’s Food Day event in Washington, DC (left). Phoenix Mayor Greg Stanton, Olympic Gold Medal Swimmer Misty Hyman, and ADHS Director Will Humble participate in an Apple Crunch (right).



Photos: Jay Mallin (left), Jesse Lewis (right).

# 4,700 Events Aro

## LivingSocial Celebration

Washington, DC

LivingSocial hosted a Food Day Celebration at its 918 F Street location with a panel discussion and cooking classes featuring chef José Andrés, cookbook author Ellie Krieger, and DC Central Kitchen's chef Rock Harper. Guests enjoyed hands-on cooking classes organized with the help of The Pew Charitable Trusts.

## Neponset Health Center

Dorchester, MA

Neponset Health Center brought together staff and clients for several activities, led by Chris Petteruti, starting with a special stop by Fresh Truck, a mobile farmers market where the staff and WIC customers could buy fresh produce. A potluck lunch of healthy food made by the staff followed the state's first Apple Crunch, with apples provided by the Boston Area Gleaners, an organization that rescues surplus farm crops. WIC clients received educational materials about healthier food choices.

## FLIPANY

Florida

FLIPANY (Florida Introduces Physical Activity and Nutrition to Youth) helped to coordinate various events around southern Florida, such as a food drive, a film screening, a Cooking Matters at the Store tour, educational activities at a farmers market, campus events, a poster contest, and an "Orange You Going to Try an Orange" Challenge for children.



## Big Apple Crunch

New York, NY

One million New Yorkers joined GrowNYC and the City of New York to set the record for the "most participants in an apple-crunching event." Participants could attend a nearby crunch or host one themselves. RecordSetter.com, a NYC-based organization tracking new world records, charted the progress. The activity has spread across the country, and many other locations—including Washington, DC; Michigan; Montana; and North Dakota—had Apple Crunches on Food Day.

## Chili & Quinoa Cook-Off

Livingston, NJ

Cooks of all levels and ages competed in Livingston's town-wide cook-off with key health points in mind: maximizing fiber and minimizing salt and saturated fat. The winning recipes were featured as ready-to-eat dishes in ShopRite of Livingston's Village Food Garden.

## DC Passport Challenge

Washington, DC

The DC Passport Challenge hosted food education activities for students at several farmers markets and other locations. Mundo Verde Bilingual Public Charter School, the school with the most students that participated, received a special grand prize of a cooking demonstration from Top Chef Spike Mendelsohn.

## Good Food Community Fair

San Diego, CA

Slow Food Urban San Diego and the San Diego Public Market hosted an event with local organizations, informational booths, and several demonstrations. There was also a passport challenge with prizes, pumpkin carving, and an interactive paddock and photo booth.



## Food Day at University of North Carolina

Wilmington, NC

Sponsored by Feast Down East and community partners, University of North Carolina Wilmington students participated in workshops on food insecurity and farm worker justice; attended a sustainable-food fair featuring cooking demonstrations, kale-eating competitions, and a photo booth; and wrapped up with a documentary-film screening.

## Cook It Raw: BBQ Perspectives

Bowens Island, SC

The global, avant-garde chefs organization Cook It Raw celebrated Food Day with its first public event in South Carolina, “Cook It Raw: BBQ Perspectives.” The event put special emphasis on cooking with Lowcountry produce, aiming to honor the culinary traditions of the American South with an eye toward promoting healthier eating.

## Epic Oakland Food Day for Kids

Oakland, CA

Dozens of kids and their families gathered at Tassafaronga Park and Acta Non Verba’s farm to make healthy pizzas; prepare healthful smoothies with a blender bike; watch a puppet show; learn how to spin like a DJ; and rock climb, slack line, and zorb around the park.

## Savannah Food Day Festival

Savannah, GA

For the third year in a row, organizers of the Well FED Savannah Food Day Festival drew around 15,000



## Eat Real Chicago! Festival

Chicago, IL

The third annual Eat Real Chicago! festival, hosted by the City of Chicago and Building a Healthier Chicago, was held in Daley Plaza with hundreds of students, farmers, residents, and employees. Attractions included a colorful and lively farmers market, a raw food cooking demo, a truck farm garden, and numerous interactive activities including seed removal, saving, and swapping.

participants to an outdoor celebration of locally grown food, heritage, healthy eating, and sustainability.

The free public festival was emceed by Food Network chef Ben Vaughn, host of the show *Health Inspectors*, and featured live music, exhibitors, vendors, and dozens of free workshops. Savannah Mayor Edna Branch Jackson presented Food Day founder Michael F. Jacobson with her official Food Day proclamation.

## Community Orchard Service Day

Cleveland, OH

The Cleveland Housing Network partnered with the Cleveland Foodbank to host a family event that

included a cooking demonstration and lunch by a local chef who led a discussion about healthy eating, showed a healthy-food documentary, and organized groups to build berry trellises in the neighborhood orchard.

## New Hampshire School Breakfast Challenge

North Hampton, NH

On October 24, Jermaine Wiggins, former New England Patriots tight end, joined students in North Hampton, NH, to remind them about eating a healthy breakfast. It was the kickoff for the New Hampshire School Breakfast Challenge, sponsored by the Children’s Alliance of New Hampshire, the New England Dairy and Food Council, the School Nutrition Association of New Hampshire, and the New Hampshire Department of Education.

## Food Access Panel

Philadelphia, PA

Organizers at Temple University and from the community sponsored a panel, “Food Access: Strengthening Communities and Improving Health Outcomes,” to showcase local food access projects, raise awareness of hunger and food insecurity, and help students network with professionals in the field.



## Big Easy Satsuma Peel

New Orleans, LA

Two hundred elementary school students peeled into a local satsuma citrus fruit at noon on October 24. Dr. Karen DeSalvo, Commissioner of Health for the City of New Orleans, participated. The event was a local adaptation of the Big Apple Crunch that took place in New York City in 2012.

## Food Day Online

While the heart of Food Day was participatory events, Food Day also reached millions of Americans online. Over the course of the day, more than 5,400 tweets were posted on Twitter using hashtag #FoodDay2013, with the potential to be seen 28.5 million times. On October 24, Food Day launched the Twitter conversation with a Thunderclap, a synchronized tweet that supporters sign up for ahead of time. At noon, the website deployed tweets from 291 supporters with a combined social reach of 566,469 people.

Food Day posts reached 149,122 people on Facebook during the week of October 24. The *Let's Get Cooking* Facebook Photo Contest received more than 150 submissions, and the three top-voted photos won a Jamie Oliver cookbook. This year, Food Day launched an Instagram account, @food\_day, where participants could share their photos.

Farmstand, an app that cultivates community around farmers markets, brought Food Day right to users' smartphones by displaying nearby Food Day events.

People celebrated Food Day through a variety of other interactive tools. Thousands took quizzes on FoodDay.org, including "14 Questions that Could Save Your Life and the Planet," which generates a letter grade for the health and environmental impact of users' diets, and the "Food Literacy Quiz" developed in partnership with Nourish, a nonprofit educational initiative on food and sustainability. Many viewed new infographics and learned the facts about the current American diet.

Traffic to FoodDay.org in 2013 was 150 percent greater than in 2012.

### By the numbers

- 28.5 million possible impressions on Twitter
- 5,426 tweets used #FoodDay2013 hashtag
- 20,000 people took the "Food Literacy Quiz"

Senator Angus King @SenAngusKing 24 Oct  
It's #FoodDay2013 and I'm proud to join @CookingMatters & @FeedingMaine at the Portland @Hannaford for their No Kid Hungry campaign!

eco centered  
Eccentric Blog @EcoCentered 24 Oct  
Happy, healthy cooking kids = happy, healthy dinnertime!  
ow ty/lv3vKcX Happy @FoodDay2013! ow ly/q76kz

**KITCHEN ADVENTURERS**

Expand kids' culinary horizons.  
When they cook it, they eat it!

gracelinks.org/foodday2013 FOOD DAY

José Andrés @jandres 24 Oct  
celebrating #FoodDay2013 @GVTweets at apple crunch with my amga Diane Knapp pic.twitter.com/G0h0ok2dy

Meatless Monday @MeatlessMonday 24 Oct  
We support #FoodDay2013 because everyone deserves healthy, affordable, sustainable food. #LetsGetCooking thndr.it/16Kg6Vo

Andrew Zimmern @andrewzimmern 24 Oct  
babson Food Days w/ @galtsimmons to celebrate #FoodDay2013 #EatReal

Jack Johnson @jagohnson 23 Oct  
End of the season strawberries for breakfast - photo by K. Johnson @FoodDay2013 pic.twitter.com/X30yGMo1b



# Food Education

Food Day enabled 5,700 people to enjoy a free online cooking school for a month, in collaboration with Rouxbe Cooking School.

## Let's Get Cooking with Kids

Food Day 2013 focused on food education as a way to improve diets and address obesity and other health issues, starting with schools and campuses. One unifying action on October 24, *Let's Get Cooking with Kids*, was supported by such partners as FamilyCook Productions, Share Our Strength's Cooking Matters, California Alliance with Family Farmers, and Jamie Oliver Food Foundation (USA).

In New Orleans, students competed in a healthy-smoothie blend-off at the second annual Food and Fitness Fair. In Charlottesville, VA, budding chefs participated in the City Schoolyard Garden's Veg-Off creating dishes with a "secret" vegetable ingredient to be judged by their peers. In Houston, a Healthy Indian Lunch cooking class featured butternut squash sandwiches and strawberry lassis. At a Teen Battle Chef flash mob in New York City, hosted by FamilyCook Productions and Dr. Oz's HealthCorps, participants learned to make a tasty fall recipe.

To support the food education activities, Food Day and partners

released *20 Recipes to Get Kids Cooking!*, with recipes from Kate Sherwood, *Nutrition Action Healthletter's* culinary director. *ChopChop* magazine, which is widely distributed through pediatricians' offices, included a special Nutrition Toolkit insert for Food Day with fun lessons on how to compare ingredients, read a nutrition label, and think about food ads.

## Get Food Education in Every School

In May, a national initiative, *Get Food Education in Every School*, was launched by Food Day and the Jamie Oliver Food Foundation (USA) to raise awareness about the critical importance of food education in schools across America. Over 80 organizations and thought leaders supported the effort, including the American Association of Family & Consumer Sciences, Arizona Department of Health Services, Center for Ecoliteracy, and over 5,000 individuals. Released on Food Day, the "Food Education in the U.S." map highlights food and nutrition education activities taking place in schools, from mandatory nutrition education to hands-on cooking programs.

Students at Oxford Elementary show off artistic fruits and vegetables they created (left). Sister Bridget Wade reads a story about fruits and vegetables to children at St. Mary's Organic Farm (right).



# Food Day in Schools

“We work hard every day to bring healthy food to our students, but Food Day is a great moment to build community support for ‘Eating Real’ in schools.”

*Betti Wiggins,  
Executive Director,  
Office of School  
Nutrition, Detroit  
Public Schools*

Throughout the country, thousands of schools celebrated October 24 in the cafeteria and in the classroom. School districts, including those in Oakland, Portland, Denver, Chicago, and Boston, served up special local and healthy meals, while other schools taught lessons from the Food Day school curriculum.

## Food Day in the cafeteria

In Massachusetts, 340 schools in 47 districts accepted the challenge to Eat Real by serving a fresh and local school lunch that eliminated (or greatly reduced) all processed foods. Boston Public Schools offered soup featuring locally grown butternut squash and local carrot coins. Detroit Public Schools featured Michigan acorn squash and black-eyed peas, while Chicago Public Schools served local green beans.

## Cooking classes

After receiving a mystery basket full of food from a local farmers market, students at Morton High School in Morton, IL, were given a day to research recipes. They then prepared and plated their food. Teachers and community

members judged the dishes.

Chefs Katie Lee and Sunny Anderson, hosts of *The Kitchen* on the *Food Network*, whipped up healthy, fun recipes with fourth- and fifth-graders at Mott Haven Academy in the Bronx.

At Longview High School in Raleigh, NC, Family Consumer Science teacher Marquita Orina invited chef, urban farmer, and food activist Njathi Wa Kabui to come to her classes, where he taught students the importance of eating healthy and home-grown foods.

## Other notable school celebrations

Oxford Elementary School in Oxford, MS, celebrated with cooking demos, tours of school gardens, story-telling, vegetable print art, and farm music. School lunch featured local foods, including “Harvest of the Month” black-eyed peas.

At Thurgood Marshall Academy in New York City, Hip Hop Public Health and Partnership for a Healthier America kicked off the *Songs for a Healthier America* concert tour.

Students at Mililani Uka Elementary School in Hawaii enjoy a locally sourced snack (left). A student in Margate, FL, participates in the “Orange You Going to Try an Orange” Challenge sponsored by Florida Introduces Physical Activity and Nutrition to Youth (FLIPANY) (right).



# Food Day on College Campuses

Over 300 college campuses participated in Food Day, engaging approximately 120,000 students, dining hall workers, faculty, and campus leaders across the country.



In 2013, over 300 college campuses participated in Food Day, engaging approximately 120,000 students, dining-hall workers, and faculty across the country. On-campus events ranged from policy talks and conferences to farmers markets and local meals.

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. Sacramento State University hosted its third annual Food Day week of events, including kids cooking lessons and a keynote lecture by food systems advocate Anna Lappé.

Michigan State University devoted a semester-long academic course to Food Day organizing. Students at the University of North Carolina at Pembroke organized a Food Day Fair featuring farmers from southeastern North Carolina and food samples.

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. In Wellesley, MA, Babson College participated for a third year with Entrepreneurs in Residence Andrew Zimmern, *Bizarre Foods*, and Gail Simmons, *Food & Wine*, *Top Chef*.

## Real Food Challenge

Food Day partnered again with Real Food Challenge (RFC), a national student organization that seeks to leverage the purchasing power of universities to build a just and sustainable food system. RFC aims to shift one billion dollars of annual dining purchasing towards real food by 2020.

During the week of Food Day, Johns Hopkins University, University of Massachusetts Amherst, and University of Montana signed RFC's Real Food Campus Commitment as part of their celebrations, joining 16 other colleges. They pledged to buy at least 20 percent of annual food purchases from sustainable and just farms, with Johns Hopkins University pledging 35 percent.

Andrew Zimmern and Gail Simmons at Babson Food Days (left). Participants in a food access panel pose at Temple University in Philadelphia. (right).



## Policy Change

“Food Day is an important occasion for us to come together to celebrate all of the opportunities for nutritious, healthy eating while also renewing our commitment to increasing those opportunities.”

*Representative Rosa DeLauro (D-CT)*

One of the main goals of Food Day is to mobilize the public around better food policies. The Food Day team provided food policy resources, and grassroots organizers used the event as an opportunity to advance their objectives.

### Healthy Beverage Summit

At the California Healthy Beverage Summit organized by CSPI and the California Center for Public Health Advocacy, participants shared ways to increase access to water and other healthy drinks on public and private property. The summit critiqued celebrity endorsements of soda; assessed the beverage policy landscape at the local, state, and national levels; and heard from a state senator who advocates a soda tax to reduce consumption and raise revenues to fund health programs.

### City and county participation

In an event at Los Angeles City Hall, the Los Angeles Food Policy Council celebrated progress made by institutions participating in the inaugural year of the Good Food Purchasing Program. That program encourages major institutions to use their purchasing power to encourage greater production of, and

access to, sustainably produced food.

In Ohio, the Franklin County Local Food Council announced that the county commissioners would pass a resolution on Food Day to support the community’s local food system.

And in Santa Fe, NM, the Santa Fe Food Policy Council, Cooking with Kids, the Santa Fe Farmers Market Institute, and Farm to Table co-hosted “Planning for Santa Fe’s Food Future” to introduce Santa Fe’s newly minted Food Plan to local city and county officials.

### Food policy resources

The Food Day team released an online guide, “35 Ways to Change the Food System.” This unique toolkit offers model policies for schools, workplaces, restaurants, and government properties.

Food Day sponsored a webinar with local-food-policy expert Mark Winne and representatives from local food policy councils to provide organizers with resources and inspire them to engage with their local councils. On Food Day, PolicyLink’s Healthy Food Access Portal team led a “Food Policy 101” webinar with more than 500 participants.

The Los Angeles Food Policy Council is teaching future generations about stewardship of the earth, where food comes from, and eating healthy (left). Bryan Fox, Professional Snowboarder & Founder of We Drink Water, at the California Healthy Beverage Summit (right).



Photos: Los Angeles Food Policy Council (left), Aviva Musicus (right).

# Government Participation

## Massachusetts Department of Agricultural Resources

Massachusetts celebrated Food Day with more than 640 activities, highlighting collaboration and local food systems. For the third year, the Massachusetts Department of Agricultural Resources (MDAR) spearheaded Food Day organizing. Events ranged from a week-long celebration in Somerville to a Farm Share Fair in Watertown to dozens of events in Boston. MDAR Commissioner Greg Watson joined the Lowell Food Day Kick-Off and delivered Governor Deval Patrick's proclamation of Food Day.

"Food Day gave individuals the opportunity to show their personal investment for our local food system. Yes, I am very proud of our state."

*Rose Arruda, Director of Events and Outreach, Massachusetts Department of Agricultural Resources*

## Public health departments

City and state public health departments got involved by promoting existing projects and organizing new initiatives.

The Mississippi State Department of Health (MSDH) spurred the creation of 77 Food Day activities around the state, including a Food Day festival at the Jackson Zoo; a "Healthy Homecoming"

event at Jackson State University; and a Restaurant Week in Jackson. Health department educators led cooking and taste test activities with youth in two of nine health districts.

## Elected officials

Officials used Food Day to highlight food issues in a variety of ways. Representative Chellie Pingree (D-ME) addressed Congress on October 23 with a Food Day message and re-introduced the Local Farms, Food, and Jobs Act. Senator Angus King attended a Cooking Matters at the Store tour at a Hannaford supermarket in Portland, ME. Representative Jim McGovern (D-MA) participated in a panel at The George Washington University on food access.

Mayor R.T. Rybak of Minneapolis, MN, visited Howe Elementary School to celebrate by joining students for eating a healthy, local meal (featuring apple kale salad) served throughout the Minneapolis school system. In Baton Rouge, LA, Mayor Kip Holden's healthy city initiative spearheaded a week of Food Day activities. More than 34 governors and mayors proclaimed October 24 as Food Day.

## Building a Healthier Chicago

Building a Healthier Chicago and U.S. Department of Health and Human Services Region V coordinated Food Day Chicago 2013, hosting regular meetings with community partners. Over 140 organizations came to the table to support the effort, which culminated with the Food Day Chicago Collective Event at the downtown Daley Plaza. Several committees worked during the year on social media, links with restaurants, academics, and health professionals.



## Focus on the South

Almost one-fifth of all Food Day events took place in southern states.

In 2013, Food Day made a special effort to engage populations in the American South that struggle with high rates of diet-related disease.

The Food Day team hired two distance organizers in the region—one in Louisiana and one in Mississippi—to assist in reaching groups on the ground. In New Orleans, the Tulane School of Public Health and Tropical Medicine dedicated an MPH candidate completing her practicum for the program to the cause of Food Day organizing.

As a result, almost one-fifth of the total number of Food Day events in 2013 took place in the South. There were more than 100 events in Louisiana, with concentrated pockets of activity in New Orleans and Baton Rouge. In Mississippi, there were 77 events total.

The Acadiana Food Festival in Lafayette, LA, offered fun activities as well as customizable postcards for citizens to send to their representatives

in support of better food policies.

The Mayor of Hernando, MS, spoke on a panel at the University of Mississippi entitled “Impact of a Changing Food System.” At the Mississippi State Fair, the state health department distributed Food Day recipes and other information about healthy eating.

In Cleveland, MS, public schools distributed the Food Day *ChopChop* insert to schools, and high school students in Pearl, MS, collected and donated hundreds of cans for a food drive in honor of Food Day.

Food Day’s focus on the South this year set the stage for future collaboration with southern stakeholders to engage community members and state-level organizations around the promotion of healthy, locally-sourced foods.

The Savannah Food Day festival featured local food vendors, workshops, and educational activities (left). A beautiful day at “Cook it Raw: BBQ Perspectives” (right).



Photo: Kate Blohm (left), Lilia Smelkova (right).

## Companies and Food Day

A number of companies participated in Food Day by engaging customers, vendors, and employees through a variety of events: wellness workshops, cooking demonstrations, farmers markets, and food drives.

**Hannaford** supermarkets in Massachusetts celebrated at their 26 locations by offering cooking demonstrations. Uxbridge Hannaford hosted a cooking demonstration with a chef and culinary student intern that featured a Guiding Star Pasta and Butternut Squash recipe.

**Whole Foods Markets** hosted cooking classes and sponsored events, including a *Let's Get Cooking with Kids* Teen Battle Chef competition at a location in New York City. Other supermarkets, including ShopRite, Publix, King Soopers, a Kroger store, and Food Lion took part.

**Bon Appétit Management Company** participated (for the third time) by mounting a sodium-reduction campaign, Shake our Salty Habits, that included culinary, purchasing, and education efforts. Chefs at more than 50 cafés at corporations and universities

pledged to decrease the sodium contents of their creations.

**United Natural Foods, Inc.** held Food Day events at 20 of its locations, from healthy potlucks to full-blown farmers markets. Eight schools received Food Day planning grants from the UNFI Foundation.

**Sabra** gave away 25,000 samples of hummus and recipe cards in Union Square Park in New York, and offered cooking demonstrations and yoga sessions for kids.

**LSG Sky Chefs**, the world's largest provider of in-flight services, participated for the third year by launching a month-long program that provided healthy tips and recipes for families.

**Cabot Creamery Cooperative** donated its New England-produced cheese to several East Coast events.

Other companies that participated in or publicized Food Day include Starbucks, Sodexo, Aramark, Chartwells, BlueCross BlueShield's National Labor Office, and many others.

U.S. Farmers & Ranchers Alliance hosted a Food Dialogues panel in Boston on the topic "Farm Size: Does It Really Matter?" with the participation of several farmers and Food Day's Michael F. Jacobson (left). At the Sabra hummus giveaway in Union Square Park, Manhattan (right).



Photos: Bizu Tesfaye Photography (left), Frito-Lay (right).

# Featured National Partners

For a complete list of partner organizations, please visit [FoodDay.org](http://FoodDay.org).

Food Day is powered by hundreds of local and national organizations working on food issues varying from hunger, nutrition, and agriculture policy to animal welfare and worker justice. Organizations such as American Medical Student Association, Jamie Oliver Food Foundation (USA), Share Our Strength, and many more dedicated time and resources to participate in events or actions and promote Food Day.

Throughout the year, Food Day joined with partners to advocate for their causes. Together with the Restaurant Opportunities Centers United, Food Day supported the Welcome Table initiative for fair wages and working conditions for restaurant workers. Food Day engaged its network to raise awareness of the Save Bristol Bay campaign in Alaska, where a proposed pebble mine threatens one of the world's major salmon fisheries (and a stunning landscape).

Food Day 2013 also focused on building collaborations with minority organizations, including National Hispanic Caucus of State Legislators, Association of Black Cardiologists, and National Black Child Development Institute. The NAACP (National Association for the Advancement of Colored People) promoted Food Day to its network and at its annual convention.

**Family, Career and Community Leaders of America (FCCLA)** dedicated a full-page ad to Food Day and an article in its *Teen Times* magazine sent to more than 200,000 members.





“We were delighted to participate by providing our apple educational card to go along with the Apple Crunch activities. Our ambassadors taught over 2,000 kids this hands-on lesson and we’re excited to continue the real food movement with Food Day this Food Revolution Day on May 16, 2014!”

*Jamie Oliver  
Food Foundation (USA)*

**Heath Care Without Harm**, an international coalition working to make hospitals more sustainable, marked Food Day by celebrating the accomplishments of its Healthy Food in Health Care campaign in Maryland and California through a press release that noted the achievements of the more than 150 hospitals enrolled in the Healthier Hospitals Initiative Healthier Food Challenge.

**Les Dames d’Escoffier**, a professional women’s leadership organization, spearheaded Food Day events in Houston, New York City, Palm Springs, and other cities, by engaging its 28 chapters. Dames participated in a Day of Service at the Sustainable Food Center in Austin during their annual conference.

**Academy of Nutrition and Dietetics** activated its members (especially its Kids Eat Right members) and provided a booth at its national conference in Houston, TX.

**National Farm to School Network** promoted Farm to School Month in October with Food Day as the “Theme of the Day” on October 24.

**Youth Service America** promoted Food Day as its Global Youth Service Day partner and hosted Food Day at its national partner session presentation during the Youth Service Institute in Baltimore, MD, in November.

**U.S. Department of Education Green Ribbon Schools** hosted a webinar about Food Day in schools, which explained how the campaign could help schools advance towards the pillars established by the recognition award.

American Association of Family & Consumer Sciences, National Association of Nutrition Professionals, and American Public Health Association encouraged their members to celebrate Food Day, as did the American Culinary Federation, National Education Association, National Parent Teacher Association, Organic Trade Association, Edible Schoolyard Project, and many others.

### Share Our Strength

Share Our Strength’s Cooking Matters at the Store program reached thousands of people on Food Day. In Maine, 22 Hannaford supermarkets held Cooking Matters at the Store tours to teach low-income residents how to shop healthfully on a budget. In Colorado, seven stores including King Soopers and Wal-Mart hosted tours for more than 500 people. SOS sponsored additional tours in Maryland, Florida, Arkansas, Texas, Michigan, Minnesota, North Carolina, and Oregon.

### Jack Johnson and AllAtOnce.org

Singer-songwriter Jack Johnson teamed up with Food Day on his *From Here To Now To You* tour. In September and October, at each of 25 theater concerts, Johnson and his All At Once social action network celebrated Food Day by introducing fans to local and national nonprofit organizations that work on sustainable agriculture, food access, Farm to School projects, and other food policy issues. Jack Johnson’s Kokua Hawaii Foundation coordinated a series of events with local chefs, farmers, and schools.

# Food Day in the News

## National and regional print coverage

Food Day received twice as much news coverage on food policy issues as earlier Food Days in hundreds of media outlets from coast to coast, including in *The Boston Globe*, *The Washington Post*, *Chicago Tribune*, *San Diego County News*, *Savannah Morning News*, *East Bay Express*, and *Time Out Chicago*. Hundreds of local television newscasts showed people coming together to enjoy healthy, affordable, and sustainable food in schools, on college campuses, at farmers markets, and elsewhere.

## Commentary coverage

Food policy advocate Danielle Nierenberg and Food Day Campaign Manager Lilia Smelkova published an op-ed in *The Denver Post* calling on readers to encourage children to have

healthier lifestyles. Philip Korman and Margaret Christie of Community Involved in Sustaining Agriculture contributed an op-ed to the *Daily Hampshire Gazette* about how we can eat better by working together to strengthen local agriculture. *The Huffington Post* published a blog post by food policy author Anna Lappé.

## Blogs and websites

*Forbes* used Food Day to announce 10 food trends of 2013, including foods that are good for you and the environment, such as upscale vegan dining. *NPR's* "The Salt" wrote about Food Day's "Food Literacy Quiz." Other highlights included mentions on such blogs as *Civil Eats*, *Food Tank*, *Worldwatch*, *EcoWatch*, *Epicurious*, and *Food+Tech Connect*.



## Funding Food Day

Food Day is primarily funded by CSPI. The Food Day national office is supported by small donations from thousands of CSPI members as well as major contributions from the **Center for Communications, Health and the Environment (CECHE)** and the **Ralph E. Ogden Foundation**. Sponsorship from **The California Endowment** helped launch Food Day by sponsoring a statewide meeting of anti-soda policy advocates.

Food Day stretches every dollar to help individuals and organizations that are motivated to take action. Contributions to Food Day go toward grassroots, on-the-ground organizing to channel public concern about unhealthy food environments into positive policy solutions.

For the first time in 2013, Food Day was able to offer grants to local coordinators. To help eight schools around the country organize activities

around Food Day, United Natural Foods, Inc. (UNFI) Foundation generously provided a \$10,000 grant to the National Farm to School Network.

Singer-songwriter Jack Johnson's **Ohana Charitable Foundation** matched all donations made in September and October to the Food Day network.

To avoid conflicts of interest, Food Day's national office and CSPI do not accept financial support from corporations or government. Many local organizers, however, engage local, responsible businesses that share Food Day's goals. Individual donors, community foundations, and private foundations interested in learning more about funding opportunities should contact CSPI development director Jane Welna at [jwelna@cspinet.org](mailto:jwelna@cspinet.org) (or 202-777-8388). Even a modest donation could help to spread the message of Eating Real to more communities.

### Food Day 2013 Staff

Campaign Manager: Lilia Smelkova

Project Coordinators: Catherine Kastleman, Hayley Gillooly (January–May 2013), Nicole McCann (July 2013–December 2013)

Project Assistants: Avi Schlosburg (January–July 2013) and Emily Caras (August 2013–present)

Interns: Amy Edmonds, Eliza Warren-Shriner, Bethany Meloche, Alyssa Viars, Tegan Gregory, Molly Geppert

Regional Coordinators: Nancy Huehnergath (NY), Erin O'Donnell (NY), Sarah Cadorette (MA), Tonitrice Wicks (MS), Bonnie May (LA), Alisa Rudnick (CA)

Communications: Jeff Cronin, Clare Politano

Fundraising: Kelli Knox, Jane Welna

Food Day  
Founder  
Michael F.  
Jacobson and  
Food Day  
Campaign  
Manager Lilia  
Smelkova  
join Jack  
Johnson at his  
Washington,  
DC, concert.



# Food Day 2014

Building on the three years of Food Day celebrations, Food Day 2014 is shaping up to be even bigger and more significant, unifying the national food movement around one platform, helping raise awareness about food issues within the broader public, and getting national and local groups to collaborate around more numerous and meaningful events and policy changes.

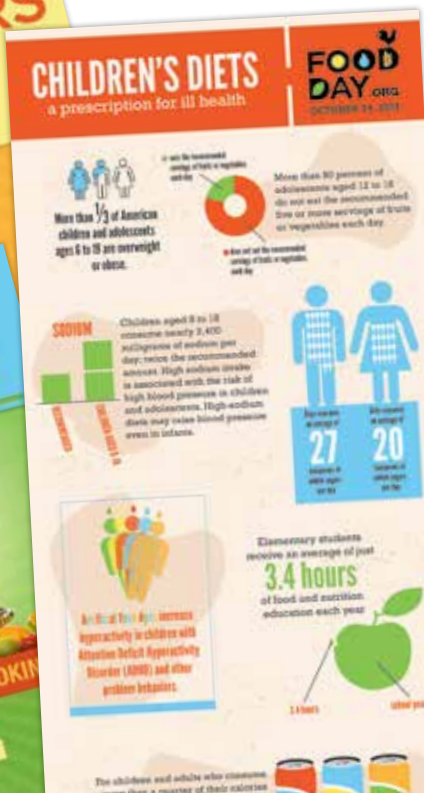
## How you can participate

By joining the Food Day campaign, you connect with other groups and individuals nationwide committed to fixing the American food system. Partner organizations and interested event organizers can participate in a variety of ways: organize an event or time an initiative on or around Food Day; encourage networks or members to take part; use October 24 to press for improved food policies; or help build the momentum around Food Day through newsletters, websites, and on social media.

## Resources for organizers

Food Day offers resources to help, including guides for organizers, schools, and campuses; media guides and sample press releases; as well as posters, brochures, recipe booklets, infographics, and more. Partners are invited to contribute to the Food Day blog. All Food Day events are registered on the national map that allows the public and media to search for events nearby.

To contact the Food Day team, send an email to [foodday@cspinet.org](mailto:foodday@cspinet.org) or call 202-777-8392. Visit [FoodDay.org](http://FoodDay.org) for more resources.



# Advisory Board 2013

## Honorary Co-Chairs

Tom Harkin

Rosa DeLauro

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Ron Wyden

Earl Blumenauer

Jim McGovern

Chellie Pingree

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Kenneth Ayars

Pat Babjak

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Richard Carmona

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Caldwell Esselstyn

Barbara Ferrer

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Diane Hatz

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Rachel Johnson

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Susan Linn

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Marion Nestle

Jerry Newberry

Demalda Newsome

Michel Nischan

Dean Ornish

Daphne Oz

Wayne Pacelle

Robert Pearl

Robert Pestronk

David Pimentel

Michael Pollan

Barry Popkin

Nora Pouillon

Daryll Ray

Maria Rodale

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Michael Roizen

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David Schwartz

Barton Seaver

Nina Simonds

Morgan Spurlock

Kevin Strong

Carol Tucker-Foreman

Alice Waters

Tanya Wenman Steel

Walter Willett

Patricia Young

## National Partners 2013

Academy of Nutrition and Dietetics	FamilyCook Productions	National Farm to School Network
American Association of Family & Consumer Sciences	FamilyFarmed.org	National Parent Teacher Association
American Culinary Federation	Family, Career and Community Leaders of America	National Physicians Alliance
American Farmland Trust	Farm Aid	National Sustainable Agriculture Coalition
American Medical Student Association	Farm Animal Rights Movement	National Wellness Institute
American Planning Association - Food Interest Group	Farmers Market Coalition	National WIC Association
American Public Health Association	Food Alliance	NEA Health Information Network
AmpleHarvest.org	Food Chain Workers Alliance	Organic Farming Research Foundation
Association of Black Cardiologists	FoodFight	Organic Trade Association
Bolthouse Farms	FoodPlay Productions	Physicians Committee for Responsible Medicine
Campaign for Commercial-Free Childhood	Food Tank	Project Bread
Center for a Livable Future	Hazon	Real Food Challenge
Center for Ecoliteracy	Health Care Without Harm	Revolution Foods
Center for Foodborne Illness Research & Prevention	Holistic Moms Network	Restaurant Opportunities Centers United (ROC-United)
Change.org	Humane Society of the United States	Seedling Projects
Chefs Collaborative	Institute for Integrative Nutrition	Slow Food USA
<i>ChopChop</i> Magazine	Jamie Oliver Food Foundation	STOP Foodborne Illness
CommonHealth ACTION	Jewish Community Centers Association of North America	Union for Reform Judaism
The Community-Based Public Health Caucus (CBPH)	KickinKitchen.TV	UNITE HERE
Compassion Over Killing	Les Dames d'Escoffier International	United Church of Christ
Consumer Federation of America	Marisla Fund	United Natural Foods, Inc.
Cooking Matters	MAZON: A Jewish Response to Hunger	U.S. PIRG
Earth Day Network	The Monday Campaigns	Vegetarian Resource Group
Eat Well Guide	National Association of Nutrition Professionals	Wallace Genetic Foundation
The Elfenworks Foundation	National Association for Health and Fitness	Wholesome Wave
Epicurious.com	National Association of County and City Health Officials	Women of Reform Judaism
The Episcopal Church, Office of Economic and Environmental Affairs	National Black Child Development Institute	World Food Day
	National Catholic Rural Life Conference	World Hunger Education Service
		Youth Service America (YSA)





**Food Day**

1220 L St. NW, Suite 300  
Washington, DC 20005  
202-777-8392  
[foodday@cspinet.org](mailto:foodday@cspinet.org)  
[FoodDay.org](http://FoodDay.org)

