



OCTOBER 24, 2011

## FILM SCREENING GUIDE

[www.FoodDay.org](http://www.FoodDay.org)



Dear Food Day Event Coordinator,

We are excited that you will be hosting a film screening in celebration of Food Day, October 24th. We hope this guide will help you figure out which film(s) to show, as well as suggest what to do after your screening. Ideally, the conversation will not end after your event, but get people involved in solving serious food-related problems.

The list of recommended films generally support Food Day's goals. Some of the films may focus on one Food Day goal, while others target several of the goals. Several film distributors are providing special discounts for Food Day screenings, which is noted under the respective film. In addition to films intended for group viewings, we have also included a list of PSAs, TV segments, and other videos that are mostly fun (but some are serious)!

Much luck and thanks!

**The Food Day Team**  
Center for Science in the Public Interest  
1220 L St. NW, Suite 300, Washington, DC 20005

# OUR VISION

Food Day is a grassroots movement made up of individuals and organizations passionate about promoting a healthy, sustainable, and just food system. Food Day 2011 will culminate on October 24th with thousands of events across the country that encourage action and celebrate food. Together we will generate media coverage in every corner the country, send hundreds of thousands of signatures to Members of Congress supporting our national agenda, and most importantly, begin the millions of conversations that will lead to individual and systemic changes.

## FOOD DAY FILM GUIDE TABLE OF CONTENTS

---

Our Vision .....	1
Film screening locations .....	1
Ideas for More Interesting film screenings .....	1
Recommended Films .....	2
Other Films .....	8
Recommended Videos .....	9
Television Segments .....	9
PSAs-Videos-Commercials .....	11

## FILM SCREENING LOCATIONS

Food Day film screenings can be as small or large as you want depending on what is feasible for you as a Food Day organizer. Obviously, the larger the venue and space, the more people would be exposed to the messages presented in the films.

If you haven't done so already, reach out to potential film screening locations to see if it would be feasible to use their facility for your Food Day event. In your telephone, e-mail, or in-person request, make sure you have Food Day materials to give to the facility manager. Those materials are on the Resources (link to <http://foodday.org/participate/resources>) page of Food Day's website.

### Recommended locations:

- 👉 Community centers
- 👉 School/college cafeterias, classrooms, or auditoriums
- 👉 Places of worship (e.g., churches, synagogues, mosques)
- 👉 Private homes
- 👉 Fitness facilities
- 👉 Outdoor park/facilities
- 👉 Coffee shops
- 👉 Office lunchroom/conference rooms

### Things to consider when choosing a film screening location:

- 👉 Is there a fee to use the facility?
- 👉 What is the ideal time for the screening?
- 👉 Are food and beverages allowed in the facility (if you wanted to serve healthy snacks during the film)?
- 👉 What are the parking arrangements?
- 👉 Will the film be shown using a projector, a large television, etc.?
- 👉 Does the facility have its own technology division to assist with the set-up of the film?

## IDEAS FOR MORE INTERESTING FILM SCREENINGS

We hope that the film screenings will launch conversations about food and food policies and inspire individuals to make personal changes in their diets. Below are some recommendations for the film screening, keeping in mind the population viewing the film, including size and age.

- 👉 Pre-film and/or post-film group discussions: Organize a brief discussion at the beginning of the film to get individuals thinking about their preconceived notions on the film topic. At the conclusion of the film, get viewers to discuss their ideas about the film. Be prepared with a list of questions to guide the discussion.
- 👉 Organize a petition: Depending on the issue presented in the film, organize a petition to send to your local representative or mayor or governor urging action on the respective topic.
- 👉 Provide healthy snacks: Serving healthy and/or locally grown snacks is a great way to reinforce the topics presented in the films. For example, while showing a film about local agriculture, you can serve apple slices from locally grown apples.
- 👉 Post-screening healthy eating challenges: Initiate a healthy diet challenge in which participants can make the charge to "Eat Real," "Mostly Plants," and "Not Too Much."

## RECOMMENDED FILMS

### 👉 **American Meat (2010)**

Director: Graham Meriwether

Total duration: 85 min

This nicely produced paean to local, sustainable agriculture interviews farmers who run huge confined-animal operations, as well as owners of smaller farms that sell organic produce, eggs, and meat to local buyers. Unusual among such films is that American Meat acknowledges that growing all our food on small, sustainable farms would require four million more farmers. Note to the squeamish: the film depicts chickens being killed.

For more information on screening American Meat at your Food Day event contact Heath Meriwether at [heath@leaveitbetter.com](mailto:heath@leaveitbetter.com). Use the promotion code LIB to receive a 25% off Food Day discount. Please indicate the location of the screening and the estimated number of people who will be in attendance in your e-mail.

Also, for more information on the film, go to <http://www.americanmeatfilm.com/>.

### 👉 **The Apple Pushers (2011)**

Director: Mary Mazzio

Executive Producer: Laurie M. Tisch Illumination Fund

Producers: Mary Mazzio, Christine Vachon & Tom Scott

Total duration: 71 Minutes

The Apple Pushers is a new documentary narrated by actor Edward Norton that follows the inspiring stories of five immigrant pushcart vendors who have joined a unique New York City initiative to increase the availability of fresh fruits and vegetables in food deserts. The film tells their remarkable stories while chronicling the issues of food deserts, immigration, and entry-level entrepreneurship.

For more information on screening The Apple Pushers at your Food Day event, go to [www.applepushers.com](http://www.applepushers.com) or contact [office@50eggs.com](mailto:office@50eggs.com). A special discounted rate for Food Day applies.

### 👉 **Cafeteria Man (2011)**

Director: Richard Chisolm

Producers: Richard Chisolm, Sheila Kinkade

Total duration: 65 min

Cafeteria Man chronicles the ambitious effort of social activists and citizens coming together to 'green' the school diet of Baltimore city's public schools. Take the inspiring journey with Tony Geraci, the food-service director for the city's public schools, as he leads the charge to replace pre-plated, processed foods with locally-grown, freshly-prepared, healthy meals.

For more information on screening Cafeteria Man at your Food Day event, go to: <http://cafeteriaman.com/hostascreening>. Use the promotion code FOODDAY to receive a special 25% off Food Day discount on screening options only.

### 👉 **End of the Line (2009)**

Director: Rupert Murray

Producers: Claire Lewis, George Duffield. An Arcane Pictures, Calm Productions, Dartmouth Films Production

Total duration: 82 min

End of the Line examines the devastating effect that overfishing has had on the world's fish populations arguing for the drastic action that must be taken to reverse these trends. Filmed across the world for over two years— from the Straits of Gibraltar to the coasts of Senegal and Alaska to the Tokyo fish market —this documentary features eye-opening accounts from top scientists, indigenous fishermen, and fisheries enforcement officials to serve as a wake-up call to the world.

For more information on screening End of the Line at your Food Day event, go to [http://www.bullfrogcommunities.com/bc\\_food](http://www.bullfrogcommunities.com/bc_food). A special flat rate for Food Day applies. Fundraising through ticket sales is permitted.

Also, for more information on the film, go to <http://endoftheline.com/>.

### 👉 **Fair Food: Field to Table**

Directed, Photographed and Edited by Rick Nahmias with Research and Content Direction by Ron Strohlic

Produced by California Institute for Rural Studies

Total duration (includes all three segments): approx. 20 min

Part 1: The Farmworkers, 5:05 min

Part 2: The Farmers, 7:21 min

Part 3: The Advocates, 8:06 min

This 3-part documentary series, created by the California Institute for Rural Studies and Rick Nahmias Photography, features the stories and voices of farmworkers, growers, businesses, and fair food advocates. The documentary allows viewers to learn about the harsh realities of farmworker conditions and, more importantly, the promise of improved farm labor practices in American agriculture.

For more information on screening Fair Food: Field to Table at your Food Day event, write to [FoodDay@cspinet.org](mailto:FoodDay@cspinet.org) to request a free copy for group screenings. In the subject heading, write Fair Food: Field to Table Food Day screening.

Also, for more information on this documentary series, go to <http://www.fairfoodproject.org/>.

### 👉 **Food Stamped (2010)**

Directors & Producers: Shira Potash, Yoav Potash

Total duration: 62 min

Food Stamped documents a young couple as they attempt to eat a healthy, well-balanced diet on a food stamp budget. Through their adventures, they consult with Members of Congress, food justice organizations, nutrition experts, and people living on food stamps to shed light on America's broken food system.

To request a copy of the Food Stamped film, e-mail [foodstampedmovie@gmail.com](mailto:foodstampedmovie@gmail.com). In the subject heading, write Food Stamped Food Day screening and use the promotion code FOOD DAY 2011 to receive a 50% off Food Day discount for group screenings.

Also, for more information on the film, go to <http://www.foodstamped.com/>.

### **Fresh (2009)**

Director & Producer: Ana Sofia Joanes

Total duration: 72 min

Fresh is a documentary featuring food revolutionaries such as Will Allen, Joel Salatin, and Michael Pollan which celebrates the farmers, thinkers, and business people across America who are re-inventing our food system. The film offers a vision for the future of our food and our planet.

For more information on screening Fresh at your Food Day event, go to <http://www.freshthemovie.com/food-day/>. Use the promotion code FreshFoodDay to receive a special 20% off Food Day discount on community screening options.

### **The Greenhorns (2011)**

Director: Severine von Tscharner Fleming

Producers: Severine von Tscharner Fleming, Laura Hanna

Total duration: 46 min

The Greenhorns is the story of film director, Severine von Tcharner Fleming's three-year scouting adventure into the changing landscape of American agriculture. Through her journey, she follows the movement of fellow young farmers making a strong case for recruiting younger generations back into farming and reversing the crisis of attrition in American agriculture.

For more information on the film and screening The Greenhorns at your Food Day event, go to: [www.thegreenhorns.net/events](http://www.thegreenhorns.net/events). E-mail [film@thegreenhorns.net](mailto:film@thegreenhorns.net) and mention your Food Day event to receive a special 50% off Food Day discount for group screenings (\$150 standard, \$75 discounted fee).

The Greenhorns will be happy to provide guidance in organizing your event, including help with publicity, outreach, and general logistics. Use the email above or call 517-242-5684.

### **King Corn (2007)**

Director: Aaron Woolf

Producers: Aaron Woolf, Ian Cheney, and Curt Ellis. A Co-Production of Mosaic Films Incorporated and the Independent Television Service (ITVS), with funding provided by the Corporation for Public Broadcasting.

Total duration: 88 min

This beautifully produced film tells the story of how corn is grown and about its central role in the food supply. While some information about corn subsidies and high-fructose corn syrup is out of date or presented in a slanted way, the film is an excellent springboard for discussion with a knowledgeable leader.

If you are interested in screening King Corn at your Food Day event, go to [http://www.bullfrogcommunities.com/bc\\_food](http://www.bullfrogcommunities.com/bc_food). A special flat rate for Food Day applies. Fundraising through ticket sales is permitted.

Also, for more information on the film, go to <http://www.kingcorn.net/>.

### **Lunch Line**

Directors: Ernie Park, Michael Graziano

Total duration: 63 min

Lunch Line follows six kids from one of the toughest neighborhoods in Chicago as they set out to fix school lunch. Through their journey, the powerful documentary takes a new look at the school lunch program by exploring its past, its current challenges, and its opportunities for the future.

For more information on screening Lunch Line at your Food Day event, e-mail Milena Jankovic at [mjankovic@cinemaguild.com](mailto:mjankovic@cinemaguild.com). In the subject heading, write Lunch Line Food Day screening to receive the 15% off Food Day discount for group screenings.

Also, for more information on the film, go to <http://lunchlinefilm.com>.

### **Nourish: Food + Community (2009)**

Director: Kirk Bergstrom

Producer: WorldLink

Total duration: 26 min for the feature; 24 min for other films

Hosted and narrated by actress Cameron Diaz, Nourish traces our relationship to food from a global perspective to personal action steps. The film reveals the many ways that food choices relate to our environment, our health, and our communities by illustrating connections to public health, biodiversity, climate change, and social justice. Contains a half-hour PBS special and 11 other films.

For more information on screening Nourish at your Food Day event, go to <http://www.nourishlife.org/act/food-day/>. Use the promotion code FOODDAY11 to receive a 25% off Food Day discount.

### **Nourish Short Films (2011)**

Director: Kirk Bergstrom

Producer: WorldLink

Total duration: 83 min

A companion to Nourish: Food + Community, this engaging collection of 54 short films explores such themes as Farm to Fork, Cooking and Eating, Food and Health, and Edible Education. Use these beautiful bite-sized videos to inspire meaningful change in your school, organization, or community. The videos feature Michael Pollan, Bryant Terry, Anna Lappé, and other voices from the food movement.

For more information on screening Nourish at your Food Day event, go to <http://www.nourishlife.org/act/food-day/>. Use the promotion code FOODDAY11 to receive a 25% off Food Day discount.

#### **Pig Business (2009)**

Director: Tracy-Louise Ward

Producer: Tracy Worcester

Total duration: 48 min

Pig Business is an investigative documentary on the corporate takeover of pig farming. The film highlights the devastating impacts of industrial agriculture on the environment, local communities, small farmers, human health, and animal welfare.

For more information on the film and screening Pig Business at your Food Day event, go to <http://www.pigbusiness.co.uk/food-day-usa> for more details on receiving a free DVD of the film for group screenings.

#### **Planeat (2010)**

Director: Shelley Lee Davies, Or Shlomi

Producers: Shelley Lee Davies, Or Shlomi, Christopher Hird. A Studio at 58 and Dartmouth Films Production

Total duration: 87 min

Planeat is a documentary about the benefits to health and the environment of eating a vegan diet. It would be good to have a nutrition expert help lead a discussion after the film.

If you are interested in screening Planeat at your Food Day event, go to [http://www.bullfrogcommunities.com/bc\\_food](http://www.bullfrogcommunities.com/bc_food). A special flat rate for Food Day applies. Fundraising through ticket sales is permitted.

For more information on the film, go to <http://planeat.tv/>.

#### **Super Size Me (2004)**

Director: Morgan Spurlock

Total duration: 100 min

Super Size Me documents filmmaker Morgan Spurlock's personal journey in exploring the consequences on his health of a diet of solely McDonald's food for one month. The film documents this lifestyle's drastic effects on physical and psychological well-being and explores the fast-food industry's influences on food choice.

For more information on hosting a screening of Super Size Me for Food Day, go to <http://www.swank.com/>.

For more information about the film, go to <http://super-size-me.morganspurlock.com/>.

### **Truck Farm (2011)**

Director: Ian Cheney

Producers: Ian Cheney, Curt Ellis

Music: Simon Beins and The Fishermen Three

Total duration: 48 min

Truck Farm is a whimsical, musical documentary about the wild world of urban agriculture, as told through the journey of a 1986 Dodge pickup that has been transformed into a mobile garden. Through the truck's urban adventures, the future of agriculture is called into question, and the truck must come to terms with the realities of feeding a hungry world.

For more information about the film and hosting a screening of Truck Farm at your Food Day event, go to <http://www.truck-farm.com> and complete a quick online hosting application. Use the promotion code TFFD2011 to receive a special Food Day discount.

### **Urban Roots (2011)**

Director: Mark Mac-Innis

Producers: Leila Conners, Mathew Schmid

Total duration: 93 min

Urban Roots is a compelling documentary that follows the urban farming phenomenon in Detroit. The film is both timely and inspiring as it speaks to a nation grappling with collapsed industrial towns and the need to forge a sustainable and prosperous future. In line with Food Day's support for sustainable agriculture, a portion of the proceeds for screening the film goes to establishing farms at schools.

For more information on the film and hosting a screening for Food Day, go to [http://www.urbanrootsamerica.com/urbanrootsamerica.com/Food\\_Day.html](http://www.urbanrootsamerica.com/urbanrootsamerica.com/Food_Day.html).

### **Vanishing of the Bees (2009)**

Directors: George Langworthy, Maryam Henein

Total duration: 87 min

Vanishing of the Bees takes a piercing investigative look at the economic, political, and ecological implications of the worldwide disappearance of the honeybee, a phenomenon known as "Colony Collapse Disorder." By celebrating the ancient and sacred connection between humans and the honeybee, the film illuminates the greater meaning of the relationship between humankind and Mother Earth.

If you are interested in hosting a screening of Vanishing of the Bees at your Food Day event, please contact [info@vanishingbees.com](mailto:info@vanishingbees.com). Use the promotion code foodday to receive a special 15% off Food Day discount.

Also, for more information on the film, go to <http://www.vanishingbees.com/>.

### **What's On Your Plate? (2009)**

Director: Catherine Gund

Producer: Tanya Selvaratnam

Total duration: 76 min

What's On Your Plate is an engaging and witty documentary following two multi-racial city kids as they investigate the food system in New York City and surrounding areas. Throughout the one year of filming, the two girls talk to food activists, farmers, storekeepers, their families, and the viewer, in their journey to discovering what's actually on their plates. This film is particularly suitable for child audiences.

For more information on screening What's On Your Plate? at your Food Day event, go to [http://www.bullfrogcommunities.com/bc\\_food](http://www.bullfrogcommunities.com/bc_food). A special flat rate for Food Day applies. Fundraising through ticket sales is permitted.

For more information on the film, go to <http://www.whatsonyourplateproject.org/>.

## OTHER FILMS

### **Fast Food Nation (2007)**

Director: Richard Linklater

Total duration: 106 min

Inspired by author Eric Schlosser's *New York Times* best-seller of the same name, *Fast Food Nation* is a handsomely produced, Hollywood-style drama depicting (in almost cartoonish fashion) executives in the meatpacking and fast-food industries who care as little about the health of consumers as of the safety of their workers. This film is unsuitable for school-aged children due to inappropriate language, sexual content, violence, and dismemberment of cattle.

If you are interested in hosting a screening of *Fast Food Nation* for Food Day, go to <http://www.criterion.com/>.

Also, for more information on the film, go to <http://www.foxsearchlight.com/fastfoodnation/>.

### **Food, Inc. (2008)**

Director: Robert Kenner

Producers: Robert Kenner, Eric Schlosser

Total duration: 94 min

*Food, Inc.* is a popular documentary providing an unflattering picture of the corporate-controlled U.S. food industry. It features interviews with writer Eric Schlosser, writer Michael Pollan, and farmer Joel Salatin.

If you are interested in hosting a screening of *Food, Inc.* for Food Day, go to <http://www.swank.com/>.

Also, for more information about the film, go to <http://www.foodincmovie.com/>. If you are showing the film to high school students, lesson plans are available in English and Spanish (<http://www.foodincmovie.com/spread-the-word.php>). A general community tool can also be found at <http://www.activevoice.net/ifc/resources.html>.

## RECOMMENDED VIDEOS

Most of these videos are funny, though some are serious and just plain odd. Public service announcements (PSAs) and other short videos are also listed below.

### Parent Earth

Parent Earth's mission is to answer parents' questions about food and work with partners to create a world that nurtures healthy, thriving children. You can find over 100 helpful videos on the Parent Earth website on cooking, gardening, parenting and pregnancy.

Additionally, Parent Earth will provide Food Day event coordinators with free DVDs of a series of short videos on Food Policy and the Farm Bill. DVDs will come with Activist Toolkits that include discussion/screening guides.

If you are interested in hosting a Parent Earth screening for Food Day or any day, go to <http://www.parentearth.com/blog/how-to-host-a-parent-earth-screening-for-food-day/> or contact [flavia@parentearth.com](mailto:flavia@parentearth.com).

### DC Central Kitchen

DC Central Kitchen is a non-profit organization that provides job training to previously homeless and at-risk adults through their innovative catering company, soup kitchen, and school meal program. This brief video provides an overview of the organization as well as the impact of bringing local food to D.C. area schools and meal programs.

To view a video on DC Central Kitchen, go to <http://vimeo.com/16663471>.

### Losing Ground

The Environmental Working Group produced this short film with Atlas Films that provides stark images illustrating how federal farm subsidies and ethanol mandates, piled on top of skyrocketing crop prices are supporting an intensive monoculture that kneecaps any hope for a more resilient and diverse food and farm system.

To view Losing Ground and to learn more information, go to [www.ewg.org/losingground/](http://www.ewg.org/losingground/).

## TELEVISION SEGMENTS

### The Colbert Report

 Colbert interviews the head of the American Meat Institute in a don't-miss video. <http://eater.com/archives/2010/08/18/stephen-colbert-meat-lobbyist.php>

 Jonathan Safran Foer promotes a vegetarian diet (and his book) on the Colbert Report. <http://www.foodsafetynews.com/2010/02/colbert-discusses-foodborne-illness-factory-farms/>

- 👉 Cereal, foot-long cheeseburger, Ecobot III.  
<http://www.colbertnation.com/the-colbert-report-videos/341501/july-29-2010/thought-for-food---cereal--foot-long-cheeseburger---ecobot-iii>
- 👉 Mentally ill advertisers and German cupcakes.  
<http://www.colbertnation.com/the-colbert-report-videos/270726/april-13-2010/thought-for-food---mentally-ill-advertisers---german-cupcakes>
- 👉 KFC & cancer awareness.  
<http://www.colbertnation.com/the-colbert-report-videos/308102/april-29-2010/tip-wag---scientists---kfc>
- 👉 Hot dog eating contest, Kentucky tuna & grilled cheeseburger melt.  
<http://www.colbertnation.com/the-colbert-report-videos/340908/july-07-2010/thought-for-food---kentucky-tuna---grilled-cheese-burger-melt>
- 👉 Four Loko ban, gun-shot victim eats a sandwich before going to the hospital, USDA partners with Domino's to promote cheese.  
<http://www.colbertnation.com/the-colbert-report-videos/365839/november-16-2010/thought-for-food---c-zurrre--medal-of-hunger-winner---cheesercize>
- 👉 Corn diapers, junk food is as addictive as heroin, Jamie Oliver's Food Revolution.  
<http://www.colbertnation.com/the-colbert-report-videos/268500/march-30-2010/thought-for-food---corn-diapers--fatty-foods---jamie-oliver>
- 👉 Colbert spoofs PepsiCo, Doritos, and 7-Eleven.  
<http://www.colbertnation.com/the-colbert-report-videos/371019/january-13-2011/thought-for-food---fruit-pouch--doritos-ad---super-big-gulp>
- 👉 Colbert gives Martha Stewart a cooking lesson.  
<http://www.colbertnation.com/the-colbert-report-videos/365267/november-10-2010/martha-stewart>
- 👉 Colbert discusses the serious issue of migrant farm workers with Rep. Zoe Lofgren.  
<http://www.colbertnation.com/the-colbert-report-videos/359888/september-22-2010/fallback-position---migrant-worker---zoe-lofgren>

### Other Television Segments

- 👉 Waiters nauseated by food (with Stephen Colbert before he made it big).  
<http://www.youtube.com/watch?v=Y3K7Qc6vW5Q>
- 👉 World's Biggest Food – Current TV.  
[http://current.com/shows/infomania/92482987\\_worlds-biggest-food.htm](http://current.com/shows/infomania/92482987_worlds-biggest-food.htm)
- 👉 Funny Saturday Night Live fake food ads.  
[http://blogs.seattleweekly.com/voracious/2010/04/our\\_favorite\\_snl\\_fake\\_food\\_ads.php](http://blogs.seattleweekly.com/voracious/2010/04/our_favorite_snl_fake_food_ads.php)

- 👉 “Julia Child” on Saturday Night Live.  
<http://www.hulu.com/watch/3523/saturday-night-live-the-french-chef>
- 👉 “Culinary expert” and “corporate chef” Marshall Efron explains why a commercial lemon cream pie is “better living through chemistry” An oldie but goodie.  
<http://www.youtube.com/watch?v=cHLPm5XHDPw&feature=related>
- 👉 Olive “expert” and “consumer reporter” Marshall Efron explains the labeling of olives. An oldie but goodie.  
<http://www.youtube.com/watch?v=up-RvuljLmE&feature=related>
- 👉 I Love Lunch! The Musical. Fun!  
<http://www.youtube.com/watch?v=xRKfZ0mGLaY&feature=channel>
- 👉 Grocery Store Musical. Fun!  
<http://www.youtube.com/watch?v=WnY59mDJ1gg&feature=channel>
- 👉 Gagfilms has several short, funny, videos of eggs, marshmallows, other foods being tortured. Some are not for children.  
[http://www.youtube.com/watch?v=gctM6ibvC\\_0&feature=iv&annotation\\_id=annotation\\_842055](http://www.youtube.com/watch?v=gctM6ibvC_0&feature=iv&annotation_id=annotation_842055)
- 👉 South Park episode about not eating meat. Too vulgar for children.  
<http://www.southparkstudios.com/full-episodes/s06e05-fun-with-veal>
- 👉 The problems with trans fat (from partially hydrogenated oil) are discussed in this 10-minute (three-year-old) video.  
<http://www.youtube.com/watch?v=pp0nc4kY-tc>
- 👉 Video espousing science-based agricultural research (11 minutes; IFPRI told CSPI: free download for non-commercial purposes; other Millions Fed videos are on YouTube).  
<http://www.youtube.com/watch?v=xHZqt1Wi-l8&feature=youtu.be>

## PSAS-VIDEOS-COMMERCIALS

### Anti-soda PSAs

- 👉 New York City  
<http://www.youtube.com/watch?v=-F4t8zL6F0c&feature=related>  
<http://www.youtube.com/watch?v=62JMfv0tf3Q&feature=related>  
<http://www.youtube.com/watch?v=hF8XnU4L33U&feature=related>
- 👉 Seattle/King County  
<http://www.youtube.com/watch?v=6idXRO8Voas&feature=related>
- 👉 Philadelphia  
[http://www.youtube.com/watch?v=NAvmPHv4sGc&feature=player\\_embedded](http://www.youtube.com/watch?v=NAvmPHv4sGc&feature=player_embedded)

- 👉 Lovely video on the high sugar content in a soft drink.  
<http://www.youtube.com/watch?v=yKZ2ZqBYlrI&NR=1>

## CSPI TV

- 👉 One percent milk video.  
<http://www.youtube.com/user/CSPITV#p/u/1/Bjk0eAB0lfa>
- 👉 Heart health and milk commercial.  
<http://www.youtube.com/user/CSPITV#p/u/0/nTuqrNQDYPw>
- 👉 See other food-related videos at  
<http://www.youtube.com/user/CSPITV>

## Food Safety

- 👉 A poisoning educational comedy.  
<http://www.dininggrades.com/>

## Government-sponsored PSAs

- 👉 Cute (old) government-sponsored PSA about vitamins (Mulligan Stew).  
<http://www.archives.gov/exhibits/whats-cooking/preview/kitchen-video.html>

## Industry PSAs

- 👉 The Soft drink industry sponsored widely broadcast ads opposing soda taxes.  
<http://www.youtube.com/watch?v=NYrOxsWrss8&feature=related>  
<http://www.youtube.com/watch?v=sxIwwrO2JYg&feature=related>

## Junk Food Marketing

- 👉 Prevention Institute video urging to stop junk food marketing to children  
[http://www.youtube.com/watch?v=ab9zbqHJ\\_p4](http://www.youtube.com/watch?v=ab9zbqHJ_p4)
- 👉 1-minute video showing the fierce marketing of junk foods to minority children.  
<http://www.youtube.com/watch?v=TjVm9pqFsbo>

## Reduce Salt Intake PSAs

- 👉 The Los Angeles County Department of Public Health has five 1-minute PSAs encouraging people to choose foods lower in sodium.  
<http://www.youtube.com/choosehealthla#p/u/0/zvAPmJESPxw>
- 👉 Salt, and why and how to avoid it, in this video from the Centers for Disease Control and Prevention.  
[http://www.youtube.com/watch?v=k-YIO5lg9-w&feature=results\\_video&playnext=1&list=PL4C37A5D0BF323D53](http://www.youtube.com/watch?v=k-YIO5lg9-w&feature=results_video&playnext=1&list=PL4C37A5D0BF323D53)

## School Foods

- 👉 The food lobby goes to schools.  
<http://vimeo.com/3352215>
- 👉 See other videos about school menus at  
<http://schoolfoods.org/> and <http://schoolfoods.org/videos.html>
- 👉 A Let's Move 40-second spot encouraging schools to have salad bars (and kids to eat the veggies).  
<http://www.thelunchbox.org/videos/lets-move-salad-bars-your-school>

## Sesame Street

- 👉 See a variety of videos on the Food for Thought section of Sesame Street's website, including the 1-hr special on hunger.  
<http://www.sesamestreet.org/parents/topicsandactivities/toolkits/food>