

Food Day is a national grassroots campaign to:

- 1 Reduce diet-related disease by promoting safe, healthy foods
- 2 Support sustainable farms and limit subsidies to big agribusiness
- 3 Expand access to food and alleviate hunger
- 4 Protect the environment and animals by reforming factory farms
- 5 Promote health by curbing junk-food marketing to kids
- 6 Support fair working conditions for food and farm workers

www.FoodDay.org



Photo: USDA Agricultural Research Service.



OCTOBER 24, 2011

Food Day
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Join the nationwide campaign for delicious, healthy, and affordable food produced in a sustainable, humane way.

Thousands of events on and around **October 24, 2011**, will inspire Americans to improve their diets and fix our food system!

It's Time to Eat Real!



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It's Time to Eat Real!

The foods we eat should be delicious and promote our good health. But too many Americans base their diet on fatty factory-farmed animal products, salty packaged foods, and sugary drinks that cause everything from obesity and heart disease to strokes and cancer. Moreover, the way our food is produced is all too often unfair to farm workers, cruel to farm animals, and contributes to climate change and pollution.

Food Day is a grassroots movement made up of individuals and organizations passionate about promoting a healthy, sustainable, and just food system. Coordinated by the Center for Science in the Public Interest, Food Day is led by Honorary Co-chairs **Senator Tom Harkin** and **Rep. Rosa DeLauro**. The Advisory Board consists of some of the most prominent voices for food-policy change in America, including author **Michael Pollan**; professors **Michael Roizen**, **David Satcher**, **Walter Willett**, **Kelly Brownell**, and **Marion Nestle**; public health expert **Georges Benjamin**; chefs **Alice Waters**, **Nora Pouillon**, and **Dan Barber**; and many others.

Organizations as diverse as the American Public Health Association, Slow Food USA, Humane Society of the United States, Community Food Security Coalition, Farmers Market Coalition, National Sustainable Agriculture Coalition, and the American Dietetic Association will be publicizing Food Day and mobilizing their members.

www.FoodDay.org

Craving Change?

We can start by changing our own diets. That means more fruits, vegetables, whole grains, and moderate amounts of sustainable seafood and low-fat animal products; choose local and organic when you can. And it means cutting back significantly on junk foods. But change also must come in the form of new public policies aimed at promoting sustainable agriculture and reducing subsidies to agribusiness, and campaigns to promote healthy diets and reduce the consumption of soft drinks and corn-fed beef. Measures are needed to safeguard the environment, farm workers, animals, and the quality of life in rural America.

Go to FoodDay.org to organize or attend a Food Day event near you, or volunteer to be a lead organizer for your college, church, or community!

Follow @CSPI on Twitter, “like” us on Facebook (search for Food Day), or visit www.cafepress.com/foodday for t-shirts and other merchandise.



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Time for Action!



On October 24, 2011, join us and:

- Have a dinner with friends and neighbors celebrating locally grown ingredients
- Encourage cooking classes, a vegetable garden, and healthier, tastier cafeteria food in your child's school
- Organize food-policy debates, lectures, and rallies on your college campus—discuss agricultural subsidies, animal welfare, and your college's own food policies
- Work with your health department to develop a city-wide food policy
- Ask your city council or mayor to expand farmers markets and urban gardens, bring supermarkets to underserved neighborhoods, or mount a healthy-eating campaign
- Create an event tailored to publicize your community's food problems

If you organize a Food Day event—even a small one—add it to the map at FoodDay.org so others near you can join in or be inspired to replicate it elsewhere!

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