



## Company Opportunities

*Food Day is aimed at promoting delicious, healthy, affordable foods produced in a sustainable, humane way. In other words, Food Day will promote the sales and consumption of healthier foods—something that should benefit many companies. The produce industry, supermarkets, foodservice operations, and many manufacturers should be able to take advantage of the opportunity that this national event provides. In response, to the food industry executives who have asked what they and their companies could do to promote Food Day—and their products—we offer the following suggestions. Please contact the national Food Day office to discuss other possibilities.*

### **All companies (in and out of the food industry)**

- Send a Food Day announcement to all email lists/listservs of customers, employees, and others
- Promote Food Day through the company's social media
- Have a Food Day banner ad or other link on the company's websites for a month or two ("Celebrate Food Day" with a hyperlink to [foodday.org](http://foodday.org))
- Donate healthful foods to local food banks
- Print a Food Day notice ("Celebrate / **FoodDay.org** / Oct. 24") in print advertising (newspapers/FSIs) in advance of Food Day
- On Food Day, run full-page newspaper ads supporting Food Day and explaining what the company is doing to promote healthier diets, local farmers, etc.
- Be imaginative! Pop-up stores in prominent locations? Provide salad bars or cooking equipment to local public schools? Partner with local newspapers to hold conferences?
- Host a farmers market at headquarters or manufacturing facilities
- Organize CSAs (community supported agriculture arrangements with farmers) for employees at plant/office sites
- Encourage employees to celebrate Food Day at their homes, churches, schools, communities
- Improve the nutritional quality of foods in company cafeterias and vending machines; buy some food from local, sustainable farms
- Devote some land on company property to vegetable gardens for employees (and possibly neighbors)
- Have healthy Food Day celebrations at offices, factories, cafeterias, stores for employees and possibly guests and local residents
- Organize health fairs, including blood pressure and cholesterol screenings

### **Packaged-food manufacturers**

- Announce significant product improvements—less salt, no trans fat, reduced or safer packaging, innovative (and healthier) new products
- Hand out free samples of healthful foods in prominent urban locations or at Food Day events products (*must be authorized by the Food Day office*)
- Print a Food Day notice (“Celebrate / **FoodDay.org** / Oct. 24”) on labels of healthful products (*must be authorized by the Food Day office*)
- Have special discount coupons for produce or other healthful products around Food Day

### **Supermarkets**

- Have cooking lessons, nutritionists, and sampling of healthful foods in stores the week before and after Food Day
- Publish a full-page newspaper ad to explain what the store is doing to celebrate Food Day
- Print “Celebrate Food Day.org – Oct. 24” on cash register receipts
- Experiment with farmers markets in parking lots for several weeks around Food Day, if not permanently
- Announce that the store is pulling junk foods from some or all check-out aisles and out of young children’s eyesight and reach
- Announce that the store is working with the city or state to help solve local food deserts
- Provide especially low prices for produce, low-fat or fat-free milk, and other healthful foods

### **Restaurants, foodservice companies (see separate list of options for restaurants)**

- On Food Day, introduce more-healthful foods, better information about foods, and more locally grown foods
- Invite local farmers to talk to patrons at restaurants that use their foods
- Chefs can visit local schools to talk to students about cooking, sustainable agriculture, and nutrition

### **Produce industry**

- Organize vegetable-cooking demonstrations, with sampling, in public places to publicize the wide variety of delicious tastes
- Put Food Day stickers (with URL) on produce or packaging