



Press Release:

Food Day is on October 24th

Food Day will be October 24—in 2011 and in years to come. Food Day seeks to bring together Americans from all walks of life—parents, teachers, and students; health professionals, community organizers, and local officials; chefs, school lunch providers, and eaters of all stripes—to push for healthy, affordable food produced in a sustainable, humane way. Thousands of events in homes, schools, churches, farmers markets, city halls, and state capitals will be offered to consumers.

HONORARY CO-CHAIRS

Tom Harkin is a U.S. Senator from Iowa, elected to the Senate in 1984. Between 1998 and 2003, Harkin, with the help of Senator Arlen Specter (PA), doubled funding for research into cardiovascular disease, cancer, Alzheimer's and other conditions. As chairman of the Senate Committee on Agriculture, Harkin led efforts to enact the 2002 and 2007 farm bills, which greatly expanded federal support for renewable energy, strengthened the farm income safety net, preserved millions of acres of land through agriculture conservation efforts, invested hundreds of millions of dollars in small towns through rural development efforts, and ensured tens of millions of Americans have access to sufficient and healthful food. Harkin continues to show his support for the availability of safe and nutritious food with the passage of the FDA Food Safety Modernization Act and the Healthy Hunger Free Kids Act in 2010.

Rosa DeLauro is a U.S. Representative from Connecticut's third district, dedicated to our country's investments in education, health and employment. As the ranking member dealing with appropriations for Labor, Health, Human Services and Education, DeLauro is determined to fully implement the new health care reform law. Also serving on the subcommittee responsible for FDA and agriculture overseeing drug and food safety, she is dedicated to providing safe and healthy food for all Americans. Along with Senator Harkin, DeLauro was instrumental in the passage of the FDA Food Safety Modernization Act and the Healthy Hunger Free Kids Act in 2010.

FOOD DAY 2011: EAT REAL

Food Day is about bringing communities together to begin a genuine and all-inclusive conversation about the way we produce, consume, and think about food in this country. The current state of our food movement encompasses a wide array of issues and voices that we intend to bring together on Food Day. Food Day will be about all issues related to

the production and consumption of food—from sustainable production and humane treatment of animals, to nutritional value, food safety, and affordability.

Food Day is modeled after Earth Day and is intended to generate recognition of the challenges we face in changing the way we think about, produce, and consume food in America. The ultimate goal of Food Day is to start a movement to “Eat Real” in communities across the country. What does it mean to “Eat Real?” It’s simple really; what we’re fighting for is sustainable, humane, healthy, accessible, and safe food.

Specifically, Food Day is aimed at fixing the food system by:

- o Promoting safe, healthy foods to reduce obesity and diet-related diseases
- o Supporting sustainable, family farms
- o Expanding access to food and alleviating hunger
- o Protecting the environment and animals by reforming factory farming methods
- o Promoting children’s health by reducing junk food marketing aimed at kids
- o Supporting fair conditions for all food and farm workers

Hundreds of events, with thousands of participants nationwide, will be taking place in communities across the country to celebrate Food Day. These events are being hosted by local school districts, grocery stores, farms, city and county governments, food banks, universities, and restaurants, among other groups. Events will range from cookbook talks and the planting of organic community gardens, to special school lunch menus, film screenings, and large-scale volunteer days at food banks.

Food Day is founded and sponsored by the Center for Science in the Public Interest. In addition, Food Day is supported by an advisory board of leaders in the Food Movement, including: Michael Pollan, Alice Waters, Jane Fonda, Rep. Rosa DeLauro (D-CT), and Sen. Tom Harkin (D-IA).

Food Day is also supported by a myriad of companies and organizations, including: American Public Health Association, the Humane Society, and Bolthouse Farms, and Rutgers Cooperative Extension of Somerset County among others. At the end of the day, Food Day is a grassroots event, driven by local organizers all across the country.