

## Time for Action!

On October 24, 2013, Americans from all 50 states will celebrate the third annual Food Day at thousands of events, building a movement to change the American food system. Join the 2013 Food Day campaign!

### Educate

- Introduce cooking lessons in your school or plant a vegetable garden.
- Have a healthy potluck dinner and discussion at your home, church, or synagogue.
- Host a community celebration with healthy and local foods.
- Hold food policy debates, lectures, and a hunger banquet on your college campus.

### Advocate

- Encourage your city officials to adopt better local food policies.
- Find your local food policy council and get involved. Or if your community doesn't have one yet, start one.
- Demand that your state and local health departments fight obesity and other diet-related diseases.

### Share

- Tell your friends and family, and network about Food Day.
- Share #FoodDay2013 on Twitter and Facebook.
- Download numerous resources at FoodDay.org.
- Sign in to FoodDay.org using Facebook or Twitter.

## Food Day Online

Register your event or action—big or small—at FoodDay.org. Together we can raise awareness, push for better food policies, get inspired, and inspire others. Once your event is on the map you can use our social media tools to spread the word and collect RSVPs.

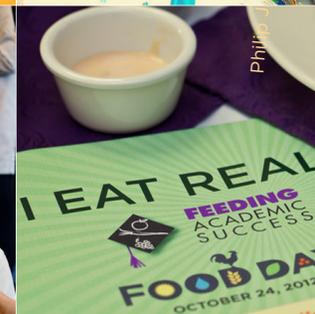
Follow @FoodDay2013 on Twitter, tweet using the #FoodDay2013 hashtag, and “like” and “share” Food Day on Facebook to receive the most current campaign news, policy developments, and tips for Eating Real.



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## Eat Real, Every Day!

Food Day is a nationwide celebration of healthy, affordable, and sustainably produced food and a grassroots campaign for better food policies. It builds all year long and culminates on October 24. Food Day aims to help people Eat Real. That means cutting back on sugar drinks, overly salted packaged foods, and fatty, factory-farmed meats in favor of vegetables, fruits, whole grains, and sustainably raised protein.

This annual event involves some of the country's most prominent food activists, united by a vision of food that is healthy, affordable, and produced with care for the environment, farm animals, and the people who grow, harvest, and serve it.



## Why Food Day?

The typical American diet is contributing to obesity, diabetes, heart disease, and other health problems. Those problems cost Americans more than \$150 billion per year. Plus, a meat-heavy diet takes a terrible toll on the environment. Eating Real can save your own health and put our food system on a more humane, sustainable path. With America's resources, there's no excuse for hunger, low wages for food and farm workers, or inhumane conditions for farm animals.

### Join the Movement

Across the country, health officials, nutritionists, advocates for farmworker justice and animal welfare, environmentalists, farmers, chefs, parents, and teachers are sponsoring activities.

## Teaching Kids to Cook

Food manufacturers and fast-food chains spend billions convincing kids to want junk food. Partly as a result, one in three children is overweight or obese, and kids are being diagnosed with type 2 diabetes at younger and younger ages.

But children who know where our food comes from and how to cook meals will have a big advantage when it comes to being healthy and avoiding chronic diseases. Introducing kids to new fruits, vegetables, and whole grains—and the fun of preparing basic recipes—can put kids on track to be healthier and happier learners. If you teach a kid to cook, a lot of other things fall into place.

## Real Food Policies

Food Day celebrates our food system when it works and aims to fix it when it's broken. It's an opportunity to support better local, state, and federal food and nutrition policies and to educate the public, especially kids, about healthy, sustainable diets.

How can you get involved? Use October 24 to start eating a healthier diet and put your family's diet on track. Ask your employer to use Food Day to announce a wellness policy or to participate in a community-supported agriculture program. Visit [FoodDay.org](http://FoodDay.org) to see what's already happening in your community, and get in on the conversation on social media.

## College Students

Food Day 2013 will see hundreds of debates, lectures, and conferences on everything from farmworker justice to animal welfare to junk-food marketing. In addition, the campus-based Real Food Challenge is using Food Day as a focal point of its campaign to improve college and university food and food policies. Find out at [FoodDay.org](http://FoodDay.org) what's happening on your campus—or get in touch and start something new.