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Box 106, Folder 23, Food Day [Washington, D.C.]. 8 April 1976.



CENTER FOR SCIENCE IN THE PUBLIC INTEREST

1779 Church Street, N.W.
Washington, D.C. 20036

(202) 332-6000

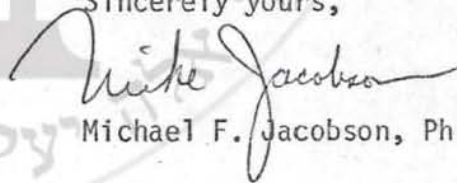
February 6, 1976

Dear Food Day Advisor:

As I wrote you recently, one way we plan to use Food Day to draw attention to national food problems is by compiling and publicizing a "Terrible Ten." Last year this well-publicized list contained ten foods that exemplified various problems in the food supply. This year we plan to cite a mixture of government agencies, individuals, corporations, and trade associations that have worked--in one way or another--against what we consider responsible solutions to important food problems. A tentative list is enclosed. I would appreciate receiving your criticisms, additions, or comments. Please write or call by February 20th.

Many thanks.

Sincerely yours,



Michael F. Jacobson, Ph.D.

P.S. Inasmuch as the enclosed is only a preliminary compilation, please keep it confidential.

Terrible Ten

Rough draft of a tentative Terrible Ten for Food Day.

The Terrible Ten is a list of ten agencies or individuals who have impeded responsible national food policies. They are listed in no special order.

1. President Gerald Ford: Policy begins at the top. Ford's leadership includes persistent attacks on the food stamp program, vetoing the Child Nutrition Act (which Congress overrode), proposing cutbacks in funds for anti-trust enforcement but increasing military expenditures, and fighting against the Consumer Protection Agency.
2. Secretary Earl Butz: USDA, under Earl Butz's tutelage, has vigorously promoted giant agribusiness at the expense of the consumer and family farmer, and has sought to undercut the food stamp and other federal food programs. USDA is ostensibly in charge of our nation's nutrition education program, but the efforts have been reluctant, miniscule, and virtually worthless.
3. Professor Fredrick Stare: This Harvard nutritionist typifies the links between the food industry and the academic community. While writing a syndicated newspaper column under his Harvard University affiliation, he defends the sugar industry and food additives. He has consulted for Kellogg, Nabisco, the sugar industry, and others, and is on the board of directors of Continental Can Co., a major food packaging concern. Like Stare, many other professors of nutrition and food science have corporate links that may bias their views and prevent them from being objective analysts of food problems.
4. FCC: Children are bombarded with advertisements for junk foods and other products from the time they are old enough to focus their eyes on the TV screen. Over 100,000 people wrote to the Federal Communications Commission supporting Action for Children's Television's petition to ban all advertising from children's TV. The FCC rejected the petition, allowing Tony the Tiger and his friends to be the nation's main nutrition educators.
5. General Mills: This major producer, with annual sales over \$2 billion, has contributed many products to the Junk Food Hall of Fame, including Sir Grapefellow and other high-sugar and artificially-colored breakfast cereals,

Breakfast Squares, and pudding and cake mixes. General Mills, notwithstanding Betty Crocker's friendly smile, is a giant conglomerate that produces Parker Brothers games and Lionel trains in addition to "food."

6. Macke Co.: Vending machines have made non-nutritious foods ubiquitous, even in public schools. Millions of machines dispense billions of dollars worth of soda pop, coffee, candy, and pastry. High profits being their primary concern, Macke and other vending companies make no effort to offer and promote nutritious foods.

7. Farm Bureau: The largest farmer organization is as conservative as the NFU (National Farmers Union) and NFO (National Farmers Organization) are progressive. The Farm Bureau's 1976 policy statement devotes ten times as much space to decrying communism as promoting nutrition. The Farm Bureau opposes grain reserves, supports the feeding of grain to livestock, supports "safe tolerances" for cancer-causing substances in food, opposes the ban on DDT, opposes strict enforcement of anti-pollution laws with regard to agricultural practices, and opposes unemployment compensation for farmworkers.

8. Grocery Manufacturers of America: One of the most powerful lobbies in Washington, GMA is supported by dozens of major food manufacturers (PepsiCo, Pillsbury, Gerber, etc.). GMA has lobbied vigorously against the Consumer Protection Agency and other pro-consumer legislation and, more generally, serves as a meeting place where the big food manufacturers can plot strategy.

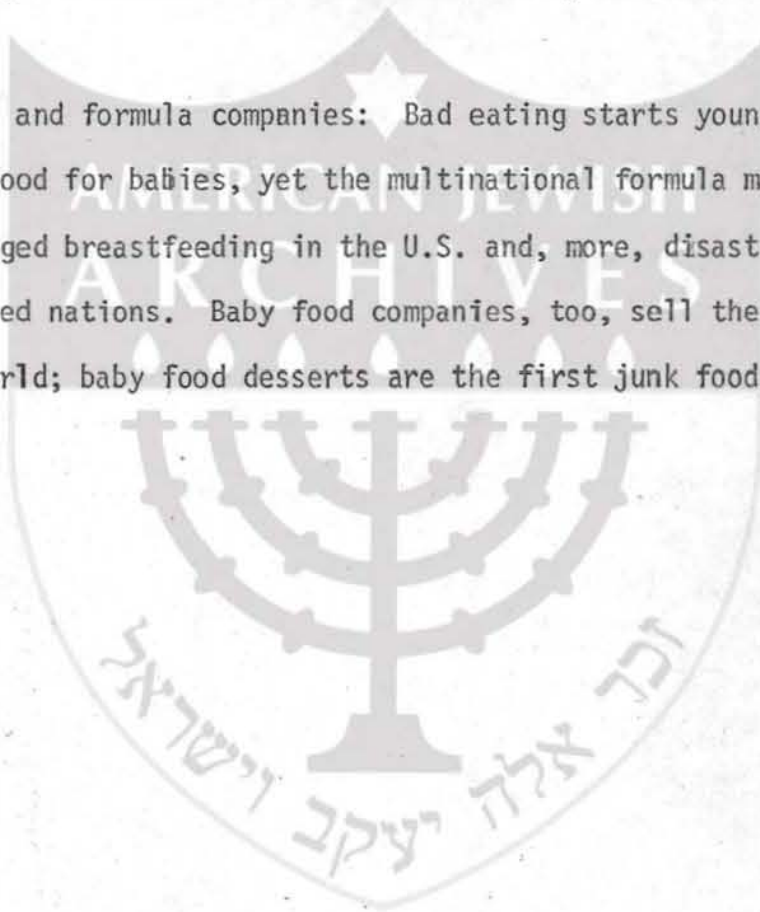
9. American National Cattleman's Association: This trade association defends the feeding of grain to livestock, which wastes grain and produces high-fat meat. Despite the fact that beef--especially its fat content--has been linked to heart disease (and possibly bowel cancer), ANCA advocates increased beef consumption. A bill it backed was recently rejected by Congress.

10. FDA: The Food and Drug Administration has presided over the deterioration of our food supply. While FDA allows unsafe or untested additives to remain in our food, it has done nothing to inform the public that our high-fat, high-sugar, refined grain diet contributes to everything from tooth decay, obesity, and constipation to bowel cancer, diabetes, and heart disease. While this regulatory agency has done an inadequate job of protecting the consumer, it has been a terrific training ground for corporate officials and Washington lawyers.

with top officials recently having joined Hershey Co., CPC International (Sippy, Mazola, etc.), Covington and Burling (a law firm that represents food and drug companies), and the Institute for Shortening and Edible Oils.

11. Bunge Corp. & Cook Industries: These major grain exporters have been indicted for short-weighting and adulterating the grain. These and other grain dealers, most of which are closely held private companies, have made secret deals with foreign nations that cost American farmers and consumers hundreds of millions of dollars. The wild price fluctuations that have resulted from eliminating our grain reserves can mean huge profits for grain dealers, and disaster for farmers and needy nations.

12. Baby food and formula companies: Bad eating starts young. Human milk is the best food for babies, yet the multinational formula manufacturers have discouraged breastfeeding in the U.S. and, more, disastrously, in under-developed nations. Baby food companies, too, sell their products around the world; baby food desserts are the first junk foods a person will consume.



for April 8th 76
Tard day

September 2, 1975

Mr. Michael Jacobson
Center for Science in the Public Interest
1779 Church Street, Northwest
Washington, D. C. 20036

Dear Mike,

I will be happy to serve again on your
advisory board.

Let me study your document when I get
back to the city after Labor Day, and I will be
in touch with you then.

Best regards!

Cordially,


Rabbi Marc H. Tanenbaum
National Director
Interreligious Affairs

MHT:RPR

8/18
MHT

CENTER FOR SCIENCE IN THE PUBLIC INTEREST

1779 Church Street, Northwest, Washington, D.C.20036 (202) 332-6000

August 14, 1975

Rabbi Marc Tannenbaum
American Jewish Congress
165 E. 56th Street
New York, New York 10022

Dear Rabbi Tannenbaum:

Although it seems like the dust from Food Day has hardly settled, we are spending these long summer days cooking up another Food Day, which will be celebrated on April 8, 1976. We will focus special attention on the things that can be done at the city and state level. With much more time for planning and coordination, I think that the next Food Day will enjoy wider participation. A few Jewish groups sponsored Food Day events last year; I hope we can use the extra time this year to get greater involvement.



We are putting together an advisory board and would welcome your participation again this year.

Enclosed is a preliminary description of our plans for the next Food Day. Any comments, suggestions or criticisms you might have would be greatly appreciated.

Best wishes,

Mike Jacobson
Michael Jacobson



A Nationwide Organizing CampaignLeading to FOOD DAY--April 8, 1976

...the activities surrounding Food Day 1975 and afterwards are broader in scope than increasing awareness thresholds. As Michael Jacobson and his associates at the Center for Science in the Public Interest have repeatedly urged, consumers must improve their eating habits, know the related damage to the environment and to other, less fortunate peoples around the world, and advocate, as consumers and citizens, more humane and productive food policies and economic organizations.

Ralph Nader
(Excerpted from the preface of
Food for People, Not for Profit)

The first national Food Day was sponsored by CSPI on April 17, 1975. Food Day introduced millions of Americans to problems related to world hunger, nutrition, and agribusiness, as well as to possible solutions to these problems. All around the country, classroom discussions, teach-ins, TV and radio shows, a paperback book, lectures, and newspaper articles focused on food problems. In addition, individuals and organizations in dozens of cities across the country were identified as being deeply enough interested in food problems (nutrition, domestic hunger, world food, agribusiness, etc.) to organize Food Day activities. The very act of organizing Food Day events helped create new organizations and coalitions and strengthened existing organizations; it also promoted a greater understanding of food issues among staff members. Concrete projects begun because of or assisted by Food Day include food stamp publicity campaigns, urban gardens, farmers markets, CSPI's Nutrition Action magazine for food activists, a new college course (U. of Michigan), a health-oriented radio show (WBAI), and fund-raising drives that raised thousands of dollars for world and local hunger relief. A small sampling of Food Day activities is

listed on page 3 and a similar sampling of participating groups is listed below.*

Some groups that were involved in Food Day-1975 activities

Oxfam
 Cleveland Health Museum
 San Francisco Consumer Action
 Food and Drug Administration regional offices
 Consumer Affairs Offices of Louisville, Syracuse and New Orleans
 CROP
 One World Coalition
 Connecticut Citizens Action Group
 Dubuque Food Day Committee
 Louisiana Consumers' League
 Maine Food Day Task Force
 Montgomery County (Maryland) Department of Health
 Consumer Federation of America
 American Friends Service Committee
 New York City YWCA
 Dartmouth Hunger Action Project
 Bread for the World
 Woodmere Junior High School
 Consumers' Cooperative of Berkeley
 San Antonio Food Stamp Task Force
 Cardinal's Commission on Human Relations (Philadelphia)
 Western New York Peace Center
 Giant Foods, Inc.

Despite the impact of Food Day, America's nutritional, agricultural, and hunger problems were not solved on April 17th. Tooth decay, obesity, heart disease and other diet-related health problems are epidemic. Giant corporations monopolize a number of food industries and exert undue influence on public policies. Poverty-related hunger and malnutrition--in the United States and around the world--are inadequately dealt with by current programs.

CSPI has a unique opportunity to help solve problems related to our food supply. CSPI plans to take advantage of its contacts, materials (such as the Food Day handbook and idea sheets for local groups), and experience by planning another Food Day in April, 1976. The challenge of the second Food Day will be to build upon, not just repeat, the original Food Day. The project's objectives

* A full report on the first Food Day is available from CSPI.

* * *

SELECTED FOOD DAY HAPPENINGS OF SPECIAL NOTE

National conference on the WIC program, Ann Arbor, Michigan, March 13, 1975

Newsday, April 16, 1975, 8-page special supplement on food issues

Washington Post Book World, April 13, 1975, entire section devoted to food issues and books.

Giant Foods, Inc. full-page ad in Washington Post, April 17, 1975 promoting the "terrific ten" nutritious foods.

Milwaukee Journal food section, April 16, 1975, special Food Day issue

Public Broadcasting System, April 17, 2-hour show devoted to food day topics

NBC's Today Show, April 17, devoted largely to food issues; guests

included Michael Jacobson, Lester Brown, and Jean Mayer

Macke Company presented a special Food Day dinner at Georgetown University consisting of meatless entrees, fresh vegetables and fresh fruit, April 17

Co-op News, Consumers Cooperative of Berkeley, special Food Day issue, April 14, 1975

Environmental Action Bulletin, special Food Day issue, March 8, 1975

Montgomery (Maryland) Journal, April 10, 6-page special supplement

Gallaudet College (for the deaf), April 17, all-day teach-in with sign-language translators

Vermont Tomorrow, 16-page Food Day newspaper

in 1976 will be:

- (1) to promote, by means of teach-ins, discussions, movies, rallies, and debates, a greater understanding of world hunger, nutritional, and agricultural problems, and encourage people to work with groups that are trying to solve them.
- (2) to develop public support for more responsible food policies at the city and state levels, regarding price, nutrition, agriculture, and food assistance programs.

(a) general education and action program

One major aspect of Food Day will be teach-ins, discussions, and lectures in schools, churches, and clubs, as were held in hundreds of communities last April. The issues that will be covered will include world food problems, hunger in the U.S., nutrition, and agribusiness. Organizations that might be interested in coordinating their programs with Food Day will be contacted in Summer, 1975.

We expect far broader participation in the second Food Day than in the first. We will be working on a schedule several months ahead of that for the first year. This extra time will enable us to inform key groups and individuals--using the lists developed during the first Food Day campaign--quite early, so they will be able to integrate Food Day into their annual plans. In the past year an increasing number of groups, particularly church, student, and consumer groups, have made food a priority issue, and we expect that cooperation between national coordinating groups will enhance the success of each project. The activities of the National Council of Churches and the National Student Association, coupled with the National University Conference on Hunger in October, 1975, will insure that food will be a major issue in the coming year and that Food Day will be a major national event. A special and early effort

will be made to involve national organizations, such as Girl Scouts, PTA, and League of Women Voters, in Food Day-1976 activities.

Some of the projects that local groups may be expected to undertake include:

- organizing a teach-in or symposium
- sponsoring lectures or debates on the world food situation at citizens meetings
- holding fasts or fund-raising benefits and donate funds to relief and development agencies
- planting community gardens (perhaps in conjunction with the school system) and starting food coops and farmers markets.
- investigating the influence that giant corporations have over the price, variety, and quality of the food we eat.
- producing local TV and radio shows on some aspect of the food crisis
- improving the food and nutrition education efforts in local public schools
- demanding that local TV stations regularly broadcast good-nutrition spots and programs, and eliminate junk food advertising from children's shows
- making nutrition a standard part of a medical education
- staging food fairs, or rallies, to which all interested local groups would be invited
- urging city governments to require good foods in vending machines
- prodding supermarkets to promote grains, fruits, and vegetables, instead of snack foods and to place only a low mark-up on basic commodities
- incorporating discussions of economic and social problems into nutrition courses at high school and college level.

The list of concrete, educational and provocative activities is a long one and will allow anyone or any group to find something of interest, whether their interest is nutrition, economics, or world hunger.

A variety of attractively prepared materials will be distributed by the national office. A packet including a bibliography, film list, speakers list, and information on how to run a teach-in and suggestions for classroom activities will be ready for free distribution to teachers and others. In addition, a low-cost package including the Food Day handbook, a tape recording, and other materials will be available; the composition of the package would vary according to interest area and age.

(b) city and state food policies

In working on Food Day in the past year, we recognized (a) the importance of a vigorous grass-roots citizens movement to press for the solution of food-related problems, and (b) the as yet un-realized potential for actions at the local and state levels to solve many of these problems. Here and there around the country, government agencies--often due to prodding by citizens groups--have instituted responsible, imaginative programs. These include food stamp publicity campaigns, bans on non-nutritious foods in schools, limitations on urban growth, abolition of a regressive sales tax on foods and drugs, and an occasional program of nutrition education. But nowhere that we know of has a government adopted a coherent food policy that encompasses the range of programs that can be adopted at the city or state level.

Thus a second major aspect of Food Day will be to generate strong public support for policies that can be adopted by state and local governments to help solve food-related problems. This will be done partly by means of city-wide and state-wide conferences on City Food Policies and State Food Policies.

We will focus our efforts on promoting local food action coalitions that will (1) investigate city and state problems related to food, (2) develop food policies consisting of specific recommendations appropriate to the city's or state's problems, and then (3) commence a dialogue with government officials. The Food Day goal for each coalition would be to initiate and participate in a state- or city-sponsored conference that would address the state's or city's food problems. The conferences would be convened by the mayor, governor, secretary of agriculture, or commissioner of consumer affairs. Participants in the conferences would include citizen, farmer, industry, and government representatives. The purpose of the conferences will be to get government officials to understand food problems and to develop more responsible food policies. Topics to be addressed should include:

<u>City</u>	<u>State</u>
* food stamp program	* food stamp program
* nutrition education in schools and elsewhere	* family farm act
* food coops	* land use planning
* high food prices and supermarket monopolies	* sales tax on food
* farmers markets	* consumer food coops
* sales tax on food	* nutrition education in schools
* school food program	
* cholesterol, blood pressure measurements	

The conferences would include:

- *talks by knowledgeable people about problems facing the city or state.
- *workshops by people who are solving food problems (how to publicize

food stamps, set up food coops and farmers markets, get rid of junk foods from vending machines).

*literature tables set up by organizations that have some interest in food.

*presentation by citizens groups of City or State Food Policies.

The exact format and content of each conference would depend largely on the interests of local organizers and the problems of the city or state. Universities or high schools could serve as easily accessible sites for such conferences.

The states of Vermont and New York have held such official conferences, and participants felt that they were valuable in working toward solutions. We estimate that a dozen states and several dozen middle- and large-sized cities will hold conferences. Ideally, in jurisdictions where officials are interested and responsive, conferences will spark efforts to solve problems, either through legislation or administrative channels. At the very least, conferences would enable citizen activists, farmers, industry people, and government officials to explain their ideas and problems to one another. After the conferences are over, citizens groups will have to monitor the activities of the government agencies that were charged with preparing a report, conducting studies, or acting upon the recommendations.

In many or most cities and states government officials have not been amenable to working closely with citizens groups. Frequently government officials and agencies have close ties to industry, agribusiness, or other vested interests. In these areas we will encourage "citizens food conferences" which would not depend on official governmental sponsorship or cooperation, although they might have some governmental participation. Deciding whether to seek official sponsorship would be up to local organizers.

Crucial to the success of conferences on city or state food policies is adequate preparation by and full involvement of citizen participants. The Food

Day office will begin contacting local organizers in Summer, 1975, to encourage them to begin forming local food action coalitions. To assist local citizens groups, the national Food Day office will prepare an organizing manual that will include:

1. sample city, state and national food policies.
2. a discussion of the value of looking at a range of food issues facing a jurisdiction (as opposed to focusing exclusively on food stamps or nutrition or supermarkets, etc.); also how to help set up a conference to examine city and state food policies.
3. discussions of approximately a dozen problems pertaining to the food supply and how to organize to solve them (e.g. food stamp publicity, school food programs, nutrition education, land-use planning). For each of these sections, a pertinent law or regulation that is in effect in some city, county, or state will be included to demonstrate that the solutions are rational and feasible. Thus, the discussion on the survival of small farms would have appended to it a Family Farm law that has been adopted by one of the midwestern states; the section on junk foods in schools would have appended to it the regulation adopted by the Dallas public school system.

The manual will be published by CSPI in Fall, 1975, and distributed to local Food Day coordinators. The national office staff will work as closely as possible with citizen-activists and government officials in setting up the conferences.

An important function of the national office will be to identify local coordinators, who will be responsible for identifying and mobilizing local groups and resources. As Food Day approaches, they will be contacts to whom members of the press can turn to get more information about Food Day activities.

Local coordinators will be sent the names of people in their city who wrote to the national office for information about Food Day; also, people who write in will be sent a list of local coordinators. A newsletter, Breadline, will be sent approximately once a month to everyone who has written for information.

1976 is an election year and many candidates and incumbents will be campaigning in Spring, 1976, the time of Food Day. This coincidence will provide citizens groups with an opportunity to discuss food problems with candidates and force them to take a stand. It should be possible to sensitize politicians to food problems in their districts and lead to some solutions.

(c) what Food Day can be expected to accomplish

While FOOD DAY will undoubtedly attract a great deal of attention in the coming months, its ultimate degree of success will depend upon its after-effects.

FOOD DAY will educate a broad segment of the public about specific aspects of the food crisis and about the larger problem of living in a world of scarcity rather than abundance. Regarding the more specific aspects, we hope to broadcast three main messages loudly and clearly:

1. World food shortage

While the developed nations account for only 30 percent of the world's population, they consume over 50 percent of total food resources. While half a billion people face starvation, millions of Americans suffer from diseases caused, to some extent, by an over-abundant, over-refined diet. The world's health (and political stability) depends on rectifying this situation,

Richer nations should assist the less developed nations by providing food and fertilizer aid to alleviate short-term problems, technical and managerial

aid should be directed at promoting agricultural development, small-scale farming, and innovative de-centralized alternative energy technology as opposed to centralized, fossil-fuel-intensive farm technology. The goal should be national self-sufficiency, not continued reliance on so-called "food surpluses."

More than half of U.S. grain is currently fed to livestock. Much of this grain could be better used to feed people. American cattle growers should be encouraged to finish their livestock on rangeland instead of in feedlots,

2. Nutrition

The American diet is partly responsible for national epidemics of obesity, heart disease, dental caries, diabetes, and bowel cancer. To improve national health, Americans should be encouraged to eat more whole grains, vegetables, fruits, and legumes, and eat less sugar, fat (especially animal fat), cholesterol, and refined grains.

3. Cost

The public should know the costs--to the pocketbook, environment, and social fabric--inherent in a food economy that is being increasingly dominated by fewer and fewer companies. Also, the public should be informed about the economic price we pay for convenience foods.

Regarding the broader message of re-orienting our thinking about lifestyle, FOOD DAY will be a national day of action to help formulate city, state, and national food policies. Pressure on companies and appropriate governmental agencies and legislative bodies will achieve specific goals as well as enlighten the public as it learns about the efforts to re-shape food policies in the public interest.

In addition to being an exercise in education, a major goal of FOOD DAY will be to enlarge citizen power. This will involve strengthening and re-

vitalizing existing groups concerned about international, consumer, poverty, health and environmental questions and catalyzing the formation of new groups to work on the relevant problems at the local, state, and national levels.

Greater public appreciation of the problems on which citizen groups are working should encourage greater public support in the form of volunteers and money, upon which most groups urgently need for their survival.

Finally, a most important by-product of FOOD DAY will be the development of a large corps of new, experienced activists, who will have gained not only knowledge about our contemporary problems, but a great deal of confidence and expertise in organizing local projects.

FOOD DAY can be a watershed in understanding the food crisis, in increasing competition and responsibility in the food industry, in improving the nation's eating habits, in aiding millions of people overseas, and in eliminating hunger in the U.S. Food Day can also stimulate decision-makers to think in terms of comprehensive "food policies" for their community, instead of attacking each aspect piecemeal. These are the goals toward which the Food Day project is heading.

(d) post-Food Day follow-up

Follow-up after Food Day will focus on helping local food action groups achieve their goals. This will be done both by personalized assistance and by articles and resource information in Nutrition Action, CSPI's monthly magazine. Because of our sponsorship of the first Food Day, CSPI has been asked by student groups, consumer affairs offices of several states, and citizens groups for help in solving problems they are concerned about. We expect many more

requests during and after the second Food Day campaign. We are considering sponsoring regional meetings of food activists to promote interest and enthusiasm, develop a deeper and more sophisticated understanding of problems and possible solutions, and encourage coalition-building. In addition, CSPI will continue its student intern and research projects.

(e) organization of Food Day

Food Day is a project of Center for Science in the Public Interest, a tax-exempt organization. Michael Jacobson, a co-founder and co-director of CSPI and who directed the first Food Day, will direct the second Food Day campaign. An advisory board will be convened early in the campaign; members will be nationally respected leaders who have been interested in world food, domestic hunger, nutrition, consumerism, nutrition, agribusiness, and state and local problems. The entire advisory board will be polled on certain questions, and selected members will be called upon for advice on special problems. A full time staff, which will increase from two persons in Summer, 1975, to about ten persons in early 1976, will be responsible for the basic work of organizing Food Day.

(f) budget

A conservative estimate of the budget for Food Day is \$73,500, about the same as that spent on the first Food Day. The exact expenses will depend heavily on printing and postage costs, which are difficult to predict. No money will be invested in radio and TV spots, as opposed to \$15,000 in 1975; more funds will be invested in having a larger staff (a major problem in 1974/75 was limited staff until three months before Food Day). The staff, whose salaries will be in the range \$450-500 per month, will number two persons in Summer, 1975, to ten persons in February, March, and April.

salaries and consultants	\$25,000
postage, shipping	14,000
reproduction	10,000
overhead	10,000
telephone	5,000
travel	3,000
office supplies	2,000
promotion	2,000
equipment	1,000
miscellaneous	<u>1,500</u>
TOTAL	<u>\$73,500</u>

CENTER FOR SCIENCE IN THE PUBLIC INTEREST

FOOD DAY



1785 Massachusetts Ave. NW Washington, DC 20036 (202) 462-8510

Dear Friend:

Food Day will be April 8, 1976. We hope you and your organization will incorporate this national day of education and action on the food crisis into your plans for the coming year. We urge you to:

- * publicize Food Day in your magazine or newsletter
- * suggest to your chapters that they organize activities on or around Food Day
- * form city-wide or state-wide coalitions to begin investigating food problems and developing food policies
- * schedule any conference, symposium, fund-raising drive, or other activity you may be planning so that it ties in with Food Day.
- * recommend to your city or state government that it hold an official conference on food policies next April.

Last April 17th, people from coast to coast celebrated the first Food Day. As you may recall, national public television broadcast "The Last American Supper", a two-hour special; Ballantine published Food for People, Not for Profit; hundreds of colleges had teach-ins; many communities had food stamp publicity campaigns, drives to raise money for food aid, and rallies in public areas; new coalitions were formed or strengthened in a number of cities. All in all, millions of people were touched in one way or another by the myriad of activities surrounding Food Day.

Although Food Day did have an impact, it did not end hunger, banish junk foods from supermarkets, and slash the power of giant corporations. But it did prove to be an effective way of educating the public about problems and initiating constructive programs. Many people and groups have been writing to ask that we coordinate another Food Day, planned better and earlier so that they could develop more effective projects.

In the coming campaign we want to build upon, rather than just repeat, last April's experience. Like the first Food Day, we expect that many people and groups will organize teach-ins, gardening projects, food coops, movie-thons, special classes, radio and TV specials, debates, farmers' markets, lecture series, fund-raising drives, food stamp campaigns, and other activities. We will encourage and assist such efforts.

Yes! Keep us posted on Food Day.

We are especially interested in working on city/state food policies and conferences.

Return to:
Food Day
#206
1785 Massachusetts Ave. NW
Washington, DC 20036

Name.....
Organization.....
Street.....
City.....State.....ZIP.....

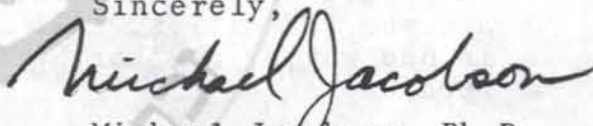
Our main thrust will be to urge coalitions, groups, and individuals that have more than the average amount of energy and sophistication to take on a more comprehensive project. We suggest that they help formulate responsible food policies for their city or state. We are preparing a manual to aid and abet them in such a project. Progress on food issues at the national level has been meager, but a few cities and states have initiated exciting programs. These successes should be publicized and adopted in other areas. There is great potential for getting things done locally, that is, getting local governments actively involved in developing food policies that would include such elements as:

- * maximum participation in the food stamp program
- * nutrition education programs
- * rational land use policies
- * food coops, farmers markets, urban gardens
- * no sales tax on food

Some States, including New York, Vermont, and Pennsylvania, have held conferences on their food or agricultural policies. We believe that such conferences, if preceded by research by and participation of citizens groups, could generate excellent programs, regulations, and laws in many cities and states. We hope that many citizens groups will seek reform of their city or state's food policy as their project for the coming year. Food Day would serve as a suitable focal point for organizing an official conference (or citizens' conference) on food policy, which would give publicity and impetus to the need for changes.

Please let us know if you are interested in developing Food Day projects, or if you have ideas that can make it a big success for the public interest. Fill out the coupon on the front of this page, and we will keep you posted as plans develop. Your comments on any aspect of Food Day would be appreciated.

Sincerely,



Michael Jacobson

Michael Jacobson, Ph.D.
Co-Director