Food Day
Pittsburgh 2015

Event Report

Pittsburgh Food Policy Council
December 2015
<table>
<thead>
<tr>
<th>Table of Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction to Food Day</td>
<td>3</td>
</tr>
<tr>
<td>Local and National Food Day Engagement</td>
<td>4</td>
</tr>
<tr>
<td>Youth Food Day Participants and Materials</td>
<td>5</td>
</tr>
<tr>
<td>Youth Food Day Activities</td>
<td>6-8</td>
</tr>
<tr>
<td>Participant Feedback</td>
<td>9</td>
</tr>
<tr>
<td>Next Steps</td>
<td>10</td>
</tr>
<tr>
<td>October Calendar of Partner Events</td>
<td>11</td>
</tr>
<tr>
<td>Food Day Proclamations</td>
<td>12-13</td>
</tr>
<tr>
<td>Outreach Summary</td>
<td>14</td>
</tr>
</tbody>
</table>
**FOOD DAY**

We know that the typical American diet is contributing to obesity, diabetes, heart disease, and other health problems and costs us more than $150 billion per year. We also know that this impacts the health of our region's children. Eating real food can improve 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.

Food Day inspires Americans to change our diets and our food policies. Every **October 24**, thousands of events all around the country bring communities together to celebrate and enjoy real food and to push for improved food policies. Food Day brings together leaders and organizations 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.

**PITTSBURGH FOOD DAY**

The **Pittsburgh Food Policy Council (PFPC)** commemorated the event in many ways. First, we worked with Pittsburgh Mayor William Peduto and Allegheny County Executive Rich Fitzgerald to proclaim October 24th “Food Day Pittsburgh” (see pages 12 and 13 for proclamations). Second, we worked with our Council members to produce and promote a calendar of Food-Day related events and activities for the month of October. Third, the Council co-sponsored a Right to Food event on October 22nd with the Global Studies Center at the University of Pittsburgh. The event featured a discussion around food issues with PFPC and WhyHunger, an organization which coordinates the Nourish the Right to Food Network and the Grassroots Global Movements.

On **Saturday, October 24th**, PFPC commemorated the day by hosting a strategic dialogue among Pittsburgh youth to discuss food and food justice issues which impact their families, communities and schools. The Council partnered with **Youth for Healthy Schools** and Philadelphia-based Nijmie Dzurinko, who served as the guest facilitator for our youth-led event. Youth for Healthy Schools is a youth organizing network of 15 organizations of color in 10 states leading a movement for school and community wellness. It builds youth power in organizing for healthy and fresh school meals and snacks, safe places to play and exercise, strong school food standards and wellness policies and school wellness centers. Learn more at [youthforhealthyschools.com](http://youthforhealthyschools.com).

**GOALS:** elevate the importance of Food Day in the City and County; strengthen the voice of our region’s food movement; create opportunities for youth participation in the Pittsburgh Food Policy Council.
Food Day was created by the nonprofit Center for Science in the Public Interest, and is powered by hundreds of local and national organizations that advocate for sustainable agriculture, farm worker justice, animal welfare, better diets and other pressing issues. Food Day’s national partners include the American Public Health Association, National Sustainable Agriculture Coalition, Farmers Market Coalition, and many others. Notable food activists serve on the Food Day Advisory Board, such as food author Michael Pollan; restaurateur, author, and food activist Alice Waters; nutrition authorities Walter Willett, Kelly Brownell, and Marion Nestle; filmmaker Morgan Spurlock; and cookbook author and Food Network host Ellie Krieger. Food Day accepts no money from corporations, but welcomes their support in other ways. Organizations that donate time and resources to Food Day have the opportunity to raise the profile of their good work by tying them to a national movement. At the end, Food Day is a grassroots event, powered by local organizers across the country.

# @ Food Day on Social Media

@BurghFoodPolicy @LetsMovePgh @PGHworks4E @PennStateCenter @GrowPittsburgh @PPSNews @WHEnvironment @FoodDay2015 @CSPI

#FoodDay2015, #eatreal, #food, #health, #nutrition, #localfood, #buylocal, #obesity, #foodsafety, #foodsystems
Participants and Materials

Youth Leaders

- Davon, 10th Grade, Allderdice High School
- Elijah, 10th Grade, Allderdice High School
- Gwen, 12th Grade, Agora Cyber Charter High School
- Joseph, 12th Grade, Perry High School
- Ray, 12th Grade, Perry High School
- Sharon, 9th Grade, Agora Cyber Charter High School

Facilitator

Nijmie Dzurinko,
Youth for Healthy Schools, Funders Collaborative on Youth Organizing

Materials

Youth were provided with the following information to help provide context and resources for continued organizing and agriculture-related summer youth employment.

- Facilitator biography and Food Day agenda
- Names and contacts for urban ag focused summer jobs and internships
- Upcoming Media Empowerment Student Summit flyer
- PFPC staff business cards and info card
- Pen and paper for reflection

PFPC Food Day Member Participants

- Dora Walmsley and Dawn Plummer, Pittsburgh Food Policy Council
- Naomi Ritter, Duquesne University and 4H
- Chelsea Holmes, Women for a Healthy Environment
- Mary Kathryn Poole, Let’s Move Pittsburgh
- Jake Seltman and Maria Bowman, Grow Pittsburgh
ACTIVITIES

- Root Cause Workshop
- Food Landscape in Pittsburgh
- Entourage: Team Building Exercise
- Food Justice Vision Session
- Action Steps
- Tour of Phipps Center for Sustainable Landscapes and SEED Classroom
**Activities**

**Root Cause Workshop**

During this interactive exercise, participants were asked to identify the problems they see in their communities as they relate to food equity and food justice. Students then placed these post-its as the ‘leaves’ of the tree and were then asked what systems or institutions perpetuate these problems. Finally, youth were challenged to identify the root causes of these problems.

**What are the root causes of hunger? Student Responses:**

- food deserts
- poverty
- access to land
- racism, sexism, classism
- unequal education
- money/profit, capitalism
- overworked working class
ACTIVITIES

Food Justice Vision

- During this exercise, participants were asked to write or draw answers to following questions:
  - What would it look like if everyone in your school and community had fresh, healthy and affordable food?
  - Where would the food come from and how would it be grown? What would it taste like?
  - What would be the impact on the school and community?
- Participants were then asked to combine their vision with a neighbor. From that combined vision, youth were then asked to join their visions again, which resulted in three similar dreams for an improved food system.
PARTICIPANT FEEDBACK

Youth Reflections

"We appreciated adults asking us for our opinions. Usually in things like this the adults argue over an issue and youth sit in the corner...and here our opinions were really valued and are important."

"I take away that food really is about love and building community. Its about three things: quality, quantity and love. 1) We need enough food to fill our stomachs. 2) we need good food and 3) it is important that those who make our food put love and care into it."

"I learned that food is connected to everything--to our environment, our neighborhoods, the economy, justice."

"I learned that I need to get better eating habits. I need to take care of myself, and my teeth which are bad because of eating so many sweets."

Adult Reflections

“The youth roundtable event was the perfect way to observe Food Day and highlighted the importance of having our youth involved in discussions of the food landscape in Pittsburgh. The most powerful moment, for me, was listening to the students describe their vision of a region where everyone has access to fresh, affordable food. Their thought provoking ideas will be valuable for the PFPC to keep in mind as we work towards achieving the goal of a healthy, hunger-free region. “

“I learned that kids would rather be hungry than eat school food.”

"I will think of the student who wonders, “livable for who?”, every time Pittsburgh is touted as “A Most Livable City”.

"I learned that many school water fountains don’t work or produce water seen as unfit for consumption. In many cases, the only source of water in school is from a vending machine for $2.50.”

"I took away knowing that everyone in the room has been affected by diabetes and/or obesity."

FOOD DAY
PITTSBURGH

PITTSBURGH
FOOD POLICY COUNCIL
Next Steps

Students were asked if and how they would like to continue working with the Food Policy Council. Nearly all of the students indicated interest in continuing this dialogue and determined email/google drive as a viable option for convening voices and engaging other students that were not able to participate in the day. Students felt, as a first step, they could collaborate on a Pittsburgh Public Youth Declaration on Food; the Pittsburgh Food Policy Council will work with these youth to develop this language and cultivate continued participation in the Council’s policy agenda.

Join the Conversation...

YOUTHFORLIVABLEPGH@GOOGLEGROUPS.COM

For more information contact Dora Walmsley at dlw57@psu.edu or 412-482-3463
### Food Day October Calendar of Partner Events

**October 2015**

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh Food Policy Council Energy Innovation Center 1435 Bedford Avenue, Suite A Pittsburgh, PA 15219 412-482-3463</td>
<td><a href="https://www.facebook.com">Facebook</a></td>
<td><a href="https://twitter.com">Twitter</a></td>
<td><a href="mailto:info@fooddaypgh.org">Email</a></td>
<td>Attend a Composting Workshop @ 52nd St Market @S2ndStMkt</td>
<td>Attend the Farm to Table &quot;Wine &amp; Cheese (more)&quot; @ Pittsburgh Public Market @FIT_Pittsburgh</td>
<td>Attend The Big Share @ Blackberry Meadows Farm Community Human Services</td>
</tr>
<tr>
<td>4 Volunteer at the Squirrel Hill Community Food Pantry with Chatham University @ChathamFST @FTVicsOps</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Attend the Heineken Happy Hour at Greater Pittsburgh Community Food Bank</td>
<td></td>
<td></td>
<td></td>
<td>8 Let Us Eat @ OTB South Side Grow Pittsburgh @GrowPgh</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Contact Community Kitchen Pittsburgh to learn how you can volunteer for Project Lunch Tray</td>
<td>Attend the Garden/Tree meet-up with Millvale Borough Development Corporation</td>
<td></td>
<td>14 Attend Last End Food Co-op’s free Screening of Open Sesame @FastEndCoal</td>
<td></td>
<td>16 Research ways you can bring Women for a Healthy Environment programming to your school, office or community.</td>
<td></td>
</tr>
<tr>
<td>7 Contact the Inside Story Inside this issue: Food Day October Calendar of Partner events</td>
<td>15 Attend the Global Challenges &amp; Local Impacts: Income Disparity Forum @NCVPC</td>
<td>17 Attend Bloomfield Marker Harvest Festival &amp; Harvest for the Hungry Food Drive</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 Find a local farm in your area and attend a fall festival - support local agriculture! @PAASAFarming @JustHarvest</td>
<td>18 Attend the GOM Cooking Class, Sauerbraut from Crop to Crock Borough of Millvale</td>
<td></td>
<td>18 ‘Like’ Pittsburgh Food Policy Council on Facebook</td>
<td>23 Learn how your office can participate in food free Fridays</td>
<td>CELEBRATE FOOD DAY 2015!</td>
<td></td>
</tr>
<tr>
<td>12 Set your tickets for the 27th Annual Harvest Celebration/Dinner Just Harvest</td>
<td>19 Go MEATLESS in observance of Meatless Monday @BEEF</td>
<td>20 ‘Like’ Pittsburgh Food Policy Council on Facebook</td>
<td>22 Attend the PPC &amp; U of Pitt event on The Right to Food</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Follow @BurghFoodPolicy on Twitter</td>
<td>21 Learn how you can volunteer for the Homewood Children’s Village</td>
<td>23 Attend the Farmers Market &amp; Urban Agriculture Forum</td>
<td>24 Learn how your office can participate in food free Fridays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Attend Last End Food Co-op’s free Screening of Open Sesame</td>
<td>21 Learn how you can volunteer for the Homewood Children’s Village</td>
<td>25 CELEBRATE FOOD DAY 2015!</td>
<td>23 Learn how your office can participate in food free Fridays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 Learn how you can volunteer for the Homewood Children’s Village</td>
<td>29 Value the importance of story telling by attending Maker Story Time @ Children’s Museum</td>
<td>30 Visit a local vendor at the Pittsburgh Public Market @PFP_Kitchen</td>
<td>31 Treat yourself to dinner at a Sustainable Pittsburgh SRP Participant @SustainablePGH</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 Attend Bloomfield Marker Harvest Festival &amp; Harvest for the Hungry Food Drive</td>
<td>22 Attend the PPC &amp; U of Pitt event on The Right to Food</td>
<td></td>
<td>24 LEARN HOW YOUR OFFICE CAN PARTICIPATE IN FOOD FREE FRIDAYS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 ‘Like’ Pittsburgh Food Policy Council on Facebook</td>
<td>22 Attend the PPC &amp; U of Pitt event on The Right to Food</td>
<td></td>
<td>24 LEARN HOW YOUR OFFICE CAN PARTICIPATE IN FOOD FREE FRIDAYS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 Go MEATLESS in observance of Meatless Monday @BEEF</td>
<td>20 ‘Like’ Pittsburgh Food Policy Council on Facebook</td>
<td>21 Learn how you can volunteer for the Homewood Children’s Village</td>
<td>23 Learn how your office can participate in food free Fridays</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 ‘Like’ Pittsburgh Food Policy Council on Facebook</td>
<td>21 Learn how you can volunteer for the Homewood Children’s Village</td>
<td>22 Attend the PPC &amp; U of Pitt event on The Right to Food</td>
<td>24 LEARN HOW YOUR OFFICE CAN PARTICIPATE IN FOOD FREE FRIDAYS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 Attend the GOM Cooking Class, Sauerbraut from Crop to Crock Borough of Millvale</td>
<td>26 Post information in your home, office or community about the @pittpark and give to @victor @RepporttheWorld</td>
<td>18 Refer a school to apply for the Champion Schools Mini-Grant through Let’s Move Pittsburgh</td>
<td>29 Value the importance of story telling by attending Maker Story Time @ Children’s Museum</td>
<td>30 Visit a local vendor at the Pittsburgh Public Market @PFP_Kitchen</td>
<td>31 Treat yourself to dinner at a Sustainable Pittsburgh SRP Participant @SustainablePGH</td>
<td></td>
</tr>
</tbody>
</table>
WHEREAS, the health and well-being of our citizens is of primary concern to the City of Pittsburgh; and

WHEREAS, the Pittsburgh Food Policy Council is a collaborative advisory organization that brings together over fifty diverse food and agriculture-related stakeholders who share the mission of building a just, equitable and sustainable food system to benefit the residents of our city and region; and

WHEREAS, supporting local agriculture; expanding access to fresh and nutritious food and connecting Pittsburgh’s youth to the origins of their food fosters future leadership in the food, health and agriculture sectors; benefits the health and nutrition of our community’s residents and our local economy; and

NOW THEREFORE BE IT RESOLVED that I, William Peduto, Mayor of the City of Pittsburgh, do hereby declare October 24, 2015 “Food Day Pittsburgh” here in our most livable City of Pittsburgh.

WILLIAM PEDUTO
Mayor
WHEREAS, the Pittsburgh Food Policy Council serves as a collaborative advisory organization that brings together over fifty diverse food and agriculture-related stakeholders with the mission of building a just, equitable, and sustainable food system that benefits that communities, environment, and economy of our county and region; and

WHEREAS, the health and well-being of our residents is of primary concern; expanding access to fresh and nutritious food and addressing the root causes of hunger and poverty is of critical importance to all our citizens – particularly those who are underserved and those who live in food deserts; and

WHEREAS, promoting safer, healthier diets and food environments is critical in improving and promoting the overall health of our citizens; and

WHEREAS, obtaining safe conditions and fair pay for food and farm workers who plant, harvest, process, pack, transport, prepare, serve, and sell our region’s food is beneficial for both the producer and consumer so that the food we produce and consume is safe and fair for all and

WHEREAS, Allegheny County seeks to improve the overall health of its residents as part of the Live Well Allegheny campaign; connecting those in our region to healthy, affordable food options is an important part of caring for those in our community.

NOW, THEREFORE, BE IT RESOLVED that I, Allegheny County Executive Rich Fitzgerald, by virtue of the authority vested in me, do hereby proclaim Saturday, October 24, 2015 as “Food Day” in Allegheny County.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the County of Allegheny to be affixed this 24th day of October, 2015.

Rich Fitzgerald
Rich Fitzgerald
OUTREACH SUMMARY

The PFPC Food Access & Health Working Group identified early on the need to engage those most impacted by childhood poverty, youth unemployment, health disparities among children and school food. Food Day Pittsburgh 2015 marked the Pittsburgh Food Policy Council’s first effort to form and grow relationships with youth directly, as well as reach out to teachers, school administrators and youth-serving organizations. Our outreach strategy was to partner with organizations where youth were engaged in leadership, health, cooking or food growing activities. The goal was to establish strong relationships with organizations through which the youth would be primarily affiliated, opening up opportunities for continued partnership.

We learned many lessons, together with our partners, along the way. Organizing youth can be both challenging and rewarding. While many youth expressed distinct interest in participating in our Food Day Strategic Dialogue on Food, ensuring the participation of the seven insightful youth on October 24th required considerable coordination on the part of PFPC staff and partners with special attention to protocol for youth collaboration, communication and transportation.

PFPC looks forward to continuing to develop channels for youth voice and leadership on our Council. We share the outreach overview below as many SWPA organizations (and food policy councils nationally) begin to look for ways to meaningfully engage and lift up the leadership of our region’s youth:

- **19** Council Members indicated interest in serving on the planning team
- **13** Council Members and 8 youth participating in initial planning meeting
- Developed an outreach contact list of youth-serving organizations and schools of organizations or institutions and reached out by email to **78** youth organizers/organizations.
- **23** interested youth submitted applications (3 via online application; the remainder were secured via one-on-one meetings by PFPC members, staff site visits and one CBO.
- Final logistical support included application follow up phone calls, email reminders and confirmation details sent to guardians and participants.
- Transportation permission slips collected and rides provided for **3** students to the program site.
Thank You

The Pittsburgh Food Policy Council serves as a collaborative advisory organization, bringing together stakeholders from 65 diverse food-related sectors to examine, develop and improve Pittsburgh's food system. It is committed to working with City officials and residents of Pittsburgh to develop food and urban agriculture policy. The Council provides technical assistance, education, momentum and support on issues related to food production, food access, food distribution, health/nutrition education and urban planning.

With limited staff, we could not have coordinated Food Day without the help of our Members.

Special thanks to:
- Mary Kathryn Poole, Phipps Conservatory and Let’s Move Pittsburgh
- Robert Ware, Penn State Center Pittsburgh 4-H Program
- Naomi Ritter, Duquesne University/4-H/PGH Works Youth Green Corps
- Chelsea Holmes, Women for a Healthy Environment
- Mr. Dupris, Perry High School, Perry Gents
- Demi Kolke, Operation Better Block
- Maria Bowman and Jake Seltman, Grow Pittsburgh
- Kingsley STREAM Program
- Rachel Samuels, Penn State Center Pittsburgh
- Scott Feely, AGORA Cyber Charter School
- Nijmie Dzurinko, Funders Collaborative on Youth Organizing