



CHANGE FOOD

**CHANGE FOOD
WORKS TOWARD
A HEALTHIER
FOOD SYSTEM FOR
PEOPLE, ANIMALS
AND THE PLANET.**

Change Food® is a social marketing nonprofit that helps discover healthy food trends at the grassroots level and propel them into the mainstream. We do this through:

- Community building and collaboration
- Developing marketing collateral and resources
- Events
- Grassroots social marketing campaigns



Change Food® presents:

PLANT EAT SHARE

CHANGE FOOD'S LATEST PROGRAM "PLANT EAT SHARE" IS BUILDING A GLOBAL MOVEMENT OF COMMUNITIES PLANTING AND SHARING HEALTHY FOOD FOR FREE.

We can lessen the effects of any future pandemics, help mitigate climate change, greatly reduce food insecurity, make serious inroads to ending our global health crisis, and ease the isolation and loneliness that plagues the planet with one program - **Plant Eat Share** - simply by planting healthy food in public and private spaces for anyone to eat and enjoy. For free.

We need a revolutionary movement of cities, governments and individuals growing healthy food on their front lawns, on rooftops, in parks, on the edge of trails and roads - anywhere food can grow.

PLANT EAT SHARE HELPS LESSEN THE EFFECTS OF COVID-19

Plant Eat Share helps mitigate urgent problems related to COVID-19 and can help areas around the planet better withstand any future pandemics or global catastrophes such as we will most likely see with the growing power of climate change.

The concept is simple: grow healthy food - fruits, vegetables, seeds, nuts and grains - in public and private spaces for anyone to eat and enjoy. For free.

Plant Eat Share is bringing together the work and ideas currently underway around the world. This is an effort to:

- Build templates and resources in order to raise awareness of the concept of free publicly grown food
- Promote successful work underway, and to
- Shift mindsets and build an unstoppable global movement.





PROBLEM: GETTING FOOD FROM FARM TO PLATE

Currently, we have enough food, but problems are looming on the horizon, such as:

- Farmworkers, truck drivers, packers, grocery clerks, delivery people, warehouse workers and others who help get food from farm to table are concerned about becoming ill - or are becoming ill - so less and less are showing up for work.
- The global food supply is threatened because the harvesting, transportation and delivery systems are breaking down.
- Migrants are having trouble entering the country, even those registered to get H-2A farmworker visas.
- Because fields of food are going unharvested, farmers are plowing them under.
- Dairy farmers are dumping milk. Good food is going to waste.
- As more and more people lose their job - many who live paycheck to paycheck - the lines at food banks are growing. And there is not enough food to feed people in need.

**PROBLEM:
IMMUNOCOMPROMISED
POPULATION MORE AFFECTED**

One of the most important interventions is to improve the overall health of those who are immunocompromised or more prone to illness and disease.

This includes increasing their intake of vital nutrients and strengthening their immune systems. Ways to do that include:

- Better access to healthy food
- Ability to afford healthy whole foods
- A wider, national adoption of the Food as Medicine movement
- Nutritional programs to provide education about healthy food
- Cooking programs in under-resourced areas
- Better healthcare coverage
- And much more

According to Harvard Health, one way to boost an individual's immune system is through eating a diet high in fruits and vegetables. How can this happen when so many people have difficulty both finding and affording healthy food?

Growing food locally in neighborhoods with Plant Eat Share helps provide better access to healthy whole foods and addresses the first two points.





PROBLEM: MILLIONS OF UNEMPLOYED WORKERS

Millions of citizens have lost or will lose their job; many jobs will not return as businesses do not recover and shut down.

Franklin D Roosevelt launched various programs during the Great Depression - such as the Civilian Conservation Corps, Emergency Conservation Work and Work Progress Administration - to provide employment and to help rebuild the country.

Plant Eat Share is a similar program and can help create employment and jumpstart a local economy. With funding from the government or a private source:

- Plant Eat Share will develop a database and resource center of what and how other communities are growing food locally so all growing practices are open sourced.
- Farmers can provide hands on expertise to plant, grow and take care of the fruits and vegetables.
- Young people can be trained to be local farmers and plant food in public and private spaces all around the local area.
- Community members can be trained to take care of and harvest the produce.
- Communities can enjoy what they harvest at no cost.
- Entrepreneurs can work with the city to create value-added products from any leftover food - sauces, jams, etc.

PLANT EAT SHARE: EXAMPLES

Plant Eat Share is bringing together many efforts into one place, promoting the great work already underway, and finding ways for other communities worldwide to adapt and/or replicate food-sharing programs.

Examples of what communities and cities are doing include:

- Copenhagen, Denmark, is planting fruit trees and bushes in public spaces around the city
- Atlanta, Georgia, has a 7.1 acre food forest for all to enjoy
- In Fargo, North Dakota, residents are planting food on their front lawns for anyone to eat
- The Bronx River Foodway in New York City has planted edible plants in its public park
- Kentish Town, London, boasts a cottage garden at the train station, with riders encouraged to water and harvest as they desire
- In Nashville, Tennessee, community members are growing, sharing and eating together with The Nashville Project

We are not replacing farmers, markets or restaurants - just the opposite. Through this effort, we are increasing the demand for healthy food!



ONE TRILLION TREES PROJECT

Rather than planting 1 trillion trees, we must include millions of FOOD-bearing trees to the current global reforestation effort.



GOALS OF PLANT EAT SHARE

- Help create a healthy, inclusive food system
- Build community
- Change public mindset to understand that healthy food is a human right

STRATEGIES

- Promote individuals, groups and projects around the world growing and sharing healthy food
- Motivate communities and individuals around the world to replicate, innovate and grow healthy food in their locale
- Provide support and work with local communities

TACTICS / ACTIVITIES

- **Develop an open-source healthy food database of growing and sharing programs around the world**
- **Promote work through Change Food Eats video talk show**
- **Work with cities and local communities to develop the most effective plan for that particular area**
- **Create templates and How To Guides for the best programs**
- **Host and organize events to raise awareness**
- **Provide small grants to local groups**
- **Undertake a comprehensive, national awareness raising and experiential marketing campaign**

CHANGE FOOD

MISSION

Change Food® works toward a healthier food system for people, animals & the planet.

GOALS

- Help create a healthy, inclusive food system for everyone
- Increase national exposure of successful work of individuals, organizations and companies working toward a fair, healthy food system
- Help lessen consumer confusion around healthy food and farming
- Build community by facilitating networking and collaboration opportunities
- Change public mindset to understand healthy food is a human right

CORE BELIEFS

- Lasting change happens from the ground up
- Communities and/or people change themselves. We can only provide resources and roadmaps
- Solutions already exist
- Individuals and groups creating real, lasting change do not get appropriate attention and funding





A NEW WORLD

**CHANGE FOOD
WILL CONTINUE
TO BRING
COMMUNITIES
TOGETHER AND
CREATE CHANGE
FROM THE
BOTTOM UP -
EVEN IN THESE
UNCERTAIN
TIMES.**

THE CHANGING LANDSCAPE

There is much anxiety and uncertainty in today's world. COVID-19 might change the way communities interact for quite some time, if not forever.

Change Food is at the forefront of these changes and remains committed to creating positive change through bringing people together and building community - whether that be in person or in some other format such as a virtual world. Many options are currently being explored.

FUNDING

Change Food is seeking funding to template and launch Plant Eat Share in a test city such as Albuquerque NM, develop resources that can be templated and replicated within that city and around the country, develop partnerships and collaborations, and to launch a comprehensive social media campaign to raise awareness and interest in adopting the program.

JOIN THE MOVEMENT



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