

FOR IMMEDIATE RELEASE

Do you ever wonder why highly processed foods are so profitable for the food industry?

The Farm Bill makes their primary ingredients cheaper, and favors industrial producers over small farmers. Fresh fruits and vegetables don't offer the same opportunities for making money.

**Parent Earth and Community Food Security Coalition Launch
PARENTS STAND UP FOR FOOD
Campaign to Educate Families about the Farm Bill
with 3 New Compelling Short Videos
www.parentearth.com/action**

NEW YORK CITY – (November 1, 2011) –

The U.S. adopts a new Farm Bill every 5-7 years, and the new one is being decided over the next few months. This massive piece of legislation sets the framework for what we eat, whether our food is nourishing and affordable, what assistance our society provides to feeding hungry people, what crops farmers grow, and how rural land is used.



Parentearth.com has created three short videos in the *Parents Stand Up for Food* campaign **to jumpstart conversations about food policy and the Farm Bill**. Parents can watch the videos online; learn more about healthy, fair, affordable food for all children; and organize a community screening with the free DVD and toolkit.

Anyone is welcome to organize a screening and discussion. The free organizing 'toolkit' offers information about how to organize a screening and discussion using the *Parents Stand Up for Food* videos, lists resources to get more information, and offers a summary of the Farm Bill's key issues. (Download it online or order it with the free DVD.)

"Most parents don't know that the Farm Bill is the most important bill that affects what our children eat. Our nation's children are under-nourished and overfed. Not only is this devastating for families, but we have an obesity epidemic that costs our nation over \$147 billion a year! It is time for the 150 million parents in this country to pay attention to the Farm Bill." Nicole Betancourt, Founder of Parent Earth.

Sarah Schenck, Parent Earth's Co-Founder admits, "whenever I heard the term 'Farm Bill' in the news, I'd tune out – it seemed just too complicated. Our antidote: 3 new videos that give parents a quick snapshot of how our lives are affected by the Farm Bill in terms of healthcare and what food ends up on our plates. Join in at parentearth.com/action!"

Video summaries:

Parents Stand Up For Food PSA (1 minute)

This wacky supermarket chase inspires parents to stand up for healthy, affordable food for all kids. The Farm Bill is the most important piece of legislation that affects the cost and accessibility of healthy foods.

On the Frontlines of the Childhood Obesity Epidemic (4 minutes)

As a pediatrician, Dr. Lisa Thornton sees first-hand the shocking health effects of childhood obesity. Obesity is the flip side of hunger and helping food insecure families is a challenge. Government policies like the Farm Bill can play a big role in solving the problem of obesity.

Food Hero: Karen Washington (4 minutes)

As a longtime food activist and leader, Karen Washington has paved the way for farmers markets and urban gardens in the South Bronx, one of the poorest and most obese counties in the nation. She is an inspirational grandma who is changing the system.

**Moms, Dads, and everyone who cares about kids is invited to learn more at:
<http://www.parentearth.com/action>**

“The Farm Bill deck is stacked against the development of local and regional food systems to provide healthy, fresh, affordable food for all families. This new PSA and film series inspires and empowers parents, just as debate around the 2012 Food and Farm Bill heats up,” says Kathy Mulvey, Policy Director, Community Food Security Coalition.

ABOUT PARENT EARTH

How can we foster a world that nurtures healthy, thriving children? Parent Earth creates, gathers and shares short videos that answer parents’ questions about food, including cooking, gardening, nutrition and behavior. Parent Earth videos reflect diverse opinions and perspectives and offer a wide range of parenting styles and food choices -- all aimed at promoting healthy, fresh, safe and affordable food for all children.

Parent Earth videos feature pediatricians, nutritionists, sustainable food advocates, holistic health counselors and notable names like “Renegade Lunch Lady” Ann Cooper, best-selling author Paul Greenberg, documentary filmmaker Curt Ellis, pediatrician Dr. Bob Sears, and nutritionist Latham Thomas.

Parent Earth is created by Emmy Award-winning filmmaker and Institute for Agriculture and Trade Policy (IATP) Food and Community Fellow Nicole Betancourt and Co-Founder and filmmaker Sarah Schenck. For more information, visit www.ParentEarth.com.

SPONSOR

This toolkit and other outreach materials are sponsored by the Community Food Security Coalition with funding from the U.S. Department of Health and Human Services. The **Community Food Security Coalition** (CFSC) is a North American coalition of diverse people and organizations working to build community food security on both local and international levels. <http://www.foodsecurity.org>

PARTNERS

Food Day

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. <http://foodday.org>

Food and Water Watch

Food & Water Watch works to ensure the food, water and fish we consume is safe, accessible and sustainably produced. <http://www.foodandwaterwatch.org>

FRESH

FRESH celebrates the farmers, thinkers and business people across America who are re-inventing our food system. <http://www.freshthemovie.com>

Healthy Monday

Healthy Monday is a movement of people and organizations who commit every Monday to the behaviors and actions that will end preventable disease in the USA, such as Meatless Mondays. <http://www.mondaycampaigns.org>

Healthy Child, Healthy World

Healthy Child Healthy World ignites the movement that empowers parents to protect children from harmful chemicals. <http://healthychild.org>

The Institute for Agriculture and Trade Policy (IATP)

IATP works locally and globally at the intersection of policy and practice to ensure fair and sustainable food, farm and trade systems. <http://www.iatp.org>

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