16 October 2021

World Food Day

Our actions are our future.
Better production, better nutrition, a better environment and a better life.

world food day
2021 sponsorship

eatworldfoodday.org
foodsecurecity.com
The first World Food Day was celebrated in 1979 to commemorate the date when the United Nations Food and Agriculture Organization was founded in 1945. Today, collective action across 150 countries is what makes World Food Day one of the most celebrated days of the UN calendar. Hundreds of events and outreach activities bring together governments, businesses, NGOs, the media, and general public. Together we work to promote worldwide awareness and action for those who suffer from hunger and for the need to ensure healthy diets for all.

**our actions are our future.**

**four betters – the pathway to sustainable agri-food systems**

The four betters represent FAO’s contribution to the SDGs and other high-level aspirational goals. They reflect the interconnected economic, social and environmental dimensions of agri-food systems:

**better production**

Ensure sustainable consumption and production patterns, through efficient and inclusive food and agriculture supply chains at local, regional and global levels, ensuring resilient and sustainable agri-food systems in a changing climate and environment.

**better nutrition**

End hunger, achieve food security and improved nutrition in all its forms, including promoting nutritious food and increasing access to healthy diets.

**better environment**

Protect, restore and promote sustainable use of terrestrial and marine ecosystems and combat climate change (reduce, reuse, recycle, residual management) through more efficient, inclusive, resilient and sustainable agri-food systems.

**better life**

Promote inclusive economic growth by reducing inequalities (urban/rural areas, rich/poor countries, men/women).
The Empowerment, Awareness, & Training (E.A.T.) Initiative, Inc. is a non-profit organization that empowers food-insecure communities throughout the Pittsburgh, PA region to source, procure, and prepare their own healthy food. At the E.A.T. Initiative, we believe that access to fresh produce and healthy food options is a basic human right.

our mission
To ensure that all of our neighbors experiencing food-insecurity have access to fresh produce and healthy, sustainable food options, while also raising our communities' awareness of up-to-date, culturally relevant, and holistic food practices. Since 2015, we have worked towards these dual missions through meal and produce distribution, cooking demonstrations, and culinary and hospitality training, among other essential food-related activities.

our vision
A just food system for Pittsburgh, that counters systemic economic, racial and gender-based disparities. An equitable food system for Pittsburgh, where healthy, culturally-appropriate foods are accessible and affordable for all. A sustainable food system for Pittsburgh, that operates with care for human beings, the environment, and the financial well-being of everyone throughout the system.

our goal
Our primary focus has been to inject cultural competency and food education into communities in Pittsburgh and around the world. The four things that keep us up at night are family, food, finances and the future. Our goal is to address all of these by focusing on food. Historically, food insecure communities suffer from a lack of access to fresh food. Today, resources are scarce for these families and individuals, and this disparity deters families and individuals from preparing new meals in more nutritious and cost-efficient ways. Our goal is to change that.
Thank you for your support and collaboration. During the pandemic, we cooked and distributed more than 100,000 meals to our food-insecure neighbors in towns and cities across the county. In addition to “Blessing Boxes” and providing thousands of fresh produce to our neighbors, we also fought for structural reforms that will permanently expand access to healthy, affordable food. We have been able to create a food access network, breaking down the silos between local resources and partners working to improve food security.

Through our collaborations with The City of Pittsburgh, The Hill District Food Access Working Group, The Pittsburgh Food Policy Council, The Food Access Network, UMI, and other organizations and leaders, we plan to utilize S.T.E.A.M, science, technology, engineering, art, and math to fight food insecurity in our resilient community. Our work is only possible with your support.

We believe Pittsburgh will be the first food secure city.

Claudy Pierre
CEO, The E.A.T. Initiative
about.

who we are.

claudy pierre  
CEO

adero harrison  
Executive Assistant

carl louis pierre  
Chef de Cuisine

samuel pierre  
(Haitian American Caucus)  
President

naomi ritter  
(The Finesse Institute)  
Director of Marketing

World Food Day 2021
world food day celebration 2021

saturday, october 16

1/ world food day of events
October 16, 2020 marked the 75th anniversary of the founding of the United Nations Food & Agriculture Organization. Guided by a motto of “Let There Be Bread,” the Food & Agriculture Organization has led international efforts to defeat hunger and improve nutrition and food security. This past October, Chef Claudy and the E.A.T. Initiative led Pittsburgh’s official celebration, joining cities around the world in marking this special anniversary.

Thanks to the work of the E.A.T. Initiative and its marvelous partners, Pittsburgh’s festivities included both celebrations of food and cooking while also emphasizing efforts to address the region’s deep and, due to the COVID-19 pandemic, growing food insecurity challenges. The E.A.T. Initiative and its partners streamed the day’s festivities, which featured cooking demonstrations, musical performances from local artists, and the presentation of the first-ever E.A.T. Initiative Exceptional Service Awards. The awards acknowledged people and organizations who have stepped up during the COVID-19 pandemic to ensure that our under served neighbors had the resources that they needed. The day even featured coordinated programming with E.A.T. Initiative partners and friends in both Brooklyn, NY and Oakland, CA. And most importantly, the day featured distribution sites for both Blessing Boxes and Third Meal Project hot meals.
The 2nd EAT World Food Day will be held in collaboration with The Hill District Food Access Working Group and The Food Access Network. The event will be a day of inspiring talks, collaboration, connections and commitments to meaningful action towards food security. The event will feature local community leaders, activists and policy makers from the Pittsburgh Metro area and internationally. The day will feature live performances, family activities, cooking demos, speakers, awards and more.

**event highlight.**

1/ world food day events

**location.**
1850 Centre Avenue
Pittsburgh, PA, 15219 (Old Shop and Save Parking Lot)

**date.**
saturday, october 16, 2021
food insecurity in pittsburgh.

2 out of 10 Pittsburghers experience food insecurity

4 out of 10 Pittsburghers live below the poverty line

7 out of 10 Black residents live in the city’s most food-insecure census tracts

7 out of 10 Black residents live below the poverty line

Causes of Food Insecurity

Effects of Food Insecurity

- Unemployment
- Poverty
- Racial Disparity
- Inaccessibility

- Mental Health Issues
- Physical and Cognitive Defects
- Chronic Disease
- Adverse Pregnancy Outcomes

world food day 2021
As we work to root out deep-seated inequities in health, economic, and social outcomes, we must pay attention to the inequities on our kitchen counters and dinner plates. Food access in Pittsburgh is a matter of haves and have-nots. Pittsburgh has a food insecurity rate of about 20%. This means that one in five people don’t have reliable access to enough quality, affordable food.

Food insecurity in Pittsburgh doesn’t affect everyone equally. Black Pittsburghers are disproportionately more likely to be food insecure. More than 70% of the city’s most food-insecure neighborhoods are black. Some of the city’s historic Black neighborhoods, like the Greater Hill District, Homewood, Hazelwood, and Garfield, have deep-seated food insecurity problems.

For our communities to lead happier and healthier lives, we need to remove the countless barriers to stable food access that currently define our current food system. In addition to ensuring that everyone has access to healthy, affordable foods, we should also work on improving education about nutrition and working to remove barriers that limit access to fresh produce for those with limited financial resources. We must make systemic changes at both the societal and governmental levels to deal with poverty and hunger, which can only be achieved by working together.

1 Pittsburgh Equity Indicators: A Baseline Measurement for Enhancing Equity in Pittsburgh, 2017
2 Health Implications of Food Insecurity (Map the Meal Gap). Feeding America
3 FeedPGH: Understanding Food Insecurity in the City of Pittsburgh, July 2020
Our goal is to raise one hundred thousand dollars. All funds raised will go to our efforts to support our efforts to fight food insecurity through our Third Meal Program, Blessing Boxes, and Food Education programs. This will enable us to coordinate, mobilize, and distribute meals to those impacted by food insecurity.

Reaching our goal will enable us to continue to move forward with important initiatives and to support community efforts.

With every dollar donated, we can provide a meal to hungry seniors, children, and families. Reaching our goal will allow us to serve and support more than 400,000 families in the Greater Pittsburgh Area.

<table>
<thead>
<tr>
<th>Hill District Co-Op &amp; Food Business Support Hub</th>
<th>Food Secure City</th>
<th>Knife Skills to Life Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Create a more sustainable and equitable food system by increasing the availability of fresh healthy food to combat food insecurity. As well as provide a vehicle for job creation by promoting workforce development and small business vendor sustainability.</td>
<td>• An online platform to help those facing food insecurity. Through the platform, those in need will have access to fresh produce, healthy, sustainable food options, as well as community resources and support. As a scalable template, the platform allows for us by other cities to create similar resources.</td>
<td>• An intensive 6, 8, or 12-week workforce development training program includes on the ground and virtual instruction, soft skill development, job placement, and continued education opportunities upon graduation.</td>
</tr>
</tbody>
</table>
### The Benefits of Sponsorship Packages

#### Sponsorship Packages

<table>
<thead>
<tr>
<th></th>
<th>Rainmaker</th>
<th>Barnraiser</th>
<th>Harvester</th>
<th>Cultivator</th>
<th>Seed Sower</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$25,000</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$500</td>
</tr>
</tbody>
</table>

- **Social Media Promotion (Facebook, Twitter, Instagram)**
- **Logo Placement on Website and Email Blasts**
- **Recognition in Annual Report**
- **Recognition in Press Release**
- **Complimentary Tickets to Exclusive World Food Day Event ($100)**
- **Logo on All Print Materials/Shirts**
- **Verbal Recognition at Event**
- **Logo on Event Video Promotions**
- **Branded Session, Breakout Room, or Entertainment Break**
- **Customized Sponsorship Package (Custom marketing plan for entire event)**
- **Private 4-Course Paired Dinner for 12 by Chef Claudy (Valued at $5,000)**

...
about.
past partners.
the future of food is in our hands.
the eat initiative.
1435 bedford avenue, suite 140
pittsburgh, pa 15219
412.499.5599
info@eatworldfoodday.com
eatworldfoodday.com
foodsecurecity.com

DONATE NOW