

**FOR IMMEDIATE RELEASE**

Contact:

Shannon Smith | 713-520-0443 | [Shannon@recipe4success.org](mailto:Shannon@recipe4success.org)

Jovanna David | 512-699-3360 | [Jovanna@recipeforsuccess.org](mailto:Jovanna@recipeforsuccess.org)



## Viva la “Veg-olution”!

### *Researchers Reports Increasing Number of Voters say Changing the Food System is a top Priority*

November 3, 2015. HOUSTON, Texas- A 53 percent majority of likely voters agreed that too many Americans can’t afford healthy food in their communities, and better food policy is needed to ensure that everyone has access to nutritious food. Voters are concerned that our [food policy](#) is too focused on money instead of health. Fully 81 percent of voters have concerns that food and agriculture companies have given millions to candidates for Congress, and 81 percent have concerns that the federal government recommends a diet of 50 percent fruits and vegetables but gives less than 1 percent of farm subsidies to fruits and vegetables ([Lake Research Partners & Bellweather Research and Consulting](#)). It is no surprise that voters want change.

The [Food Policy Research Findings](#), published October 20, 2015, show that 45 percent of voters say their top priority for changing the food system is to make healthy foods more affordable and 75% of voters favor incentives to promote sustainable farming. [Recipe for Success Foundation](#) is addressing these priorities by challenging companies, communities and schools to call for a “Veg-olution” and join the fight for a healthier food system.

“As voters and consumers begin to make changing the food system a priority, Recipe for Success Foundation is encouraging them to join the fight for healthier food,” stated **Recipe for Success** Founder and CEO, Gracie Cavnar. “The USDA recommends adults consume 2.5 to 3 cups of vegetables a day, yet researchers found that only 1.7 cups per person are available. Nearly 50 percent of the legumes and vegetables adults consumer are either tomatoes or potatoes ([USDA](#)). We want to add color and variety to the way American eats vegetables so all of us can enjoy a longer, healthier life.”

The [Recipe for Success Foundation](#) is predicting that this coming election year will bring a stronger focus to the state of nutrition and an electorate more informed. Siting organizations like [Food Policy Action](#), which includes an interactive map so voters can hold their legislators accountable in terms of food policy voting, and the [FDA’s menu labeling guidelines](#), as two small steps in the right direction.

“In our research, we have found that by empowering children to learn the facts about their food, the result is most of their eating decisions become healthier,” says Cavnar, “So we applaud any effort to bring what’s in the packaging to light- from menu labeling to GMO labeling.”

[Recipe for Success Foundation](#) is also amping up their efforts as the food revolution



grow by growing their national network of the [Seed-to-Plate Nutrition Education™](#), enhancing and promoting [worksite wellness](#) initiatives and calling all Americans to [VegOut!](#) in March. In 2015, they unveiled the latest initiative- one of the nation's largest urban farming project- Hope Farms. Not only will [Hope Farms](#) help provide much needed fresh fruits and vegetables to one of Houston's largest food deserts, but will be an integral part of the community bringing on children, volunteers and veterans to sustainable farming practices.

Celebrating its tenth year, [Recipe for Success](#) knows it takes many people to make a difference and is calling on companies, schools and volunteers to join the movement and start in your local community. If your company is interested in partnering with [Recipe for Success](#) or building a local affiliate program, please contact Jovanna David at [Jovanna@recipe4success.org](mailto:Jovanna@recipe4success.org).

### **About Recipe For Success**

Celebrating its tenth anniversary year, Recipe for Success Foundation is a non-profit 501C3 that focuses on combating childhood obesity by changing the way our children understand, appreciate and eat their food and by educating and mobilizing the community to provide healthier diets for children, with programs that have empowered more than 30,000 children in Houston and beyond with the knowledge and skills they need to lead healthier lives. The Foundation works to create a culture where nutritious food is shared, appreciated, and celebrated. Through its award-winning efforts like the nationally-offered Seed-to-Plate Nutrition Education™ in schools, Eat It! Food Adventures children's cookbooks, farmers marKIDS DAYS and the VegOut! 30-Day Challenge, and the Hope Farms urban agriculture project in Houston, the Foundation works to make healthy food appealing and available to everyone. For more information call 713-520-0443 or see [www.recipe4success.org](http://www.recipe4success.org)

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