



# KITCHEN GARDENERS INTERNATIONAL

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## #20ate - Real Food Campaign

Mon, 01/31/2011 - 22:10 -- Roger Doiron

It's hard to beat this for irony and nerve: one day after the US government issues its [strongest recommendation to date to eat less and better foods](#) [1], the international snack food industry lobby launches "[National Snack Food Month](#) [2]" to get people to eat more and worse (their rationale: February is historically when snack food sales are lowest).

This month, we're biting back with a counter-campaign called "[#20ate](#) [4]". Our goal is to help turn February into a 20ate day celebration of real foods. I could really use your help in getting the word out to your online friends and contacts. Please check out the site and see if you can sign up for one or two of the four action items listed. Many hands make light work.

Thanks for your support and participation. I'll be back in touch in a couple days with one of our most inspiring newsletters ever about people and groups who are growing the next generation of healthy gardeners. So stay tuned!

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**Links:**

- [1] <http://kgi.org/.../sites/all/modules/civicrm/extern/url.php%3Fu%3D78904%26amp%3Bqid%3D345262>
- [2] <http://www.sfa.org/who/promotes.aspx>
- [3] <http://kgi.org/.../sites/all/modules/civicrm/extern/url.php%3Fu%3D78905%26amp%3Bqid%3D345262>
- [4] <http://kgi.org/.../sites/all/modules/civicrm/extern/url.php%3Fu%3D78903%26amp%3Bqid%3D345262>