



NYC Alliance for Child Nutrition Reauthorization

**A model of local advocacy to influence
federal legislation**

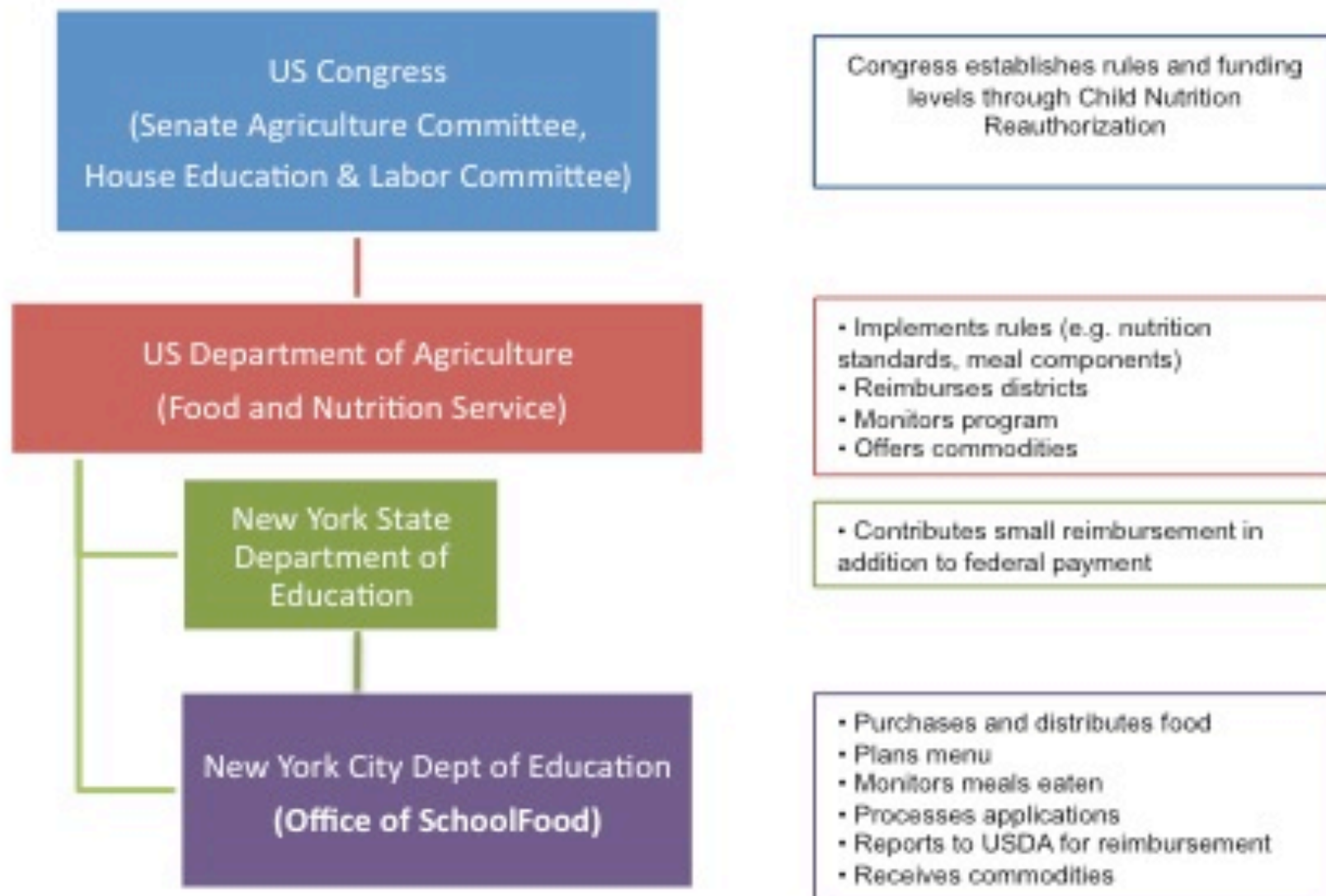
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In a few months, Congress will make changes to the rules and funding levels for child nutrition programs:

- National School Lunch Program
- School Breakfast Program
- Summer Food Service Program
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Child and Adult Care Food Program

Who's Who in the National School Lunch Program & School Breakfast Program



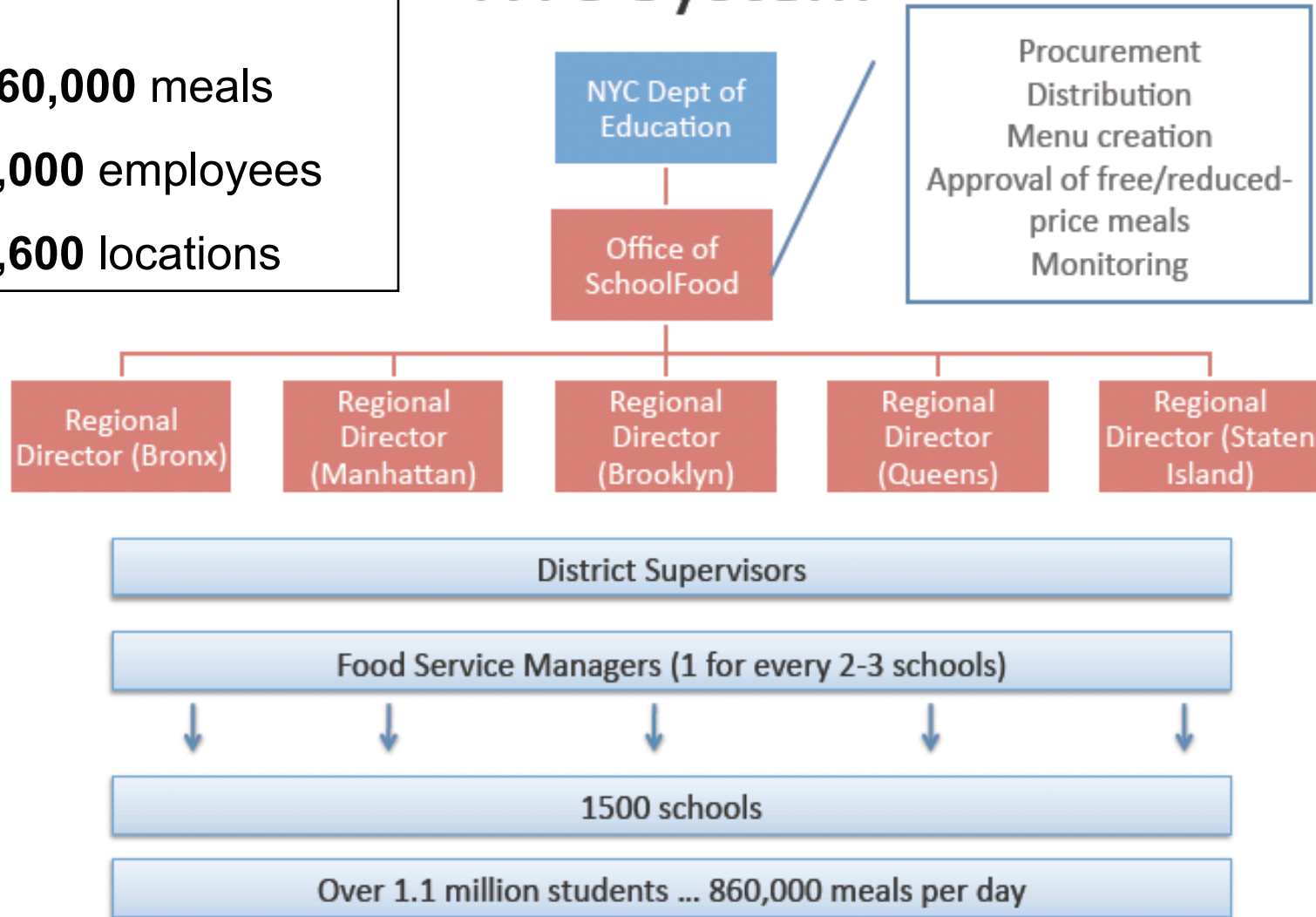
2nd largest food purchaser in the US

860,000 meals

9,000 employees

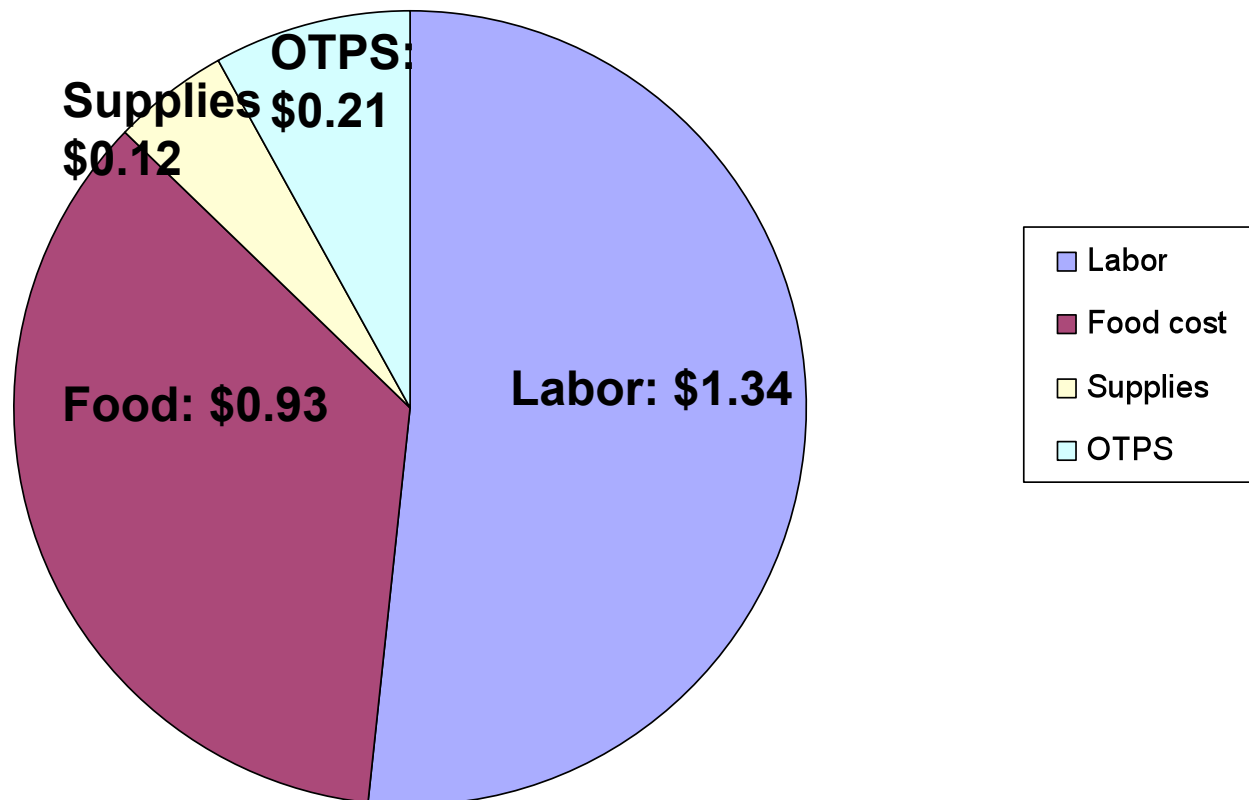
1,600 locations

NYC System



NYC System Costs

Average Reimbursement FY09 = \$2.60





What is the NYC Alliance for CNR?

In March 2009 groups in New York formed an alliance to:

- 1) Advocate for priorities for NYC in the (2010) Child Nutrition Reauthorization
- 2) Act cohesively to deliver our shared message to policy makers, the public, professionals, and others interested



Who are our members?

- City Harvest
- Food Bank For NYC
- Public Health Solutions
- New York Academy of Medicine
- Gramercy Tavern
- The Spotted Pig
- American Farmland Trust - NYS Office
- The What's On Your Plate? Film Project
- United Food and Commercial Workers Local 1500

Individuals:

Bill Telepan, Executive Chef/Owner Telepan

Hilary Baum, Baum Forum, LDNY chapter member

Dan Barber, Executive Chef/Owner Blue Hill

Tom Colicchio, Craft



We are united around four goals

- End child hunger and food insecurity by 2015
- Ensure that all children have access to high quality, nutritious foods
- Reduce childhood obesity and ensure productive, healthy generations
- Support regional farm and food economies while creating jobs and protecting the environment



Major changes recommended for child nutrition programs

1. Reduce administrative paperwork and bureaucracy
 - E.g., Eliminate paper applications and rely instead on census data to determine eligibility
 - E.g., Allow schools with a high proportion of low income students to more easily serve all meals free
3. Provide more resources and technical assistance to serve more children nutritious food
 - E.g., Increase meal reimbursement rate
 - E.g., Update nutrition standards to current Dietary Guidelines
4. Make nutrition education available to all children and caregivers
 - E.g., Allocate funding for nutrition education



BIG message to Congress

Reinforce President Obama's
promise of a new investment

\$\$\$

in Child Nutrition programs



Congressional Targets

1. To Authorizing committees - *Senate Ag, House Ed and Labor*:

“Pass a strong bill in current budget cycle”

[Letter to Senator Gillibrand](#)

[Letter to Congresswoman Clarke](#)

2. To committees with funding authority - *Senate Finance, House Ways and Means (and Appropriations)*:

“Ensure funding meets needs”

[Letter to Senator Schumer](#)

[Letter to Chairman Rangel](#)



Ensuring our message is heard

- [Grassroots organizing](#)
- **Visits to Congressional delegates in DC and NYC**
- **Huffington Post [Editorial](#)**
- [Press conference](#) - NYC Council and Senator Gillibrand



How can YOU influence the Child Nutrition Reauthorization?

Do the same in your communities!

How?

Visit website www.NYCforCNR.org

for advocacy tools, action alerts,
historical and program information,
and other resources



Join our “Chef Campaign”

Chefs and food professionals are in the national spotlight as credible experts on school food / food quality

- Sam Kass – White House garden
- Jaime Oliver – TV show “Food Revolution”
- Rachael Ray – NYC SchoolFood recipes
- Dan Barber, Tom Colicchio, Bill Telepan - NYC



Join our “Chef Campaign”

The NYC Alliance for CNR is sending a message to chefs and food professionals across the country asking them to:

1. **Contact their Senators and Representatives** to let them know CNR is important
2. **Spread the word through their own networks and to the press** about the need for improvements and investments in school meals through CNR
3. **Request a meeting with their Delegates on March 17th** in Washington DC to discuss CNR



Contact

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