

SPRING 2010

FOR OUR GOOD HEALTH
BY OUR OWN LABOR
IN OUR SPIRIT OF FULL SHARING

THE FOOD ISSUE:
FROM OUR TABLE TO YOURS

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The Magazine of The Heinz Endowments

NUTRITION NUGGETS: FRESH | LOCAL | HEALTHY | DEDICATED | JUST | ALTERNATIVE

inside

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The Heinz Endowments was formed from the Howard Heinz Endowment, established in 1941, and the Vira I. Heinz Endowment, established in 1986. It is the product of a deep family commitment to community and the common good that began with H.J. Heinz, and that continues to this day.

The Endowments is based in Pittsburgh, where we use our region as a laboratory for the development of solutions to challenges that are national in scope. Although the majority of our giving is concentrated within southwestern Pennsylvania, we work wherever necessary, including statewide and nationally, to fulfill our mission.

That mission is to help our region thrive as a whole community—economically, ecologically, educationally and culturally—while advancing the state of knowledge and practice in

the fields in which we work. Our fields of emphasis include philanthropy in general and the disciplines represented by our five grant-making programs: Arts & Culture; Children, Youth & Families; Education; Environment; and Innovation Economy.

In life, Howard Heinz and Vira I. Heinz set high expectations for their philanthropy. Today, the Endowments is committed to doing the same. Our charge is to be diligent, thoughtful and creative in continually working to set new standards of philanthropic excellence. Recognizing that none of our work would be possible without a sound financial base, we also are committed to preserving and enhancing the Endowments' assets through prudent investment management.

h magazine is a publication of The Heinz Endowments. At the Endowments, we are committed to promoting learning in philanthropy and in the specific fields represented by our grant-making programs. As an expression of that commitment, this publication is intended to share information about significant lessons and insights we are deriving from our work.

Editorial Team Linda Bannon, Linda Braund, Donna Evans, Carmen Lee, Douglas Root, Robert Vagt. Design: Landesberg Design

About the cover Growing a healthy lifestyle movement requires cultivating programs and events that get fresh food to people where they are. This produce stand in the heart of Pittsburgh's central business district is part of the Market Square Farmers Market, which attracts downtown residents and workers to fresh, locally grown produce each Thursday from late spring through mid-November, 10 a.m. to 2 p.m. The program is coordinated by the Pittsburgh Downtown Partnership, the Pennsylvania Association for Sustainable Agriculture and Citiparks. Photo by Melissa Farlow for The Heinz Endowments' "Downtown Now Photography Project."

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Food for Thought

Despite a national show-and-tell frenzy around eating more nutritiously and exercising more, the country's waistline has continued to expand. This issue of *h* reports on a range of efforts that may finally be inching the scale toward permanent change.

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The best-tasting, most nutritious foods in the world come from around the corner or your own backyard. A primer on the places, events and programs that embrace fresh, local and sustainably produced food.

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The evidence continues to build: What we eat, how we grow it and how we prepare it loom large as determiners of long-term health.

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Pop culture is in love with the notion of fresh, local and additive-free, but the lifestyle-changing work is happening in powerful local-to-national movements.

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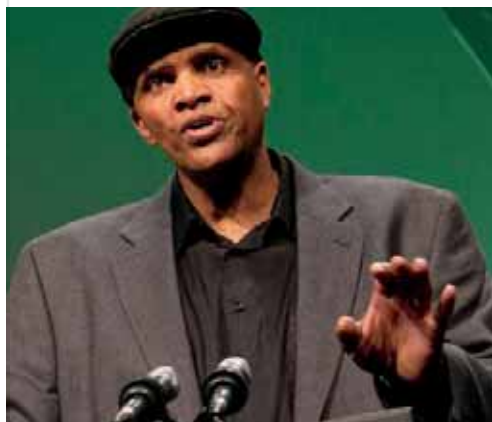
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message

By Teresa Heinz
Chairman, The Heinz Endowments

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Joshua Franzos



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or more than a decade, I have been hosting annual conferences in Boston and Pittsburgh on the increasing connections between environmental hazards and human health. I have always directed these events specifically to women for two reasons: to raise awareness about our special vulnerabilities to these health threats and to raise consciousness about our special power as a group to defeat them.

Consistent across all the conferences is the notion that it falls to many of us as women to be the caregivers and household managers. This gives us enormous influence in what gets brought into our homes and, ultimately, what gets deposited into the environment around us.

Nowhere in our consumer-purchasing decisions are the stakes higher for our long-term health than in the choices we make about food. Among the speakers at our April conference in Pittsburgh was former professional basketball player-turned-urban farmer Will Allen, who founded the Growing Power movement on the principle that all people, regardless of economic circumstances, should have access to fresh, safe and nutritious foods.

While I learned much about nutrition from Will and other presenters, there is nothing like experiencing its benefits firsthand in the face of a major health crisis.

I opened this year's conference by sharing my trials and tribulations of the past year with breast cancer and a series of other health calamities. I did so believing that one woman's experience—my experience—might help other women navigate one of the most complex and difficult relationships we will ever have: our relationship with our own well-being.

What I have learned this past year about health is, first, how precious it is; second, how easily it can be taken away; and third, how the only person you can truly rely on each day to fight for your health is you.

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People often assume that because I am a doctor's daughter and fairly well-schooled in the ways of medicine, and because I am blessed with resources that allow access to the best health care, the most nutritious food and healthful living environments, that my well-being is assured and that I can avoid serious health issues.

But the fact is that what I experienced could happen to anybody. Certainly, none of us is immune, especially as we age. The lesson I have taken from my ordeal is this: There is no point in lamenting the things we can't control. We need to focus on the things we can control—the things that stand to make a real difference to our health.

What we choose to eat and drink for ourselves and those we love is one of those areas. Just flip through the following pages, and you'll quickly understand how empowered we can be just by taking charge of this one aspect of our lives. We've produced an entire issue of *h* magazine devoted to food as it relates to environmental issues and our health. There are stories, interviews, charts, revealing quotes, even a pullout of important lists and tips.

Good nutrition from healthful food is embedded in several other areas I highlighted at this year's conference—areas where women can exercise control to safeguard their health.

The first is being mindful of our relationship with stress. Women are used to taking on more and more of life's responsibilities with no expectation of help. As moms and wives, as caregivers for aging parents or disabled children, even as professionals—it is what we do.

While we cannot always control the stressors that life throws at us, we can be mindful of how we respond through the foods we eat, how fast we eat them, the exercise we do and the time we take each day to be whole.

The second way we can make ourselves healthier is to protect ourselves from unnecessary stressors in our environment: contaminants in our air, water, food, clothing and cosmetics. We gain our best protection when we become more informed consumers and avoid products that can harm us.

The last area I pointed to where we can make ourselves healthier is to be engaged and ask questions. Imagine how much more vulnerable women are who enter the chain grocery store, the big box department store, even a hospital, just assuming that the systems behind these operations always work perfectly and have the consumer's best interests in mind.

What I have learned this past year about health is, first, how precious it is; second, how easily it can be taken away; and third, how the only person you can truly rely on each day to fight for your health is you.

That means attending to our own stress, demanding foods and other consumer goods free of harmful contaminants, and being ready to ask tough questions and demand answers from our institutional systems—be they health care or environmental control or public health. Taking control in these areas won't guarantee us a long life, but it will almost certainly guarantee us a better quality of life while we are blessed to be on this planet.

I encourage you to read through our first food issue and make it the starting point of your individual journey to greater well-being. Remember that it is only through caring for ourselves that we gain the power to improve the health of the environment and those we love. *h*





FOOD FOR THOUGHT

DESPITE A NATIONAL OBSESSION WITH THE IDEAL OF EATING AND EXERCISING FOR LIFETIME HEALTH, BAD FOOD AND COUCH-POTATO LIFESTYLES STILL RULE. A FULL ISSUE OF *h* REPORTS ON PEOPLE AND PROGRAMS ON A MISSION TO RIGHTSIZE A SUPERSIZED WORLD.
BY CHRISTINE H. O'TOOLE

urveying a decade's worth of debate on one of the most basic human activities, renowned food author Michael Pollan poses a plaintive question: "What other animal needs professional help in deciding what it should eat?"

Pollan's sly query, delivered in his 2008 book "In Defense of Food: An Eater's Manifesto," poked fun at discussions that have reached feverish proportions. The sage famously suggested that healthy eating was actually a simple proposition, one he summarized in seven words: "Eat food. Not too much. Mostly plants."

That prescription would have seemed revolutionary a few decades ago. But slowly, as Americans learn the dangers of our 50-year binge on processed foods, those ideas have taken root. Labels such as “free-range,” “omega-3,” “gluten-free” and “organic” have become part of our food vocabulary, and seasonal farmers markets are returning to local street corners.

So, even though there’s a nice buzz going about healthy eating, we still need to lose a lot of pounds. The Centers for Disease Control and Prevention reports that two-thirds of the adults in this country, and one-third of our children, are now obese or overweight. Pollan may be right when he calls Americans “a notably unhealthy population preoccupied with nutrition and diet and the idea of eating healthily.”

And preoccupation might be an understatement. From our neighbors down the street to celebrities on television to politicians in government—or their spouses—a multitude is challenging us today to think carefully about various aspects of our food. To help separate the wisdom from the chatter, this year’s Women’s Health & the Environment conference in downtown Pittsburgh included a focus on ways to improve what and how we eat. The April event was sponsored by The Heinz Endowments, foundation Chairman Teresa Heinz and Magee-Womens Hospital of UPMC.

This special food issue of *h* magazine follows up on the issues raised during the conference and offers some common-sense approaches to making our diet safe, healthy and sustainable. The stories reveal strategies to encourage farmers to produce more fresh foods for their local communities; foods that promote good health and help fight disease; national and local trends to promote consuming more nutritious food; and food-equity programs that provide low-income communities with access to healthy eating options.

This modern-day exploration contrasts sharply with the first 2.5 million years of human history, when the only food quest was avoiding starvation. Hunting and gathering took vast amounts of energy and ingenuity. As late as World War II, doctors examining U.S. Army recruits were shocked to find that many were malnourished. Since then, the rise of industrial agriculture has saved lives all over the world.

But progress has come at a cost. In the post-war era, food was cheap, and Americans ate more of it. The U.S. Department of Agriculture estimates that daily calorie consumption has grown by 24.5 percent, or about 530 calories, just since 1970, but not all those calories promote health. Two cans of soda contain about 300 calories, more than half the difference between our former and current daily intake.

As a result, four of the top 10 causes of death in the United States today are chronic diseases with well-established links to diet: coronary heart disease, diabetes, stroke and cancer.

“The average American eats 150 pounds of food additives a year,” pediatrician Alan Greene, a proponent of better childhood nutrition, told the audience at the women’s health conference. After explaining to the group how endangered animal species in a California zoo are fed only high-quality organic food, Greene asked: What are we doing to preserve our own species? The answer, he suggested, lies in fewer preservatives, artificial flavorings and dyes—in short, fresh and healthy food.

Consumers are demanding change, and companies and institutions are responding. McDonald’s restaurants have eliminated unhealthy hydrogenated oils, or trans fats. Schools, including many around Pittsburgh, banned sugary soda from the cafeteria line, adding fresh fruit and whole grains. Better product labeling spells out nutrients and calories. All those developments help families make healthy choices.

Among them is the First Family. When Michelle Obama planted the first sustainably grown vegetable plot at the White House since Eleanor Roosevelt’s Victory Garden, she was sowing—and selling—an idea: The healthiest foods are those grown closest to home. Paradoxically, for many communities across the country, locally grown food remains scarce. The nearby Walmart stocks crates of Hawaiian pineapples, but no apples from the farm up the road. The problem is particularly acute in poor neighborhoods—both urban and rural—where there are few good supermarkets.

Will Allen calls those communities “food deserts.” The charismatic founder of Growing Power, a pioneering urban farming program, told the Women’s Health & the Environment audience that reducing the disparity is

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THE PERCENTAGE OF INCREASE
IN DAILY CALORIE CONSUMPTION
SINCE 1970

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THE NUMBER OF THE TOP 10 CAUSES OF DEATH
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150

THE NUMBERS OF POUNDS OF
FOOD ADDITIVES THE AVERAGE AMERICAN
EATS EACH YEAR

“a challenge that will be solved by a new crop of farmers,” who will devise ways to boost the production and quality of even small local farms. Allen’s original three-acre Milwaukee plot now produces \$600,000 worth of fresh food annually—ranging from fish to honey to greens. “Our next farmers will come from cities and universities, and 60 percent of them will be under age 40,” he predicts.

Those future farmers of America might be found in Pittsburgh schoolyards right now. With help from the Endowments, students at four city elementary schools have participated in the Edible Schoolyard project, a creation of chef and healthful foods advocate Alice Waters. Their harvest from these permanent gardens is whipped into a delicious meal by visiting local chefs—a hands-on lesson that fresh, local ingredients taste great.

No matter what children learn in school, mothers are responsible for their nourishment, especially before birth. Education programs, including several at Magee-Womens Hospital, help young mothers learn how to avoid harmful chemicals during their pregnancies and in their homes. They are following Dr. Greene’s guidelines to feed their babies “green,” shopping more carefully than ever.

That’s why Environmental Protection Agency Director Lisa Jackson believes that progress toward healthy eating, as well as a healthy environment, will be led by mothers like herself. “Women make purchasing decisions for healthier, safer products,” she told the women’s health conferees in Pittsburgh. “It will be women who will change this debate forever.”

Among those women is Nancy Nichols, author of the 2008 book “Lake Effect,” which chronicles the link between the pollution of her Illinois hometown and her sister’s fatal ovarian cancer, as well as her own pancreatic cancer diagnosis. She was one of 2,800 participants applauding Jackson’s remarks.

Nichols’ personal experience led her to activism, as well as to thoughtful choices. “Acting responsibly means more than just being a smart shopper,” she says. “It means staying informed, pressing for needed reforms and supporting causes I care about.” *h*

HOME

GROWN





It is the last Saturday in May,

and a gentle afternoon sun is drying out the Homewood Community Garden in Squirrel Hill after a drenching thunderstorm the evening before.

About 15 gardeners are scattered across a maze of 20-by-20-foot plots on land owned by Homewood Cemetery. Bordering one side are woodsy acreage and the active cemetery beyond; on the other are Forbes Avenue and Frick Park.

Edgewood residents Theresé Tardio and Luke Miller are giving a tour of “Plot 5(A)—Full Sun,” as it is labeled on the site map, with a level of excitement that others might show for a beach house or mountain retreat. No wonder. After two years of inching their way up the waiting list (89 plots total), they are now in this special society. They have paid the \$36 annual fee, and have received keys to their gate, garden community rules, sustainable gardening guidelines and directions to the holiest shrine of the gardening religion: the community compost heap.

So what is the reward for enduring a waiting list? (There are 120 hopefuls for the Homewood site and similar numbers on lists at seven other community gardens in Pittsburgh’s East End neighborhoods and the South Hills suburbs.) What drives them to weed and plant and tend to their growing things so cheerfully through mud and muggy heat?

“For me, all I want is for my friends to say I make the best caprese salad they’ve ever tasted,” says Tardio. “And I know it will be, because it is as fresh as it can possibly be, and I know exactly where it came from and how it grew, because I did it myself.”

These dedicated urban-and-suburban gardeners are the truest of the True Believers in an exploding movement that fosters local sources of food production using sustainable methods.

If the thought of getting that close to the ground has you wincing at the prospect of nursing creaky knees or dodging pesky insects, take heart. The following pages offer a wide variety of programs, organizations, events and places that embrace locally and sustainably grown food at every level. *h*

—Doug Root, *h* staff



FRESH AND FUN Melanie Cheers, Chris Brittenburg and Ping Pirrung, Brittenburg's mother-in-law, don't have to do much marketing of their harvest from Who Cooks for You Farm. The eye-popping produce from the New Bethlehem operation is selling itself at the Monday Penn Circle West Farmer's Market in a parking lot in East Liberty. This market is one of about 20 in the Pittsburgh region that are organized through the Pennsylvania Buy Fresh Buy Local® program of the Pennsylvania Association for Sustainable Agriculture. For a list of area farm markets, see the pullout in the back of this issue. For a statewide view, go to www.buylocalpa.org.

Cul de Sac



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PENNSYLVANIA'S RANKING
AMONG STATES IN FARM-DIRECT
SALES TO CONSUMERS

FARM U One of the most unconventional and forward-thinking grant bequests in the history of southwestern Pennsylvania philanthropy came to Pittsburgh's Chatham University in 2008. The Eden Hall Foundation granted a 388-acre farm in Allegheny County's Richland Township to advance the university's academic and research missions. Officials didn't waste any time making use of their newly extended campus.

Programs already in place at the farm include sustainability and environmental studies, landscape architecture and women's studies, and an environmental learning lab. Scheduled to begin this fall is a new master's degree program in food studies, making Chatham one of only a few universities in the country to offer a graduate program in that discipline.

Below: An environmental studies student in one of the farm's gardens; middle: the farm's bucolic setting, once a free vacation retreat for women workers at the H.J. Heinz Co.; bottom: Alice Julier, director of the food studies program, tours a greenhouse with Mikal Merlina, left, owner of The Rhizosphere, a local organic food consulting and marketing firm; and Dan Dalton, a graduate student at the University of Pittsburgh. For more information on the program: 1-800-837-1290 or www.chatham.edu/mafs



Chatham University



Duane Rieder



Rachel Carson Homestead Association

SUSTAINABILITY WITH A VIEW

What happens when you move a sustainable food festival from the hinterlands neighborhood of celebrated environmentalist Rachel Carson to the spectacular bridge named for her in downtown Pittsburgh?

Organizers at the Rachel Carson Homestead Association are betting that the Aug. 29 event at the high-profile location — the former Ninth Street Bridge and its river views — will attract a broader crowd. They also want to highlight the benefits of locally sourced foods: they're healthier, more economical and environmentally friendly.

First presented three years ago by the association in Springdale near Carson's childhood home, the Sustainable Feast brings together a mix of top local chefs who buy from local farms, farmers themselves who sell their wares at market stands, environmental protection-conservation organizations, and a growing number of eco-friendly and fair-trade vendors.

"It's all one giant sustainable street party," says Rachel Carson Homestead Executive Director Patricia DeMarco. "But there is an important goal behind it all. We need more retail stores to sell local, sustainably produced foods, and we need more consumers asking for that option at their favorite grocery stores and restaurants."

Festival goers also can learn about community-supported agriculture programs — how to buy directly from a local farm, says DeMarco. Families buy a "share" ownership in a farmer's crop and receive a basket of fresh, in-season produce at regular intervals.

Participants in this year's Sustainable Feast include some of the hottest chefs and restaurant names in town: big Burrito Restaurant Group, Six Penn Kitchen, Fede Pasta, Salt of the Earth and more. Farmers include Turner Dairy, a collective of small family dairy farms that do not use genetically engineered growth hormones. Event partners are Eat 'n Park Hospitality Group, Slow Food Pittsburgh, Pennsylvania Association for Sustainable Agriculture and Whole Foods Market. *To find out more about Rachel Carson and other activities of the organization, visit www.rachelcarsonhomestead.org.*

BUY FRESH, BUY LOCAL Since 1992, the Pennsylvania Association for Sustainable Agriculture has helped farmers learn from each other and build relationships with consumers looking for fresh, local and sustainably produced food. PASA's driving vision is transforming agriculture and food systems in Pennsylvania to make local farms more viable, improving the land and bringing health benefits from more nutritious food to all residents. PASA builds bridges between diverse sectors of the agricultural industry, ensuring the healthiest, most nutritious food "from farm to fork." At right: PASA's list of Pittsburgh's urban farms. *For more information about farms statewide: www.buylocalpa.org.*

—Mia Farber, Western Regional Office, PASA

Braddock Farms
Grow Pittsburgh
Braddock Avenue
Pittsburgh, PA 15014
www.growpittsburgh.org/growpittsburgh/Projects/BraddockFarms

Churchview Farm
Churchview Avenue
Pittsburgh, PA 15236
www.churchviewfarmppgh.blogspot.com/

Frick Greenhouse
Grow Pittsburgh
7227 Reynolds St.
Pittsburgh, PA 15208
www.growpittsburgh.org/growpittsburgh/Projects/FrickGreenhouse

Garfield Community Farm
801 N. Negley Ave.
Pittsburgh, PA 15206
www.garfieldfarm.com

Hazelwood Harvest
97 Courtland St.
Pittsburgh, PA 15207
www.hazelwoodharvest.org

Healcrest Urban Community Farm
Hillcrest Street & North Pacific Avenue
Pittsburgh, PA 15224
www.healcrest.com

Mildred's Daughters Urban Farm
1100 Normahill Dr.
Pittsburgh, PA 15201
www.localharvest.org/farms/M6753

Garden Dreams
Urban Farm & Nursery
810–812 Holland Ave.
Wilkinsburg, PA 15221
www.mygardendreams.com

Landslide Community Farm
3 Allequippa St.
Pittsburgh, PA 15213
www.landslidecommunityfarm.org

PLANNING A GARDEN

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First Person: Julie Pezzino, executive director, Grow Pittsburgh

Garden planning is essential—even if you're not an expert gardener. Soil testing is the essential first step when starting a new garden. (It can be done infrequently once a garden is established.) Test soil in mid-August, so that there is time to amend the soil before winter. Important measurements include pH, phosphorous, potassium and, most important, the presence of toxic elements such as lead. The local cooperative extension can answer questions about metals and toxicity.

After testing, you are ready to prepare the garden site. The area should receive at least six hours of sunlight, be fairly flat and be easily accessible. September is a good month to prepare, leaving time for any grass to die and for amendments to incorporate themselves into the soil. Breaking ground in fall also allows planting to begin as soon as the ground thaws in March.

In January, you should begin a more intensive phase of garden planning. Before purchasing seeds, consider where and when each crop will be planted, how much space each requires and numbers of plants. Rotating crops around the garden each year is good practice. Also, the productive capability of the garden can be maximized by planting in succession. Crops planted in early spring, such as lettuce, may be replaced by summer crops, such as squash, once the temperatures rise. The best gardeners often draw maps of their area, one for each growing season.

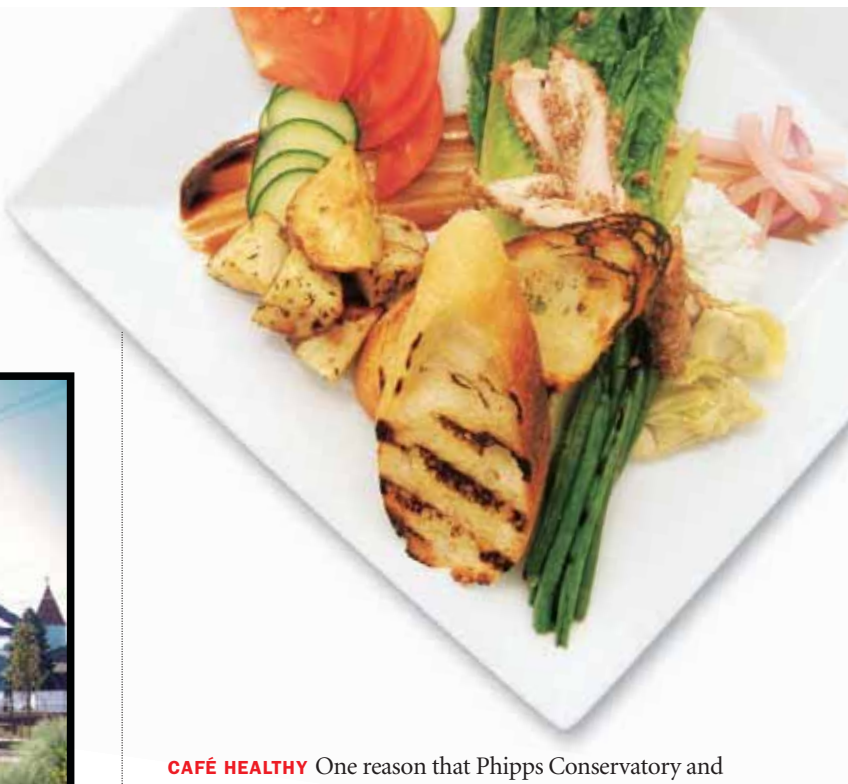
If you are working in an established garden, the first step is to take notes during the year's gardening experience. Notes can be as simple as "Mid-May: small black bugs devour salad turnips." Or, the process can be more detailed—a daily log, for instance, that includes rainfall amounts and temperatures. The most helpful notes tell you when and where each crop was planted, what diseases or pests were noticed and how well the crop produced.

With note taking, journal recording and map drawing completed, your down-in-the-dirt experience will be very rewarding. *For more information: www.growpittsburgh.org.*

Grow Pittsburgh



GROW BRADDOCK! A set of raised flower and vegetable beds just off the main street of Braddock is part of a football-field-sized urban farm operation designed to turn around the community's economic fortunes, after it was decimated from the loss of the steel industry in the mid-1980s. Set, ironically, against the backdrop of an abandoned steel mill, Braddock Farms is a premier demonstration project of The Heinz Endowments-funded Grow Pittsburgh, whose mission is to promote urban farming and sustainable agriculture. Braddock Farms also employs many young people in the community, who have few part-time job options. It is one of nine urban farms in the City of Pittsburgh. *For a complete list of farms across the state, go to www.buylocalpa.org.*



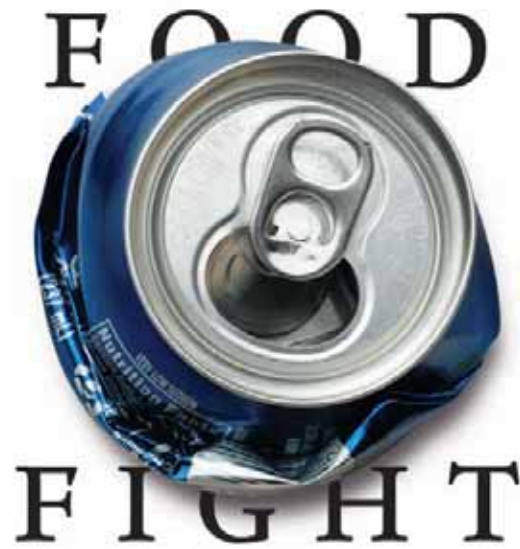
CAFÉ HEALTHY One reason that Phipps Conservatory and Botanical Gardens in Pittsburgh's Schenley Park can claim to be the world's most energy-efficient and sustainably operated conservatory is that its Café Phipps, located at street level near the entrance, is Green Restaurant Certified. The seasonal menus feature locally grown and organic foods such as the ingredients in the café's signature Pecan Chicken Salad Niçoise, above, and sustainably produced wines. All cups and flatware are compostable, all water is filtered on site and leftover food waste is composted. *For summer/fall hours: www.phipps.conservatory.org.*



Joshua Franzos

Shipping is a terrible thing to do to vegetables.
They probably get jet-lagged, just like people.

ELIZABETH BERRY, NEW MEXICO FARMER & AUTHOR KNOWN AS "THE BEAN QUEEN"



Eating can make you feel better.

The soul-satisfying Thanksgiving dinner with loved ones, the heart-comforting dessert after a relationship ends and the taste-bud-tingling sensation from a new cuisine are well-known epicurean experiences. The problem is, what appeals to the emotions is not always best for the body—though by making noticeable improvements to health and nutrition, emotional and other benefits can follow.


Every year, new evidence is developed to support the argument that the way we cultivate, prepare and consume our food can determine whether we're healthy—a major factor in enjoying life—or we're struggling with diet-related chronic diseases that are among the leading causes of death in the United States: heart disease, stroke, diabetes and some cancers. One recent study found that more than 9 million Americans of recruiting age are too heavy to join the military, with the proportion of recruits

rejected for being overweight jumping from 12 percent in 1995 to 21 percent in 2008. As obesity approaches epidemic levels in this country, how and what we eat is undergoing more scrutiny than ever before.

By now, many of us are familiar with some of the high-profile efforts encouraging Americans to be more conscientious about their eating habits, from First Lady Michelle Obama's organic White House garden to the growing number of community and state proposals to raise taxes on sugar-based soft drinks. This section of *h* features a variety of programs that promote good nutrition and offer practical suggestions for ways that individuals and families can make informed choices about what they consume.

We believe that eating can make us feel better, but that healthy eating can help us live best. *h*

—Carmen Lee, *h* staff



PANNING POP It could be called the Soft Drink Rebellion—only this time, the critics *want* the tax. As part of what might be viewed as a counter-college-culture project at Carnegie Mellon University, a 21-member team—including from left to right above, senior Dan LaVallee, professor Marvin Sirbu, graduate student managers Sharon Wagner and Kate Ricke, professor Ed Rubin, and seniors Sylvia Lee and Joe Kopko—bucked campus tradition and made a case for cutting calories and generating local revenue by drinking fewer soft drinks. And because college students aren't usually known for their nutrition consciousness, much less for examining the issue so thoroughly, the results of the team's study made front-page news in Pittsburgh.

In Allegheny County, 28.4 percent of the population is grossly overweight, which is worse than the national average of 26.7 percent. Working under the supervision of Engineering and Public Policy

professors Rubin and Sirbu, the Carnegie Mellon team, which included students from that department and the university's Department of Social and Decision Sciences, found that obesity is costing county residents more than \$500 million a year in medical expenses and lost work time. But some of that money—about \$54 million annually—could be recouped if county officials added a 1-cent-per-ounce tax on soft drinks, which the study also determined would reduce consumption by up to 8 percent. The students suggested that the revenue generated could support obesity-prevention efforts. The team made these and other recommendations after using a "lifestyle analysis" of five areas—food shopping, school programs, workplace activities, restaurant menus and recreational facilities—to develop proposals for reducing obesity countywide. *To get a copy of the study, call 412-268-1085.*

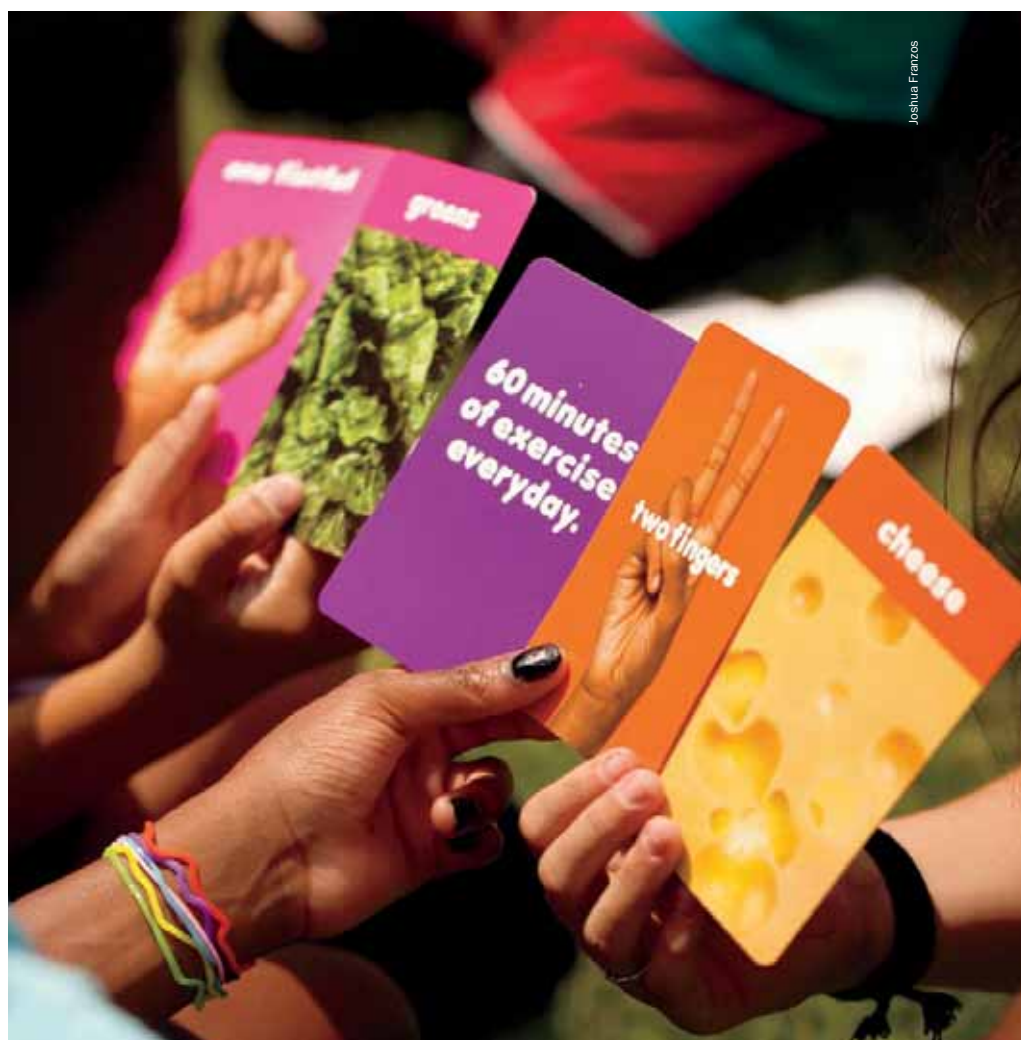


FOOD FUN The Fitwits program makes learning about healthy lifestyles entertaining by including colorful flash-cards, right, that show children how to use their hands to measure appropriate food portion sizes. The cards also can be incorporated into games as demonstrated by, beginning left, Kentucky Avenue School students Yuta Nakao, Tiernan Passmore, Rowan Sileo and Tiffany Allen. Adding to the fun are cartoon food characters called “Fitwits” and “Nitwits” that have imaginative biographies and adventures.

Created by the Carnegie Mellon University School of Design and UPMC St. Margaret Family Health Center, the program enlists the support of families, schools and community health services. This coalition encourages students to be physically active and teaches them how to make nutritious food choices.

A recent study published in the “International Journal of Obesity” found that the program’s range of presentation methods and its simplified health vocabulary are effective in helping students understand obesity and the importance of exercise and good nutrition.

The Heinz Endowments has been the sole funder of Fitwits, awarding the project nearly \$540,000 since 2006. For more information: www.fitwits.org



FROM GARDEN TO HOSPITAL BEDSIDE

First Person: Judith A. Focareta, coordinator of Environmental Health Initiatives, Magee-Womens Hospital

Providing education about healthy nutrition and offering healthy food choices have always been a part of the Magee-Womens Hospital vision. In 2008, members of its "Green Team" proposed taking the next logical step: planting organic vegetable and herb gardens in three indoor courtyards. The produce would be used in healthy foods prepared for staff and patients, and the gardens would serve as tools for education.

This dream became a reality last summer, thanks to the assistance of Phipps Conservatory staff and funding from the more than \$1.4 million that The Heinz Endowments has given us for a variety of environmental health initiatives. The courtyards and their gardens are all accessible to staff and patients. Educational signage describes the benefits of eating pesticide-free produce and gives instruction on how to plant organic gardens at home. And the advantages of our hospital-grown vegetables and herbs have become apparent in a variety of ways. At the

WomanCare Birth Center Courtyard, for example, the fragrance of basil wafts through the air as pregnant women walk there during labor. This courtyard garden also can be enjoyed by patients in the Cancer Center. In addition, last year's basil harvest was incorporated into pesto, which was frozen and provided to staff and patients throughout the winter months.

As part of this year's spring planting, we expanded our food education program with the assistance of horticulturists from Phipps Conservatory. Each week, the dietary staff is learning about growing, maintaining and harvesting the gardens. Each month, a lunch-and-learn session is provided for all staff and patients, and includes information about health problems

associated with pesticide usage, ways to reduce exposures and methods used in planting organic gardens. Nursing students from Carlow College, such as those shown at left, and medical students from the University of Pittsburgh Medical School also have been coming to learn and to help plant and maintain the gardens.

We believe that these courtyard gardens have contributed to Magee's commitment to community health, wellness and education while providing beautiful, relaxing spaces for those we serve.



Magee-Womens Hospital

Tony Auth



Life expectancy
would grow by leaps
and bounds if green
vegetables smelled
as good as bacon.

DOUG LARSON

GOLD MEDALIST AT THE 1924 OLYMPICS


1902-1981

the baker's
dozen

13 superfoods to prevent cancer

FOOD	CONTAINS	MAY HELP PREVENT
cruciferous vegetables: broccoli, kale, cauliflower, bok choy, brussels sprouts, cabbage	isothiocyanates, glucosinolates, crambene, indole-3-carbinol	cancer (lung, stomach, colorectal, prostate, bladder)
green tea	polyphenols, catechins	cancer (colon, liver, breast, prostate)
soy foods: tofu, soymilk, soynut butter, edamame	isoflavones, saponins, phenolic acids, phytic acids, phytosterols,protein kinaseinhibitors	cancer (breast, prostate)
tomatoes	vitamin C, beta carotene, lycopene	cancer (prostate), heart disease
onions, garlic, scallions, leeks, chives	allium compounds	cancer (stomach, prostate, endometrial), heart disease
berries	ellagic acid, phenolic compounds	cancer
orange fruits and vegetables: carrots, sweet potatoes, papaya, cantaloupe	beta carotene	cancer
citrus fruits	monoterpenes, vitamin C	cancer
nuts	ellagic acid, omega-3 fatty acids	cancer, heart disease
greens: spinach, kale, romaine, collard greens, chicory, chard	lutein, fiber, folate	cancer (liver, ovarian, colon, prostate)
legumes: lentils, peas	saponins, protease inhibitors, phytic acid, dietary fiber	cancer (colorectal)
whole grains: brown rice, oatmeal, whole grain breads, pasta	fiber, phenols, lignans, antioxidants, phytoestrogens, saponins	cancer
watermelon	vitamin C, beta carotene, lycopene	cancer (prostate), heart disease

The Center for Environmental Oncology, University of Pittsburgh Cancer Institute



fact

90 PERCENT OF WATER SYSTEMS IN THE
NATION MEET EPA STANDARDS.
TAP WATER IS MORE STRINGENTLY REGULATED
THAN BOTTLED WATER.

Food, one assumes,
provides nourishment,
but Americans eat it fully
aware that small amounts
of poison have been
added to improve its
appearance and delay
its putrefaction.

JOHN CAGE
AMERICAN AVANT-GARDE COMPOSER
1912–1992

h Q&A: DR. SERVAN-SCHREIBER



Dr. David Servan-Schreiber was 31 when he tested a brain-scanning machine on himself and learned that he had a brain tumor. Further tests determined it was cancer. After conventional treatment, Servan-Schreiber asked his oncologist what he should change, and was told he could resume his usual way of life. When the cancer came back a few years later and he had to endure a second round of surgery, chemotherapy and radiation therapy, he decided to use his medical and scientific training to explore how to better prevent cancer. His discoveries, which included food and nutrition findings, led to his best-selling book “Anticancer: A New Way of Life.”

Today, Servan-Schreiber, 49, is a clinical professor of psychiatry at the University of Pittsburgh School of Medicine and an adjunct professor of general oncology at the University of Texas’ M.D. Anderson Cancer Center. He and his Anderson Center colleagues are raising funds for a five-year, \$5 million research project to develop innovative, integrative oncology interventions based on the model outlined in his book. Servan-Schreiber also is president of Institut Prévenir Guérir in France, and a co-founder and former director of the UPMC Center for Integrative Medicine.

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Q: How does food fight disease?

A: Foods we eat every day become our cells and control many of our biological processes. They can contribute to oxidation, inflammation and cancer growth, as in the cases of trans fats in industrial food, omega-6 fatty acids in corn and soybean oil, or excessive amounts of refined sugar. Or, the natural chemicals they contain—sulfur compounds of onions and garlic, ellagic acid of raspberries, omega-3 fatty acids of fish, polyphenols of green tea or dark chocolate—can do just the opposite: reduce inflammation, control free radicals, and slow down cancer cell growth or even directly help induce the death of cancer cells.

Q: What foods are usually good for everyone?

A: Primarily vegetables, especially the cabbage family—broccoli, cauliflower, green/red/white cabbage, brussels sprouts—because of their indole-3-carbinols and sulforaphane. Also the onion/garlic/leek family. Garlic has been found on Sumerian medicine tablets that are several thousand years old, and it was known as the “Russian penicillin” during World War II. It helps regulate blood sugar, stimulate the immune system and slow down cancer growth. Most vegetables are rich in plant-based chemicals that our genes have evolved over millions of years to take advantage of and now count on to support our core biological functions that sustain health. Many fruits contribute to our health in the same way, especially brightly colored ones.

Q: So how healthy—or unhealthy—are beef, poultry and seafood?

A: In practically every study, consumption of seafood is associated with better health, less cardiovascular disease, less Alzheimer’s disease and less cancer. Red meat, especially barbecued or grilled, is, on the other hand, consistently associated with more disease. Poultry is more neutral, especially if eaten without the skin, which stores most of the saturated fat.

Q: What difference does eating organic foods make?

A: A research study from the University of Washington in Seattle found that children who eat primarily organic foods—70 percent of their food—have almost no residues of pesticides in their urine, whereas those who eat “conventional” foods, derived from chemically stimulated agriculture, can have up to four times the upper limit of pesticide residues tolerated by the Environmental Protection Agency. We can infer that adults are similarly affected. While there is no established link to specific illnesses, these chemicals are meant to disrupt biological processes and often mimic the effects of a variety of hormones, especially estrogen hormones. This could spur the growth of some tumors that are estrogen sensitive: breast, ovarian, and some brain and prostate tumors.

Q: What are the best food preparation methods?

A: It is best to cook vegetables briefly and to avoid boiling them. Boiling and overcooking waste or destroy some of the health-supporting chemicals in plants. The best way to prepare meat is the old Cretan technique of broiling vertically so the grease does not contact the flames. (This is how gyro meat is prepared in the Middle Eastern tradition.) The Asian tradition of preparing thin slices of meat that are stir-fried with a large amount of vegetables also is better.

Q: To what degree does healthy eating alone improve someone’s health, or does better eating have to be done in conjunction with exercise to be effective?

A: This is very hard to answer from existing research. Yet, some studies clearly suggest that the combination of healthy eating and at least some degree of exercise (30 minutes of walking, five to six times per week) confers a marked benefit over either done in isolation.

For more information: www.anticancerways.com.



GROWING A MOVEMENT

I

n the fickle world of 21st-century American popular culture, the ultimate measure of a trend's worth may be whether it gets its own television reality show.

How refreshing, then, that at least two network-based programs and much of one cable channel's program lineup pay homage to the growing trend of eating fresh, nutritious and locally grown food.

The Food Network's chefs preach the value of cooking with fresh, sustainably grown food. And in NBC's "The Biggest Loser," overweight contestants rely on exercise *and* nutrition to shed pounds. Now there is "Jamie Oliver's Food Revolution," the ABC show that has Britain's famous TV chef rescuing communities that have landed on "most overweight" and "least healthy" lists. The show is an entertaining takeoff on a more serious nutrition campaign that Oliver has successfully led in England—especially as it relates to children and school meals.

In the inaugural U.S. program, Oliver did a demonstration for a group of Huntington, W. Va., students. He discarded the healthiest parts of a whole chicken and stuffed the remaining carcass into a food processor, along with preservatives, lots of salt

and extra skin. The dough-like result was formed into nuggets, coated with breading and fried. Although the students made faces, they said they would still eat the nuggets.

Oliver understood that a powerful motivation was at work: Familiar tastes good, and what is unfamiliar tastes, well, not so good. Long-established patterns of eating are very difficult to change.

In this section, we've compiled a sampling of local to national efforts—a few trendsetters in the painstaking work of moving perspectives and palates toward fresh, healthy and locally grown. Even in Huntington, where many had resisted Oliver's program, there has been progress.

Student Ryan Jenkins, who learned to cook healthier meals from Oliver, told West Virginia Public Radio that he's surprised that the changes have continued. "If we're able to do it in West Virginia, ... we show that we're healthier," he said, "and then it spreads because families extend outside of here, and it would just keep spreading and spreading." *h*

—Doug Root, *h* staff

FUNDERS' FEAST! Foundation program officers from across the country attending the Funders' Network for Smart Growth and Livable Communities conference in April at the Pittsburgh Renaissance Hotel dine at the Eat Here! event celebrating sustainably produced foods that have been turned into such mouthwatering concoctions as Spanish meat pies and feta with olive tapenade. Individual foundations represented in the network have made significant investments in organizations that promote easier consumer access to sustainably grown and nutritious food. Being served is John Mitterholzer, senior program officer with the George Gund Foundation. Filling his plate is Chef Daniel Aguera from Vivo restaurant. *For more information: www.fundersnetwork.org*

225

THE MINIMUM MINUTES PER WEEK
FOR HIGH SCHOOL PHYSICAL EDUCATION
IN PENNSYLVANIA

New Pennsylvania Board of Education Standards



Joshua Franzos

Ask your child what he wants for dinner only if he's buying.

FRAN LEBOWITZ, AMERICAN HUMORIST & ESSAYIST

NO MORE JUNK (FOOD) IN THE TRUNK Alarmed by statistics showing that one-third of Pennsylvania elementary and high school students are so overweight that they qualify as obese, the state Board of Education has responded firmly by approving more stringent standards for the quality of in-school food and amount of physical activity.

In acknowledging impassioned pleas from medical experts, teachers, administrators, parents and students themselves, the board has ratcheted up the requirement that school districts provide healthy foods as part of what competes with school lunches: food offered in vending machines and as optional items in the cafeteria line. In addition, the state now requires a minimum of 30 minutes of moderate-to-vigorous physical activity each day for every student. It also sets minimum times for physical education classes: 150 minutes per week for elementary schools and 225 minutes for high schools.

The new requirements, which will get a final vote by the end of this year, also carry clout for the first time. School districts that don't comply with the enhanced standards can be forced to return state funding.

"Today's schoolchildren are part of what may be the first generation with a shorter life expectancy than its predecessor's," State Board Chair Joe Torsella said in announcing the first round of approval of the new regulations. "Getting junk foods out of our schools—and getting healthier food options and 30 minutes of daily physical activity into them—are simple steps that can have a tremendous impact on our young people."



PIZZA ALFRESCO Peabody High School student Eric Washington, left, tests his first self-made pizza for doneness as part of a class held at the Bricks for Bread community oven in Braddock. The project, which began in 2007, is the first piece of an ambitious plan by public relations executive-turned-bread baker Ray Werner to create dozens of public square ovens in communities throughout the Pittsburgh area. Focusing especially on communities that are dealing with economic and safety issues, he says, “An oven is like a campfire, and people are drawn to the fire, where good conversation and socialization are certain.” Werner also told a “Pittsburgh Post-Gazette” reporter when the Braddock oven opened in 2008: “I see a need for community ovens in neighborhoods similar to Braddock...communities that need an assist in bringing the neighborhood together.”

The ovens would also serve a recycling function in the community, since nearly all the materials are discards from razed buildings, so the ovens can be constructed cheaply. This summer, there is a waiting list in Braddock for classes on how to use the oven.



WHITE HOUSE GARDEN Students from Washington, D.C.’s Bancroft and Kimball Elementary schools help Michelle Obama at last fall’s harvest of the White House vegetable garden. Mrs. Obama uses fresh, homegrown produce from the most famous backyard in the world as a powerful visual backdrop for her “Let’s Move!” campaign to end childhood obesity in the United States within a generation. Among the goals set by a task force she convened is to hold food manufacturers and restaurant chains

accountable for the poor nutritional quality of foods they market to children. This spring, an alliance of food manufacturers responded with a pledge to introduce more healthy food items and to cut portion sizes and calories in existing products. The task force also calls for government agencies to direct healthier foods into school meal programs, require more physical education and related activities in the school day, and provide pregnant women with better prenatal care. For more information: www.letsmove.gov



HOW DOES YOUR SCHOOLYARD GARDEN GROW?

Three enthusiastic farmers from the third-grade class of Faison Primary School in Pittsburgh's Homewood neighborhood work as a team planting bell peppers, ground cherries and zinnias in a planting session last year. The class project, in which the children tended their plants, harvested them and cooked the vegetables for a shared meal, is based on the wildly popular seed-to-table learning model developed by chef and author Alice Waters. She is an architect of the culinary movement calling for cooking only with the freshest seasonal ingredients that are produced sustainably and locally. The Edible Schoolyard project now involves four city schools in a collaboration with the Pittsburgh Public Schools and healthy-clean-fair food economy advocate Grow Pittsburgh. *For more information: www.growpittsburgh.org/projects*



fact

8- TO 18-YEAR-OLDS SPEND AN AVERAGE
OF 50 HOURS PER WEEK WITH VIDEO GAMES,
TELEVISION AND COMPUTERS

*U.S. Surgeon General Regina Benjamin's
Vision for a Healthy and Fit Nation, 2010*

Ziggy





h Q&A: BRIAN SNYDER

Brian Snyder's post-college education—a master's degree from Harvard in theological studies and another from the University of Massachusetts in business administration—might seem odd preparation for his job as executive director of the Pennsylvania Association for Sustainable Agriculture. But a theologian's vision and a business manager's eye for value have been essential for his work at a statewide nonprofit that is the chief nurturer for local farming and sustainable agriculture. In the nearly a decade that Snyder has headed PASA, membership has grown from 1,000 to 6,000, making it one of the largest organizations of its type in the country. In responding to a few foodie policy questions, Brian drew on his PASA work and his experience with operating a small Centre Hall farm with his wife, Paula, and daughters Kerry and Kayla.

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Q: Sustainably produced and locally grown is the sizzling-hot lifestyle topic—from the Food Network channel to best-selling books to high-end restaurants. How does Pennsylvania measure up against demand for a strong network of local farms practicing sustainable agriculture?

A: Without question, Pennsylvania is in better shape on this score than most other states in the country. Keep in mind that we already have a tremendous number of farms—more than 60,000—that are much smaller on average than in other big agricultural states. Between 2002 and 2009, we went from being 10th in the country in total organic production to third. When you measure farm-direct sales to consumers on a per-acre basis, we are actually far ahead of California, which otherwise ranks first in total sales. Credit for this goes primarily to two very different populations: Amish and Mennonite farmers who have always generated their own local economies, and hip residents of Pennsylvania's major metros who are demanding more local and sustainable food systems.

Q: A lot of your work has been directed toward putting an end to the practice of “food anonymity.” What is it, and why is it so bad?

A: It starts very subtly. Maybe a farmer puts his/her products on a truck with products from other farms, bound for the big city. While farmers might save time and reduce costs this way, if the food loses its identity altogether, we've lost a vital link between farmers and consumers that instills accountability and good decision-making on both sides of the transaction. If you follow the path of anonymity and “efficiency” out even further... food becomes less reliable, as with the many food-safety scares we've experienced in recent years. Production can quickly become less viable from an economic point of view for any but the largest of farms. In the end, totally anonymous food is a disaster for everyone involved, and our national food policy should steer us in a better direction. This challenge can be met in a variety of ways—like using local brand development (as with Buy Fresh Buy Local) or cooperative business practices among a relatively small number of farms working together.

Q: Many grocery shoppers run away from any foods marked “organic” or “locally grown,” believing that they are always more expensive. Isn't this generally true?

A: No, not at all, though the experience right there on the spot may often be, “Gee, this stuff costs more.” Fact is, consumers who understand the concept of “value” as opposed to mere price are already attuned to the difference between buying stuff to eat and making an investment in their communities, which is essentially the choice they would be making in this case. Locally grown, organic or sustainable food is a better value than most food bought through conventional channels. Think about food being fully loaded with otherwise externalized costs for damage to roads, the environment and human health. The conclusion is likely to be that organic and local is much cheaper in the long run.

Q: PASA has partnered with Food Alliance to help implement a trusted, independent certification system that establishes a set of quality standards for farms and food facilities. How popular is the voluntary program?

A: Food Alliance certification is increasing in popularity pretty quickly, though it'll take time and commitment on our part for it to really take root in this part of the country. The public needs to understand that the “how” of their food is as important as the “where.” It's really already happening, with increased concern for things like farm workers' rights and animal welfare.

Q: What would be your one big wish that could be fulfilled to help PASA with its work in the state this year?

A: I'd like to see a robust conversation about agriculture occur in this year's elections. One of the biggest challenges we face is that politicians avoid talking about farming and food systems because they're uncomfortable with the topic. But this is one of the great controversies of our time: How shall food be produced and from whence should it come? Any candidate for statewide office would be taking a big risk, but also would be right on the money to assert that Pennsylvania can and should be the leading state in terms of assuring residents a safe, affordable and sustainably produced supply of food from our own farmers' hands. Heck, this objective wouldn't even be hard to achieve if it weren't for the tremendous resources out there that are normally directed toward its defeat.

FOOD FOR ALL



M

ore than 1 million children go to bed hungry every night in the United States. Last fall, one in eight adults and one in four children were receiving food stamps, with the number of recipients growing by 20,000 per day. And across the country, the nearest available food for millions of Americans in low-income communities is usually high in fat or sugar, courtesy of neighborhood fast-food joints and convenience stores.

In the land of plenty, there is plenty of need for good, nutritious food at a reasonable price.

Fortunately, increasing numbers of individuals and groups are stepping up to develop programs or to push for local, state and federal support to provide more nutritious food in underserved communities. Former pro basketball player Will Allen created a Milwaukee-based organization that's internationally known for helping low-income communities produce their own fresh food. PolicyLink, an equity research and advocacy nonprofit headquartered in Oakland, Calif., includes among its priorities improving access to healthy food for poor and working-class residents of urban and rural communities.

One of the programs PolicyLink highlights as a national exemplar is the six-year-old Pennsylvania Fresh Food Financing Initiative, a public-private partnership that has helped open or upgrade 86 grocery and other food stores in underserved communities, including several in the Pittsburgh region. These stores, in turn, have created or preserved 5,023 full- or part-time jobs. As a result of advocacy by PolicyLink, the mid-Atlantic-focused Reinvestment Fund and the Philadelphia-based Food Trust, President Obama has proposed including \$345 million in next year's federal budget for the creation of a Healthy Food Financing Initiative, which is modeled after the Pennsylvania program and promoted in First Lady Michelle Obama's "Let's Move!" campaign to reduce childhood obesity.

On a smaller but still important scale, local food banks and grass-roots entrepreneurs and advocates are doing their part to offer nutritious food options to low-income individuals. Among them are some Endowments grantees whose missions encourage better nutrition with the goal of holistically healthier families and communities. *h*

—Carmen Lee, *h* staff



FOOD FOR PEACE

First Person: Valerie Dixon, restorative justice coordinator, Center for Victims of Violent Crimes

Valerie Dixon shares her experience as a participant in the center's EVE—Enlightened Voices for the Environment—Project. The program promotes understanding of environmental risks that contribute to conflict and crime. A recipient of nearly \$200,000 in Endowments support, it encourages healthy eating through activities such as field trips to Healcrest Urban Community Farm, below. This is Dixon's story:

For more than 20 years, I struggled with my weight. Meat was my meal. I would just eat a piece of meat or two, have something to drink and consider that dinner. Pork chops were a weekly ritual. Fruits and vegetables were canned or frozen, if any. I never really recognized how sluggish I got after every meal. I never made the connection between what I ate and how I felt. I only thought I was overworked.

My health condition worsened after my 22-year-old son Robert was shot to death in 2001. I tried several methods to deal with my trauma. Many of the techniques I used involved helping others, but I was not taking good care of myself. It wasn't intentional; it sort of came with the territory of trauma-related healing. Then my doctor told me I was definitely a candidate for either a stroke or a heart attack. I had to acknowledge the severe health issues I had developed due to stress, sleeplessness, high blood pressure and other problems. I needed to make some drastic changes in my life.

I vowed to take care of myself, but I could not find "that thing" that really clicked to keep me on a healthy diet. Then, around the beginning of last year, the EVE Project came into my life. It was perfect timing. The program provided the support system I needed to reach my goals. It showed me a new approach to living a healthy lifestyle and took the word "diet" out of the conversation. I began to understand that the closer the foods you select are to the earth—the sustainer of life—the more you'll begin to benefit from a more balanced mind, body and soul. It's not easy changing habits you've always had. I know from the information I am acquiring and integrating into my life through each EVE Circle I've attended, I have found "that thing" that works for me. Although I have a long way to go, my thinking is different. I'm becoming more aware of what I choose to purchase at grocery stores. I've also noticed changes in the way my clothing fits. My metabolism has increased because I exercise. I've psychologically made a commitment to become healthy and have acquired a new attitude—and it feels great! For more information: www.cvvv.org



Joshua Franzos

h Q&A: JOYCE ROTHERMEL



The mission of the Greater Pittsburgh Community Food Bank is both noble and necessary. It provides monthly food assistance to more than 105,000 people from 11 counties in western Pennsylvania. Included in those numbers is an average of 2,500 new households each month, with a growing number struggling to cope with recent unemployment or reduced employment. About 60 percent of the food bank's clients are families of four or more people trying to survive on less than \$2,750 a month. The remaining 40 percent live in households with a total monthly income of less than \$1,000. Despite those sobering statistics, CEO Joyce Rothermel emphasizes that helping people eat healthier is a top priority, and her organization has several programs designed to offer clients fresh food options.

Q: We usually think of food banks giving canned and processed foods to individuals needing emergency food assistance.

How is the Greater Pittsburgh Community Food Bank helping people have access to fresh food?

A: We have always supported including more fresh food in our supply. Food banks nationwide are receiving fewer donations and have to raise funds to purchase food. The upside of this is that we can purchase healthy food, like produce. We also have specific programs that bring more fruits and vegetables to those we serve. The three largest are the Farm Stand Project, Produce to People and Gleaning. Farm stands are like farmers markets that the food bank helps establish in distressed neighborhoods where there is little access to fresh food—no markets or grocery stores—and these stands offer locally grown food whenever possible. Produce to People was created to move large quantities of time-sensitive food like produce. We load trucks on Saturday mornings and distribute in low-income neighborhoods. And our Gleaning coordinator organizes volunteers to pick farm crops in the region after the farmers are finished harvesting.

Q: How have your clients responded to the efforts to encourage them to eat more fresh food?

A: Produce is the main variety of food we have increased. We also try to provide more dairy products and meat. The amount of meat we are able to distribute has increased greatly due to the generosity of some food supply partners, including Giant Eagle, Wal-Mart and Sam's Club, which started donating more meat last year. Produce to People regularly attracts 500 to 700 families to each distribution. Sometimes, education is needed to introduce people to an unusual product, but most have responded favorably to the increase in the availability of fresh food.

Q: What are the programs that the food bank offers to encourage its clients to prepare meals using fresh food?

A: The food bank's nutrition staff offers healthy recipes using fresh produce that we provide. They conduct cooking demonstrations at farm stands and pantries, and distribute a newsletter that includes recipes and other nutrition information. Our farm stands accept Farmers' Market Nutrition Program coupons and food stamps through the Supplemental Nutrition Assistance Program, or SNAP.

Q: What healthy eating recommendations do you have for low-income families?

A: People who struggle to feed their families healthy food should take advantage of all available resources. If they qualify for food stamps or assistance from a food pantry, they should enroll in these programs. Not only do our farm stands accept food stamps, but most farmer's markets in the region offer fresh, locally grown food at very reasonable prices.

Q: When did you begin to include and/or promote fresh food as part of your offerings, and what changes, if any, did you make to do that?

A: Our strategic plan included setting goals for the percentage of healthy food we distribute. We have met our goal of having at least 75 percent of the food we distribute meet our ranking for healthy food, and adding more produce to our inventory has been responsible for much of this progress. Having more perishable, food-like produce necessitated increasing our refrigerated space, and helping our agencies increase theirs. And Produce to People provided one answer to moving more perishable food more quickly to more accessible central locations.

To get involved: www.pittsburghfoodbank.org

On a Claire Day



50

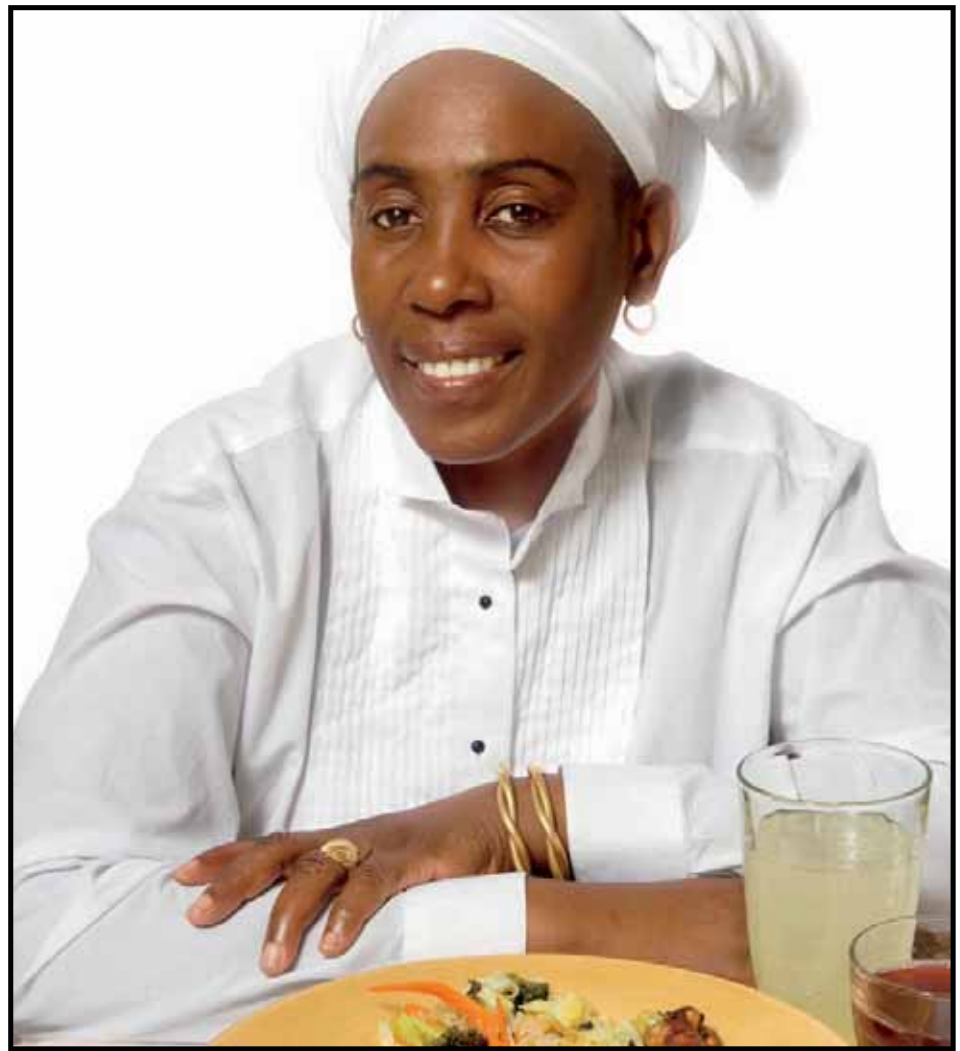
THE PERCENTAGE
OF ALL FOOD STAMP
RECIPIENTS
NATIONWIDE WHO
ARE CHILDREN

1 OUT OF 8

THE NUMBER OF
AMERICANS WHO
RECEIVED SOME KIND
OF EMERGENCY
FOOD ASSISTANCE
DURING 2009

1,000,000

THE NUMBER OF
CHILDREN IN AMERICA
WHO GO TO BED HUNGRY
EVERY NIGHT



Gail Manker Photography

SAVORY AND SUSTAINABLE

First Person: LaKeisha Wolf, entrepreneur, founding member of Ujamaa Collective

With increasing emphasis on sustainability in our communities through green jobs and energy efficiency, members of the Ujamaa Collective believe it is important to discuss a holistic approach to sustaining the people who live in African American neighborhoods. This, in part, happens through access to affordable, fresh and healthy food, and Ujamaa is working to create a new standard. We are developing a sustainable business-preparation-and-marketplace establishment in Pittsburgh's historic Hill District, and we know that we must literally satisfy the tastes of our neighbors.

Currently, fresh food is hard to come by in the Hill. And proper nutrition is the best prevention for some of African Americans' most

pressing health issues—from diabetes to infant mortality. Our folks hear what the doctors say about changing our eating habits, but often these practices are hard to break, particularly if the “food culture” has been affected by negative events or circumstances of the past.

As a group primarily consisting of artisans, Ujamaa's strategy for meeting the needs of our neighbors is based on relationships, the food itself and the aesthetics of how we bring the two together. We have three uniquely dynamic caterers, like Kahila Miller, shown above, who all cook with taste and wellness in mind. Their specialties represent an amalgamation of vegan dishes and desserts, traditional Caribbean meals with vegetarian options like jerk tofu instead of chicken, and healthier varieties of soul food. Ujamaa offers freshly made beverages like ginger beer and sorrel, a sweet red juice made with dried Jamaican tropical

flowers. All three caterers also are certified food educators through the award-winning Food is Elementary curriculum, which is designed to help combat childhood obesity.

Our outreach events in the Hill enable us to offer taste-testing and cooking demonstrations. Through the talents of other members in master gardening and composting, Ujamaa supplies a powerhouse of resources, from the earth to the table. Forming partnerships with Hill residents to learn the language of the land together is a principal step. That's why when the food produced through these relationships enters the Ujamaa Marketplace, our intergenerational space provides a new culture of commerce and beneficial exchange, and the tastes of our community will surely be transformed.

fact

27 PERCENT OF FOOD AVAILABLE
FOR CONSUMPTION IS WASTED EVERY DAY —
ABOUT ONE POUND OF FOOD
PER DAY FOR EVERY AMERICAN

U.S. Department of Agriculture

GLEANING Farmers often find themselves with a surplus of unmarketable produce. The Greater Pittsburgh Community Food Bank staff recruits, trains and supervises volunteers who glean, or harvest, these leftover fruits and vegetables. Gleaning volunteers experience working on farms in southwestern Pennsylvania while partnering with farmers to help feed hungry people. The produce is taken back to the food bank and distributed to member agencies. Food bank staff also picks up produce directly from farmers. *To volunteer: www.pittsburghfoodbank.org or 412-460-3663, ext 301.*



Greater Pittsburgh Community Food Bank

You don't have to cook
fancy or complicated
masterpieces—just good
food from fresh ingredients.

JULIA CHILD

INTERNATIONALLY CELEBRATED CHEF,
AUTHOR & TELEVISION PERSONALITY

1912–2004



FARM STAND PROJECT

The Farm Stand Project of the Greater Pittsburgh Community Food Bank provides fresh, affordable Pennsylvania-grown produce to residents of low-income neighborhoods who have limited or no access to farmers markets and grocery stores. Farm stands are open between June 9 and Nov. 11. All accept cash and welcome participants in the Women, Infants and Children Program (WIC); the Senior Farmers' Market Nutrition Program (FMNP); and the Electronic Benefit Transfer/Supplemental Nutrition Assistance Program (EBT/SNAP).

Addison Terrace Farm Stand
Addison Terrace Community Center
2136 Elmore Sq.
Pittsburgh, PA 15219
Thursdays, 11 a.m.–3 p.m.

Lawrenceville Farm Stand
Stephen Foster Community Center
286 Main St.
Lawrenceville, PA 15201
Thursdays, 11:30 a.m.–2:30 p.m.

Carnegie Farm Stand
Salvation Army
505 Washington Ave.
Carnegie, PA 15106
Thursdays, 12:30–6 p.m.

Millvale Borough Farm Stand
National City Bank rear parking lot
400 Grant Ave.
Millvale, PA 15209
Wednesdays, 2:30–6 p.m.

Charles Street Farm Stand
Fowler Park
2801 N. Charles St.,
North Side
Pittsburgh, PA 15214
Thursdays, 2–6 p.m.

Mon Yough Community Services Farm Stand
500 Market St., corner of
Market Street & Fifth Avenue
McKeesport, PA 15132
Wednesdays, 9:30 a.m.–1:30 p.m.

Clairton Farm Stand
Lifespan Senior Center
530 Miller Ave.
Clairton, PA 15025
Thursdays, 10:30 a.m.–
1:30 p.m.

Seton Brookline Farm Stand
Elizabeth Seton Center parking lot
1900 Pioneer Ave.
Brookline, PA 15226
Wednesdays, 10:30 a.m.–6 p.m.

Hazelwood YMCA Farm Stand
Dairy Mart parking lot
4915 Second Ave.
Pittsburgh, PA 15207
Thursdays, 11 a.m.–2:30 p.m.

Turtle Creek Valley Farm Stand
In front of the Westinghouse Valley
Human Services Center building
519 Penn Ave.
Turtle Creek, PA 15145
Wednesdays, Noon–3 p.m.

Hill House Farm Stand
Next to main entrance
1835 Centre Ave.
Pittsburgh, PA 15219
Thursdays 10 a.m.–1 p.m.

Warrington Avenue Farm Stand
Warrington Avenue &
Walter Street parking lot
Pittsburgh, PA 15210
Thursdays, 3–7 p.m.

Homewood-Brushton Farm Stand
Homewood-Brushton YMCA
Kelly Street parking lot
7140 Bennett St.
Homewood, PA 15208
Thursdays, 12:30–6:30 p.m.

*For more information on the
Farm Stand Project, please call
412-460-3663, ext. 216.*



WILL, POWER For the past 17 years, former professional basketball player Will Allen, shown above tending greens, has been teaching young and old, farmers and urban planners, about sustainable practices for supplying fresh food to local communities. His organization, Growing Power, is an internationally recognized model for food production, distribution and education. It attracts thousands of visitors every year, like the little girl, below left, who is charmed by the strutting chickens, and the group, above left, taking an Earth Day tour led by guide Alex Hipp.

Allen's extraordinarily successful new career also took him full circle to his childhood roots of growing up on a farm in Maryland. Growing Power evolved, almost fittingly, from a simple Milwaukee garden center he purchased in 1993 to sell produce from the Wisconsin farm he bought from his wife's parents. Young people from the city's largest public housing community began asking him for advice about growing their own vegetables. Allen designed a program that gave teens the opportunity to work at the center and renovate its greenhouses to grow food for their neighborhood. The partnership grew into a nonprofit that has been described as a "living museum" or "idea factory" for cultivating youth and community leadership, as well as for promoting sustainable methods of providing safe, healthy, affordable and high-quality food for communities of all types.

Today, Growing Power has farms at its Milwaukee headquarters; in Chicago, where it also has an office; and in various urban and rural locations in Wisconsin and Illinois. It has satellite training sites in Arkansas, Georgia, Kentucky, Massachusetts and Mississippi. And Allen, the organization's CEO, is a popular speaker and instructor who has won numerous awards. In 2008, he was the recipient of the prestigious John D. and Katherine T. MacArthur Foundation "Genius Grant" and was named a MacArthur Fellow. *For more information:* www.growingpower.com

here&there

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Three Carnegie Mellon University professors—shown with Endowments board members Chris Heinz, third from left; Chairman Teresa Heinz, center; and André Heinz, second from right—were awarded endowed Heinz chairs in May. Terry Collins, of the Mellon College of Science, far right, received the Teresa Heinz Professorship in Green Chemistry. Two from the H. John Heinz III College faculty also were honored. Ramayya Krishnan, second from left, received the H. John Heinz III Deanship, and Lowell Taylor, far left, was named the H. John Heinz III Professor of economics.



Ken Andreyo



RACHEL CARSON HONORS A FRIEND

Renowned biologist Edward O. Wilson, recognized as the originator of the concept of biodiversity and a pioneer in its development as a scientific field, reacts to a Farbel glass fire ant, as part of the Rachel Carson Legacy Award presented to him by Nicholas Camody, vice president of the Rachel Carson Homestead Association board of directors. The award was the highlight of the Homestead Association's May 27 Biodiversity

Symposium at the Carnegie Museum of Natural History in Pittsburgh. Wilson, a two-time Pulitzer Prize winner and one of the scientists who provided environmentalist Rachel Carson with data while she was writing her seminal book on the impact of uncontrolled pesticide use, "Silent Spring," helped establish biodiversity principles through his study of fire ants. The symposium featured several panels of experts representing a wide range of experiences with various aspects of biodiversity.

Foundation Awards Endowments staff, magazine contributors and grantees have received several awards this spring for a range of accomplishments.

The foundation was recognized for communications work through its website and *h* magazine. Nationally, both placed first in their respective categories in the Wilmer Shields Rich Awards Program, presented by the Council on Foundations at its annual conference in Washington, D.C. In regional competitions, the Endowments' magazine won six top awards in the annual Golden Quill journalism contest, sponsored by the Press Club of Western Pennsylvania, and first and second place honors in the Robert L. Vann media competition, sponsored by the Pittsburgh Black Media Federation. Earning the writing awards for *h* were longtime contributors Christine O'Toole and Jeffery Fraser, while Landesberg Design received a top award for its design of the magazine.

On the grant-making side, Innovation Economy Program Officer Bomani Howze was recognized by the "New Pittsburgh Courier" as one of 40 African Americans under the age of 40 who are working to make the Pittsburgh region a better place.

Long-standing Endowments grantees receiving awards were "The Allegheny Front," an environmental news and features radio program broadcast by another Endowments grantee, WYEP-FM. The program received a Golden Quill for best radio feature/documentary. And for the second year in a row, the Pennsylvania Association of Broadcasters honored "The Allegheny Front" with the title of the state's Outstanding Public Affairs Radio Program.

Shown below at an awards ceremony honoring funders of Every Child Inc., are from left, Carmen Anderson, senior program officer in the Endowments' Children,



Youth & Families section; Evan Frazier, senior vice president of community affairs at Highmark Inc.; and Danielle Kassell of Chartwell Pennsylvania, winner of the Angel Tree Award. The organization, which provides a range of support programs for children, presented the Endowments with the Family Ever After Award, in appreciation of the foundation's support of the organization's mission.

Joshua Franzos

TO GO

A pullout from *h*, the magazine of The Heinz Endowments: essentials for every health-minded foodie—lists, resources, websites, rankings

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PITTSBURGH FARMERS MARKETS

Below is a list of farmers markets in Pittsburgh. Visit the Pennsylvania Association for Sustainable Agriculture's website www.buylocalpa.org for farmers markets statewide.

Bloomfield Farmers Market
Immaculate Conception School
Cedarville Street &
Friendship Avenue
Pittsburgh, PA 15224
Thursdays, 3:30–7:30 p.m.

Carrick Farmers Market
Carrick Shopping Center
Brownsville Road &
Parkfield Street
Wednesdays, 3:30–7:30 p.m.

Dormont Farmers Market
Dormont Pool
Banksville Road
Dormont, PA 15216
Mondays, 4–7 p.m.

Downtown Pittsburgh Farmers Market
City-County Building
414 Grant St.
Pittsburgh, PA 15222
Fridays, 10 a.m.–2 p.m.

East Liberty Farmers Market
Penn Circle West
Pittsburgh, PA 15206
Mondays, 3:30–7:30 p.m.

Farmers@Firehouse
2216 Penn Ave., Strip District
Pittsburgh, PA 15222
Saturdays, 9 a.m.–1 p.m.

Farmers at Phipps
Phipps Conservatory
Schenley Park Drive
Pittsburgh, PA 15213
Wednesdays, 2:30–6:30 p.m.

Farmers Market Cooperative of East Liberty
344 N. Sheridan Ave.
Pittsburgh, PA 15206
Saturdays, 5 a.m.–noon

Forest Hills Farmers Market
Forest Hills Presbyterian Church
1840 Ardmore Blvd.
Forest Hills, PA 15221
Fridays, 4–7 p.m.

Green Tree Farmers Market in the Park
Green Tree Park
895 Greentree Rd.
Green Tree, PA 15220
Thursdays, 4–7 p.m.
(May 20–end of June) and
4–7:30 p.m. (July–Oct. 28)

Market Square Farmers Market
Market Square, Downtown
Forbes Avenue & Market Place
Pittsburgh, PA 15222
Thursdays, 10 a.m.–2 p.m.

Monroeville Lions Farmers Market
Gateway High School
3000 Gateway Campus Blvd.
Monroeville, PA 15146
Saturdays, 9 a.m.–noon

Mt. Lebanon Lions Farmers Market
United Lutheran Church
975 Washington Rd.
Mt. Lebanon, PA 15228
Wednesdays, 4–7 p.m.

Mt. Lebanon Uptown Farmers Market
600–750 Washington Rd.
Mt. Lebanon, PA 15228
Saturdays, 9 a.m.–2 p.m.

North Side Farmers Market
Allegheny Commons
East Ohio Street & Cedar Avenue
Pittsburgh, PA 15212
Fridays, 3:30–7:30 p.m.

Oakland Farmers Market
Sennot Street between
Atwood Street & Meyran Avenue
Pittsburgh, PA 15213
Fridays, 3:30–6:30 p.m.

Pittsburgh Public Market
Smallman Street, Strip District
Pittsburgh, PA 15222
Fridays, 9 a.m.–7 p.m.
Saturdays, 9 a.m.–5 p.m.
Sundays, 10 a.m.–4 p.m.
(year round)

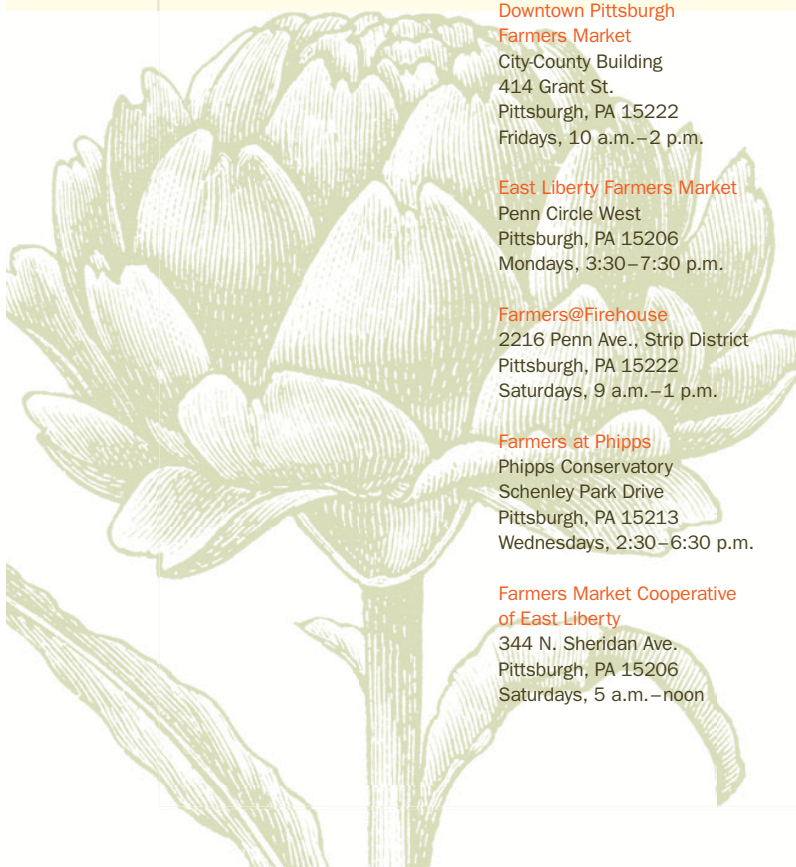
Pittsburgh Whole Foods Farmers Market
5880 Centre Ave.
Pittsburgh, PA 15206
Last Wednesday of each
month, 4–7 p.m.

St. James Farmers Market
200 Walnut St.
Sewickley, PA 15143
Saturdays, 9 a.m.–1 p.m.

South Side Farmers Market
20th & Sidney streets
Pittsburgh, PA 15203
Tuesdays, 3:30–7:30 p.m.

Upper St. Clair Lions Farmers Market
Westminster Presbyterian Church
2040 Washington Rd.
Upper St. Clair, PA 15241
Thursdays, 3–7 p.m.

Wilksburg Farmers Market
Ross & South avenues
507 South Ave.
Pittsburgh, PA 15221
Thursdays, 3–6 p.m.





RESOURCES



BOOKS & MAGAZINES

Anticancer: A New Way of Life
by David Servan-Schreiber, M.D.,
Ph.D.; Viking Penguin, 2008

**Child Obesity: A Parent's Guide
to a Fit, Trim, and Happy Child**
by Goutham Rao, M.D.;
Prometheus Books, 2006

**Feeding Baby Green: The
Earth-Friendly Program for
Healthy, Safe Nutrition During
Pregnancy, Childhood, and
Beyond**

by Alan Greene, M.D.;
Jossey-Bass, 2009

Food Rules: An Eater's Manual
by Michael Pollan;
Penguin Books, 2009

**Organic Manifesto:
How Organic Farming Can
Heal Our Planet, Feed the
World, and Keep Us Safe**
by Maria Rodale;
Rodale Books, 2010

Organic Gardening magazine
Rodale Inc.;
www.organicgardening.com

Prevention magazine Rodale Inc.;
www.prevention.com

**Starting and Strengthening
Farmers' Markets in Pennsylvania**
2nd Edition, www.rural.palegislatre.us/FarmMkt.pdf

A Shopper's Guide to Pesticides

Developed by the Environmental Working Group

Even small doses of pesticides and other chemicals found on fruits and vegetables can cause lasting damage, especially during fetal development and early childhood. By being informed, you can minimize the amount of pesticides that you and your family are consuming.

Analysts at the Environmental Working Group developed this guide based on data from nearly 96,000 tests for pesticide residues on produce. Nearly all of the studies used to create these lists assumed that you rinse or peel fresh fruits and vegetables—but rinsing only reduces pesticides; it does not eliminate them. And while peeling helps, you lose valuable nutrients in the produce's skin. The best approach is to eat a varied diet, rinse all produce and buy organic when possible.

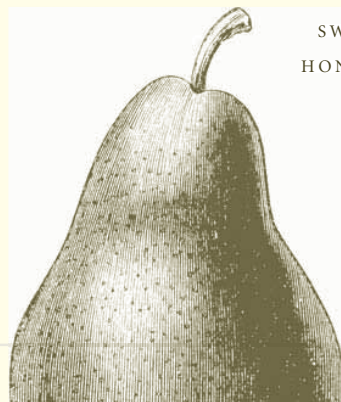
These lists will help you choose which fruits and vegetables to buy organic so that you can lower your dietary pesticide load.

DIRTY DOZEN BUY THESE ORGANIC (WORST FIRST)

CELERY
PEACHES
STRAWBERRIES
APPLES
BLUEBERRIES
NECTARINES
BELL PEPPERS
SPINACH
KALE
CHERRIES
POTATOES
GRAPES (IMPORTED)

CLEAN FIFTEEN LOWEST IN PESTICIDES (BEST FIRST)

ONIONS
AVOCADOS
SWEET CORN
PINEAPPLES
MANGOS
SWEET PEAS
ASPARAGUS
KIWIS
CABBAGE
EGGPLANT
CANTALOUPE
WATERMELONS
GRAPEFRUITS
SWEET POTATOES
HONEYDEW MELONS



WEBSITES

The Center for Food Safety
www.centerforfoodsafety.org

Eat Well Guide
www.eatwellguide.org

Earth Pledge's Farm to Table
www.earthpledge.org/f2t/more-about-farm-to-table

Environmental Working Group
www.ewg.org

Greater Pittsburgh Community Food Bank
www.pittsburghfoodbank.org

Grow Pittsburgh
www.growpittsburgh.org

Will Allen's Growing Power, Inc.
www.growingpower.org

Local Harvest
www.localharvest.org

National Sustainable Agriculture Coalition
www.sustainableagriculture.net

Pennsylvania Association for Sustainable Agriculture (PASA)
www.pasafarming.org

Pennsylvania Department of Agriculture
www.agriculture.state.pa.us

Slow Food Pittsburgh
www.slowfoodpgh.com

Sustainable Agriculture Research and Education (SARE)
www.sare.org



WOMEN'S HEALTH & THE ENVIRONMENT 2010

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On April 21, Heinz Endowments Chairman Teresa Heinz told more than 2,800 participants, representing 13 states and 20 countries, about one woman's struggle with breast cancer—her own.

"A lot of you have gone through similar trials and tribulations, but it's only by sharing these things that we learn how to treat ourselves," Mrs. Heinz said, opening Pittsburgh's third Women's Health & the Environment: New Science, New Solutions conference. She, along with the Endowments and Magee-Womens Hospital of UPMC, sponsored the free event, which was held on the eve of Earth Day at the David L. Lawrence Convention Center.

The conference attracted a capacity crowd and featured discussions about the relationship between environmental toxins and personal health. A morning panel explained how new scientific research is making those connections, and, in the afternoon, another group of experts talked about new solutions for preventing and combating illnesses, including individual lifestyle changes.

Since 2007, the Endowments has donated a total of nearly \$1 million for the conferences. This year's event also kicked off six weeks of environmentally based programs leading up to the United Nations' World Environment

Day, held June 5 in Pittsburgh.

The day-long conference featured two keynote speakers: U.S. Surgeon General Regina Benjamin, shown left of Teresa Heinz at a news conference, and Lisa Jackson, administrator of the Environmental Protection Agency, on the right. In the morning, Benjamin described the national effort to combat family health issues related to the environment. After eating a fully compostable lunch, the audience, made up mostly of women, heard from Jackson, who spoke from the perspective of a mother about the EPA's environmental improvement efforts.



Joshua Franco

Above, left: For the first time, those who were unable to register before all openings were filled could watch the conference online, streamed in real time. Also during the event, audience members could e-mail comments and questions to the speakers.

Above, right: A team of three Robert Morris University undergraduates won the region's first foundation-sponsored journalism contest, which focused on coverage of the women's health conference. Funded and coordinated by the Endowments, the competition required college participants to produce a two-minute broadcast video, a news article and photos. The three students from

Robert Morris' School of Communications and Information Systems—junior Aimee Morgan, left, sophomore Maria Satira and junior Kevin Williams, right—each received a 16GB Apple iPad for winning the contest. Of the other five competing teams from universities in the region, students from the University of Pittsburgh and Point Park University placed second and third, respectively.

SPEAKERS

Will Allen, founder and CEO, Growing Power

Regina Benjamin, M.D., MBA, U.S. Surgeon General

Julia Brody, Ph.D., executive director, Silent Spring Institute

Kenneth Cook, president and founder, Environmental Working Group

Leslie Davis, president, Magee-Womens Hospital of UPMC

Alan Greene, M.D., author, "Raising Baby Green" and "Feeding Baby Green"; founder, DrGreene.com

Teresa Heinz, chairman, The Heinz Endowments

Patricia Hunt, Ph.D., Meyer Distinguished Professor in Life and Environmental Science, School of Molecular Biosciences, Washington State University

Lisa Jackson, administrator, Environmental Protection Agency

Bruce Lourie, co-author, "Slow Death by Rubber Duck: The Secret Danger of Everyday Things"; president, Ivey Foundation

John Peterson Meyers, founder, CEO and chief scientist, Environmental Health Sciences

Jeanne Rizzo, R.N., president and CEO, Breast Cancer Fund

Rick Smith, executive director, Environmental Defence Canada; co-author, "Slow Death by Rubber Duck: The Secret Danger of Everyday Things"

Beverly Wright, Ph.D., founder, Deep South Center for Environmental Justice, Dillard University

To watch speeches and presentations from the conference: www.womenshealthpittsburgh.org

THE HEINZ ENDOWMENTS

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