

# 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."

# h

Volume 10 Number 2 Spring 2010



## 4

### 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.

## 8

### Home Grown

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.

## 14

### Food Fight

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.

## 20

### Growing a Movement

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.

## 26

### Food for All

When the good food harvest is in and the table is set, is there a seat for all? An offering of programs, projects and services that bring more chairs to the table.

## 33

### To Go

A pullout of essentials for every health-minded foodie: lists, resources, websites and rankings.

2 Message

32 Here & There



Food for All, page 26

