



HIP-HOP 4 A HEALTHY NYC FOOD AND RESTAURANT SAFETY (FARS) Campaign



ABOUT THE CAMPAIGN

The FARS campaign was created to offer “Socially Responsible” Supermarkets, Restaurants, Grocery Stores and Beverage companies an opportunity to support programs that improve HEALTH AND PUBLIC SAFETY by addressing: Poverty; Financial Literacy and Entrepreneurship; Heart Disease, Cancer, Diabetes, Substance Abuse and Obesity; Traffic, Gun & Gang Violence Prevention. This unique opportunity will help Students achieve their health, safety, academic, business, financial and personal goals

WHAT ARE OUR GOALS?

1. To ask Students, Families, Restaurants and the Food/Beverage industries to help Promote the HealthyNYC Goals
2. To promote how important Exercise, Diet, Lifestyle Changes and engaging in Sports is good for your health
3. To work with Farmers, Manufactures, Government Agencies, Supermarkets and Restaurant to improve Food quality and safety, as well as adding Healthy Foods options to their Menu

ENDING POVERTY AND EATING HEALTHY

In the words of Dr. Martin L. King, Jr., “True compassion is more than throwing a coin to a beggar. It demands of our humanity that if we live in a society that produces beggars, we are morally commanded to restructure that society.” ENDING POVERTY is key to: Eating Healthy, Creating Financial Independence and Generational Wealth

FOOD SAFETY AND FUTURE GENERATIONS

Nutritious, Safe, and Healthy Foods are key to building a strong nation. In 1950, 842 chemicals were listed in our foods. Today over 10,000 chemicals are used including preservatives, dyes, and flavoring agents. Our government, including a 1958 FDA policy, GRAS (*Generally Recognized As Safe*), Farmers and Manufacturers are the source of the problem. Consumers, Supermarkets, Restaurants, and Grocery Stores must UNITE to fix a problem that compromises the Health and Safety of Students, Families and Future Generations

FOOD DESERTS

Over 12% of the U.S. population lives in Food Deserts in urban neighborhoods and rural towns where accesses to Supermarkets with safe, affordable Fresh Fruits and Vegetables are rare. Supermarkets and Restaurants are becoming FOOD DEATHTRAPS that have a high concentration of ULTRA-PROCESSED FOODS, which are linked to Cancer, Obesity, Cardiovascular Disease and Premature Death

WHY SUPPORT THE CAMPAIGN?

Students, Parents, Educators, Celebrities, Elected Officials, Clergy, Business, and Community Leaders will be asked to join the initiative to reinforce our message and show students and young adults how to live a Long, Quality and Healthy life. A recent alarming report stated that Gen Z (those born between 1997 and 2010) is the first generation in modern history to score WORSE on standardized academic tests than their parents. This will have a negative impact on their mental and physical health. Unfortunately Parents are the BLAME. As citizens we are challenged with the task of making this a Healthier, Safer and Better world for young people, with a focus on marginalized communities

LINKS TO SHORT VIDEOS THAT SUPPORT THE CAMPAIGN:

- (60 MINUTES TV SHOW INTERVIEW ON FOOD SAFETY WITH RFK JR.) ----- <https://share.google/soTWTVclFQnDh1X8N>
- (FDA DECEPTION OF OUR FOOD) ----- <https://youtu.be/G0ljGNpY-Nk>
- (PARENTS FIGHT FDA AND GRAS) ----- <https://youtube.com/shorts/UsYSCI3UNk0?si=NVpC-zrflEg8Xpt>
- (TIME TO CUT THE GRAS, A FDA LOOPHOLE TEN DECADES OLD) ----- <https://youtu.be/dOFLHSLpnLs>
- (RFK JR., WITH CBS NEWS ON UNSAFE FOODS AND GRAS) ----- <https://share.google/hqInOEvFeVpyJFWd2>
- (YOUR FOOD HAS 111 CHEMICALS) ----- <https://share.google/ZP0vOynMzkm2pe6rM>

