

THE FARM BILL & OBESITY

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WHAT IS THE US FARM BILL?

- History
- Relevance
- Evolution
- 2008 Farm Bill
- Next Farm Bill



POLITICS, POLITICS, POLITICS

- Congressional committees
- Something-for-everyone
- Deficits: cold chill
- Consumer?
- Obesity



LINKAGE: FARM BILL AND OBESITY

A corn cob is positioned at the top, with several US dollar bills fanned out below it. The bills are slightly blurred, suggesting movement or a focus on the overall concept of money and food. The background is a light blue gradient.

- Subsidies
- Causation / correlation / common sense
- Nutrition assistance programs (SNAP)
- What else? Proactive?

ISSUES

1. Public-health role? Obesity?
2. Change? Incremental vs. Sea
change? Politics?
3. Consumers? Urban?
4. “Jobs bill?” “Food bill?”



RECOMMENDATIONS: PUBLIC HEALTH/FARM BILL

- Grass roots
- Coalition building
- Science
- Thought leaders
- Educate consumers
- Demystify
- Involve farmers
- Systems approach
- Long-term



CONCLUSION

- How did we get here?
- Where are we going?

