

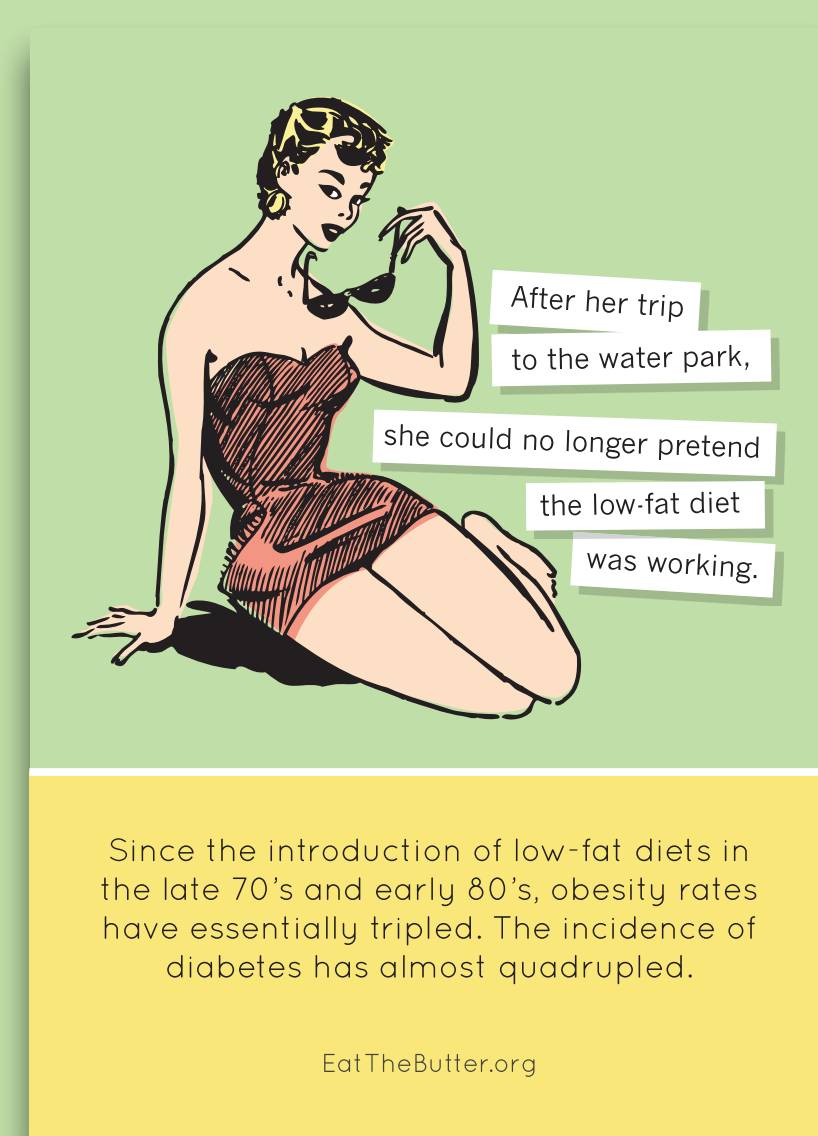
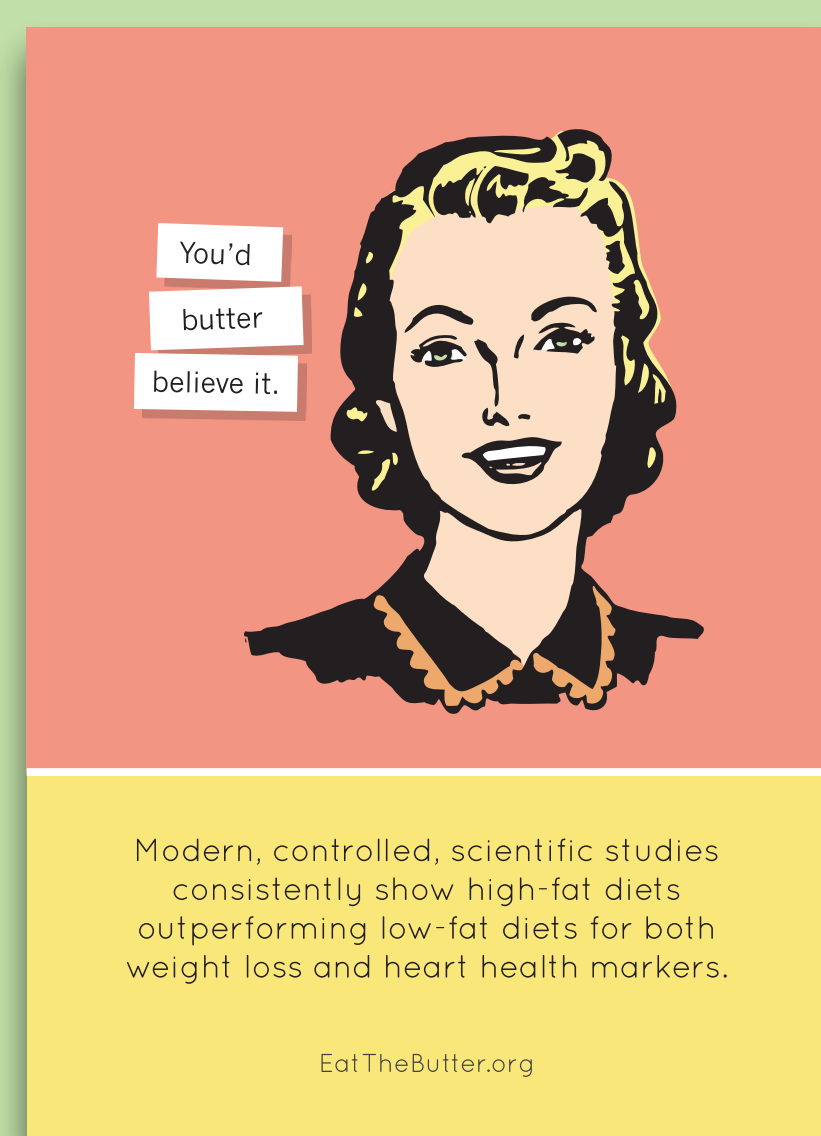
# EAT THE BUTTER

## Vintage Eating for Vibrant Health

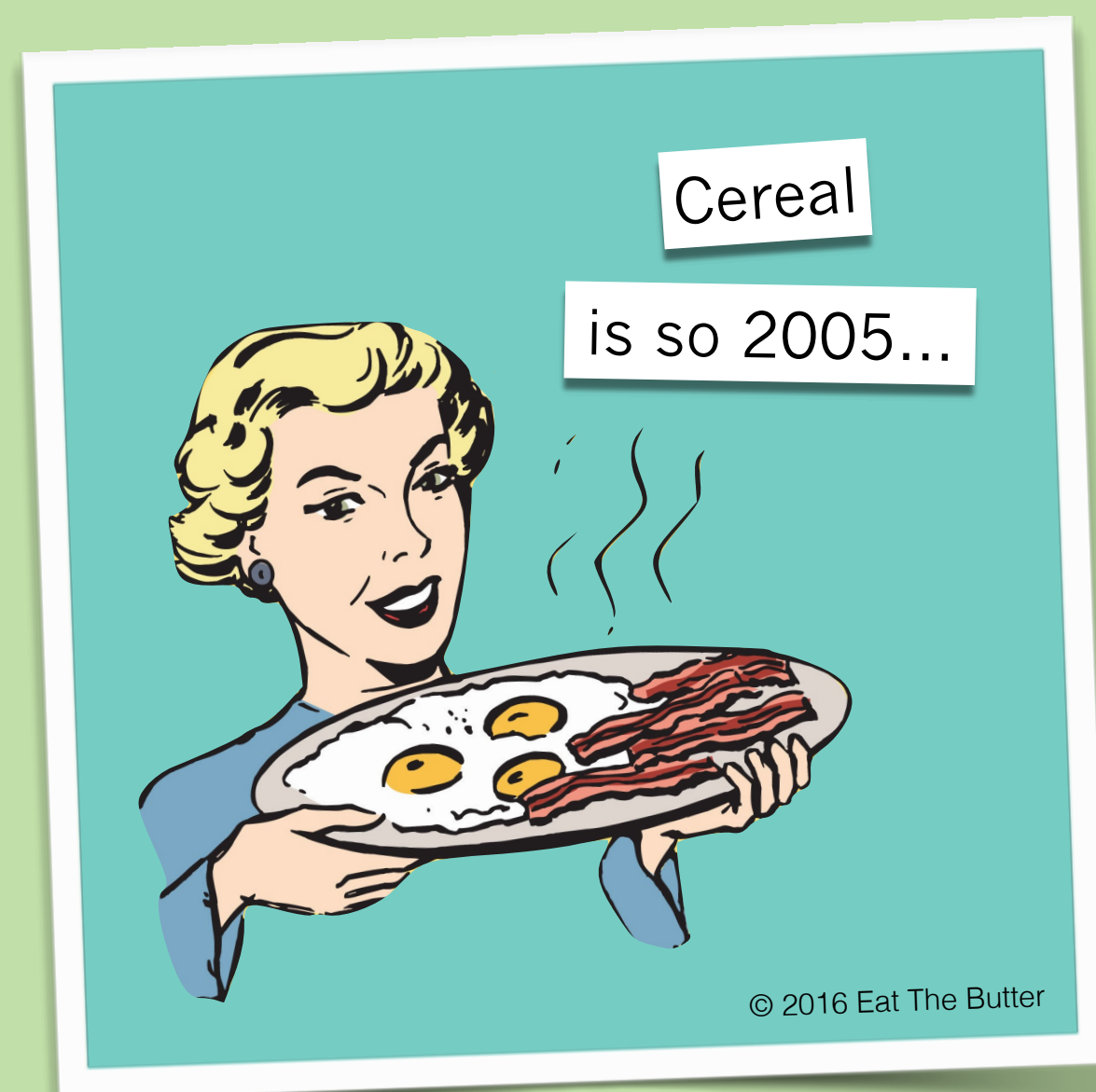
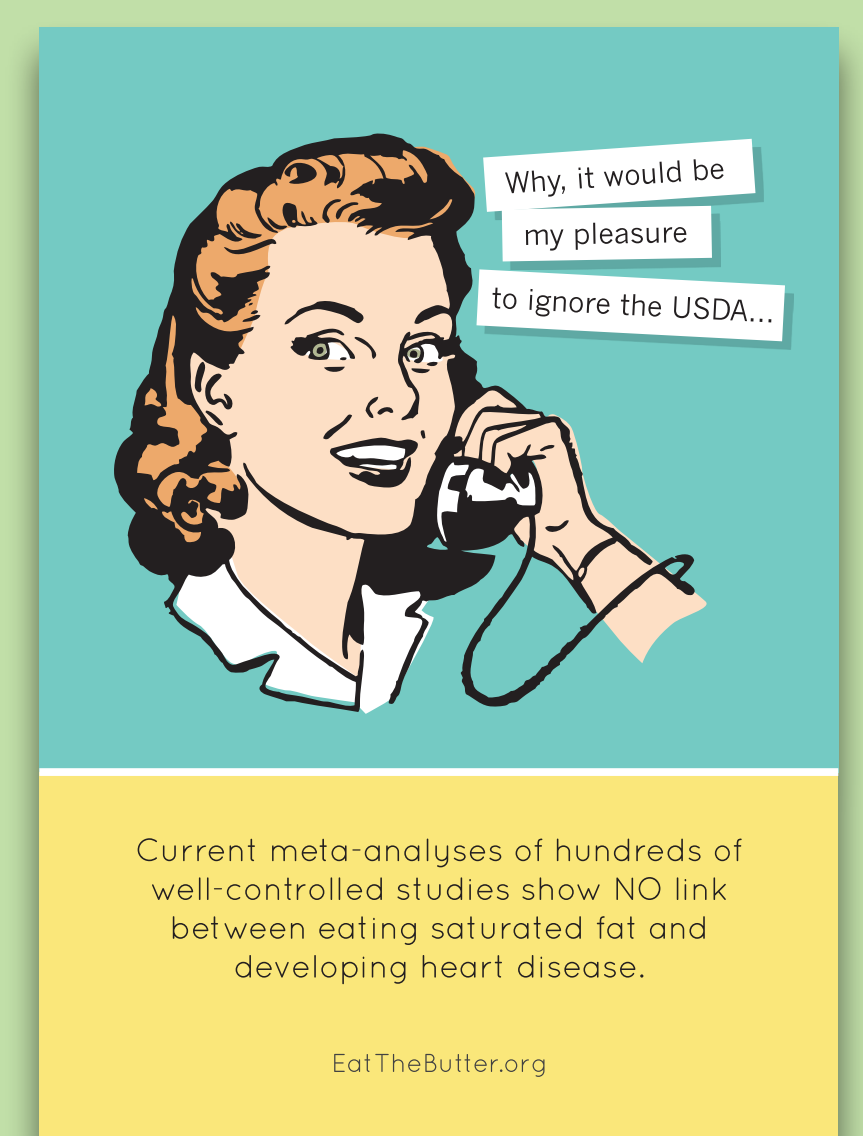
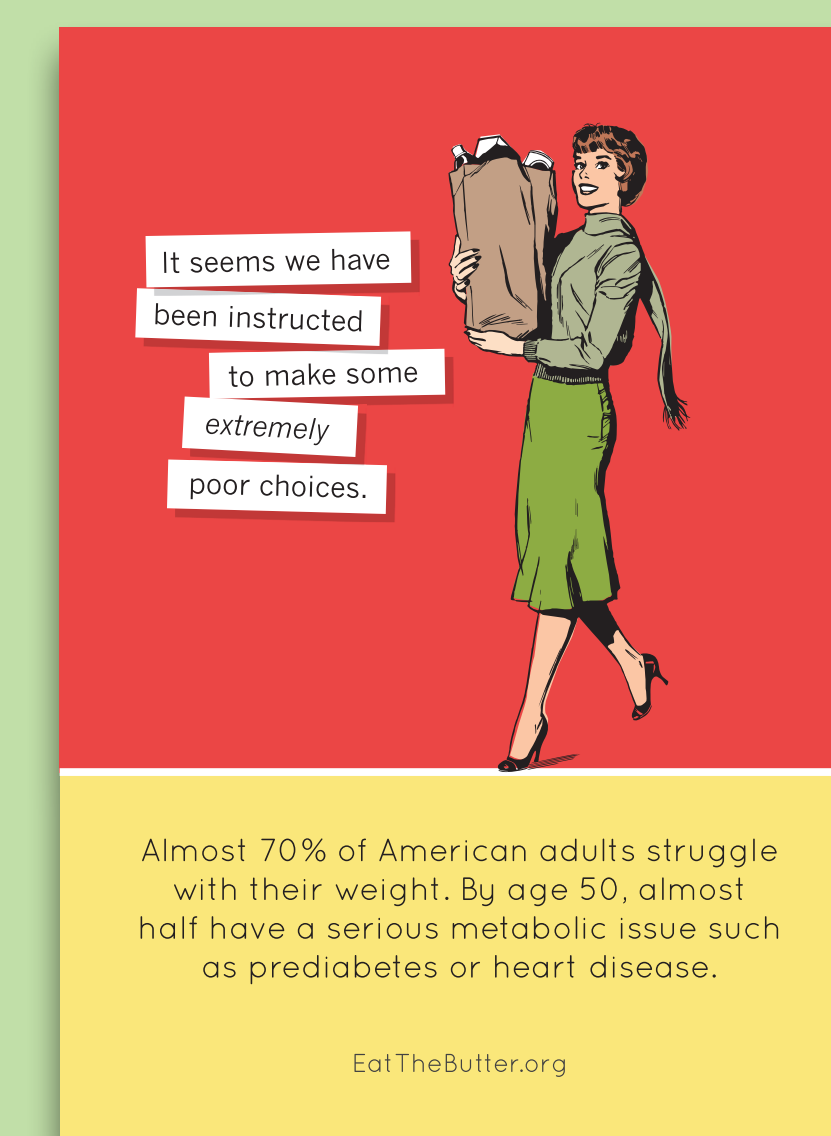
A mother-to-mother movement to combat chronic disease. Real food. More fat.

**The Question** — Can the ancestral health movement go mainstream? Can it soften its message, broaden its reach, and recruit everyday moms? And can it recruit some civic institutions in local communities to help spread the word about real-food-more-fat eating?

**The Vintage Solution** — ‘Vintage Eating’ is a concept most mothers understand as back-to-basics. Meet mothers in their comfort zone and draw them back to 1950’s eating, minus the Crisco!



WE CAN CHANGE  
THE WORLD  
BECAUSE  
WE BUY THE  
GROCERIES



**The Local Solution** — Can we sidestep the national policy quagmire and experiment with full-fat, vintage diets in our cities? Start a conversation in your community — help spread the word through targeted local efforts. Big experiments in Sweden and South Africa could inspire large, grassroots happenings in a few American cities. Make it happen in your hometown... think *guerrilla marketing*.

**“Cities are where hope meets the street. And if you don’t want to spend your whole life waiting to change something, I happen to believe you oughta be in cities.**

(Kasim Reed, Mayor of Atlanta)

**“Cities are where the future happens first.”**

(EAT Stockholm Food Forum, 2016)

### Who do you know?

Foundations | Non-Profits | Food Banks  
Mayors | County Officials | Community Leaders  
Churches | Schools | Rotary Clubs | Unions

Let’s start talking. It may take just one creative community-wide experiment to generate buzz and inspire a long-overdue national conversation.

**“Some of the worst scourges we face, those problems can be solved by responsible municipal governments, cities and mayors working together. There’s lots and lots that cities can do even when opaque, stubborn nations refuse to act.”**

(Benjamin Barber, author *If Mayors Ruled the World*)