

DEPARTMENTAL REGULATION		Number: 1044-004
SUBJECT: Establishment of the Subcommittee on Food and Fitness Under the R&E Committee	DATE: July 10, 1985	
	OPI: Science and Education	

1. PURPOSE

The purpose of this regulation is to assign responsibility for Food and Fitness campaign activities.

2. BACKGROUND

The Food and Fitness Campaign, established in August 1983, is a joint effort of the U.S Department of Agriculture and the private sector designed to provide the public with reliable information about food, nutrition, and exercise, and the effects on the health and well-being of all segments of the population.

Under the guidance of the Assistant Secretary for Administration, this program has been nurtured and developed. USDA has been joined by the President's Council on Physical Fitness and Sports, private sector groups, and educational institutions in support of the Food and Fitness program. Through the Extension Service (ES), a nationwide Food and Fitness program reaching 15-million people was started in 1983. Extension is encouraging the campaign at the State and local levels. Forty-five states issued Food and Fitness proclamations in 1983. It is deemed in the best interests of USDA to establish a permanent "Food and Fitness" program and to assign administrative responsibilities to the Assistant Secretary for Science and Education.

3. DEPARTMENTAL ROLE

All appropriate USDA agencies should participate in this campaign and encourage their State and County offices to plan and incorporate appropriate food and fitness activities into ongoing events. All agencies will keep their State Food and Agricultural Council (FAC) committees informed of their plans and programs for the campaign.

4. GOALS

Planned as a long-range cooperative venture, the Food and Fitness Campaign has as its goals:

- a. To demonstrate the vitality of the American agricultural system as evidenced in its ability to provide the world's most varied, abundant and nutritious food supply;

- b. To emphasize the critical relationship between diet and regular exercise in maintaining total good health and physical fitness;
- c. To stress the importance of good nutrition throughout life, and,
- d. To promote the best use of natural, economic and human resources to assure continuance of the American food system and the furtherance of good health practices by Americans.

5 ORGANIZATION

In accordance with Secretary's Memorandum 1044-2, and the Secretary's Policy and Coordination Council, the Subcommittee on Food and Fitness is hereby established under the Research and Education (R&E) Committee. The Assistant Secretary for Science and Education, as chairperson of the R&E Committee, will designate the membership of the Food and Fitness Subcommittee, and designate one person to serve as executive director of the subcommittee. The Assistant Secretary for Science and Education and the administrator of the Extension Service are assigned the responsibility to administer the Food and Fitness program. In carrying out this responsibility, they may call upon Federal and State agencies, public and private institutions, groups or associations, and businesses to participate in this program.

The Subcommittee on Food and Fitness shall provide departmental leadership and coordination. The subcommittee will advise and coordinate the activities of the technical work group, which shall be comprised of departmental and agency personnel with requisite expertise to carry out Food and Fitness program objectives.

6. PROGRAM SUPPORT

The Assistant Secretary for Administration and the Director of the Office of Budget and Program Analysis are authorized to approve such technical and informational services as may be requested by the subcommittee. The Assistant Secretary for Science and Education is authorized to assign to the agencies of Science and Education such functions as may be necessary to implement the provisions of this regulation and to support the activities of the Subcommittee on Food and Fitness.