

**Subject:** Food More Affordable than Ever

**Summary:** On average, Americans, earn enough in the first 37 days of 2003 to purchase their family's food supply for the entire year. Farm Bureau commemorates Food Check-Out Day by donating groceries to Ronald McDonald House Charities.

**TRT:** 1:37

**Suggested Lead:** USDA statistics say that groceries take only ten percent of Americans' disposable income. That makes the thirty-seventh day of this year special for consumers and wage earners. Tom Steever reports on the observance of Food Check-Out Day.

**Suggested Supers:**

New Orleans, Louisiana  
@ :02

Terry Gilbert  
American Farm Bureau Women's Committee Chair  
@ :23

Lynn Giuffria  
New Orleans Ronald McDonald House Executive Director  
@ :38

Roy Fisher  
Ronald McDonald House guest  
@ :56

Mike Duran  
New Orleans Ronald McDonald House Board President  
@ 1:05

Gypsy Rose Blanchard  
Ronald McDonald House guest  
@ 1:14

Tom Steever  
Reporting  
@ 1:21

**America's Food is Affordable**  
**Tom Steever reporting**  
**February 6, 2003**

<p>People in Ronald McDonald House</p> <p>Young lady smiles  Pat on the back  Girl eating  Tilt down to food  Beads put on children</p> <p>Food Check-Out banner  Cash at grocery store  Merchandise from shelf  Merchandise in cart</p>	<p>VO/  IT HAS BEEN SAID THAT THE THREE BASIC HUMAN NEEDS ARE FOR SECURITY, LOVE AND FOOD. EACH YEAR A DAY IS SET ASIDE TO HELP AN ORGANIZATION THAT PROVIDES ALL THREE OF THESE. AT THE SAME TIME, THE OBSERVANCE ON FEBRUARY SIXTH – THE EARLIEST IT'S EVER BEEN – HELPS TO POINT OUT THAT AMERICA'S FOOD IS MORE AFFORDABLE THAN EVER.</p>
<p><b>Terry Gilbert</b>  <b>American Farm Bureau Women's Committee Chair</b></p>	<p>SOT/  FOOD CHECK-OUT DAY IS THE DAY THAT THE AVERAGE AMERICAN FAMILY HAS MADE ENOUGH MONEY TO PAY FOR THEIR FOOD FOR THE REST OF THE YEAR.</p>
<p>Gilbert sot  Ladies shop w/Ronald McDonald</p> <p>Grocery shopping list</p>	<p>SOT/  WE'RE SHOPPING AT A LOCAL GROCERY STORE AND WE'RE SPENDING A THOUSAND DOLLARS TO STOCK THE PANTRY AT THE RONALD MCDONALD HOUSE HERE IN NEW ORLEANS.</p>
<p><b>Lynn Giuffria</b>  <b>New Orleans Ronald McDonald House Executive Director</b></p>	<p>SOT/  WE ARE A HOME AWAY FROM HOME FOR FAMILIES THAT HAVE CHILDREN THAT ARE SERIOUSLY ILL RECEIVING TREATMENT AT AREA HOSPITALS.</p>
<p>Man w/cutting torch</p> <p>Window cleaner</p> <p>Woman helps girl at table</p>	<p>VO/  THE COST OF FOOD IS IMPORTANT TO EVERYONE EARNING A LIVING AND ESPECIALLY TO THOSE WHO DEPEND ON THE GENEROSITY OF OTHERS.</p>

<p><b>Roy Fisher</b>  <b>Ronald McDonald House guest</b></p> <p>Quilt on wall</p>	<p>SOT/  SOME NIGHTS THEY'LL HAVE A FAMILY COME IN AND COOK FOR THE RONALD MCDONALD HOUSE, AND ALL AND IT'S COZY UP IN HERE.</p>
<p><b>Mike Duran</b>  <b>New Orleans Ronald McDonald House Board President</b></p> <p>Kids at table w/video games</p>	<p>SOT/  BECAUSE OF THE AFFORDABILITY OF FOOD WE CAN MAKE THIS DEAL WORK AND CHARGE PEOPLE ONLY A MINIMAL NIGHTLY FEE TO STAY HERE.</p>
<p><b>Gypsy Rose Blanchard</b>  <b>Ronald McDonald House guest</b></p>	<p>SOT/  IF PEOPLE NEED A PLACE TO STAY, THE RONALD MCDONALD HOUSE IS ALWAYS HERE, 'CAUSE I DON'T KNOW WHAT WE'D DO WITHOUT IT.</p>
<p>Group at check-out counter  Groceries on conveyer  Placing cereal boxes on conveyer</p> <p>Cash register video screen  Handing off grocery bags  Grocery brigade  Lady passes groceries</p>	<p>VO/  FOOD CHECK-OUT DAY AND THE EARLY DATE THAT IT'S OBSERVED REMIND US THAT ONLY TEN PERCENT OF AMERICANS' HARD EARNED INCOME GOES FOR FOOD. IT'S ALSO A REMINDER THAT NO ONE SHOULD GO WITHOUT BASIC HUMAN NEEDS.</p>
<p>Brigade in Ronald McDonald House</p>	<p>VO/  IN NEW ORLEANS, LOUISIANA, I'M TOM STEEVER.</p>