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A recipe for 'Revolution'

Jamie Oliver begins the fight for food reform

By Gayle Carter
Special for USA TODAY

Jamie Oliver is on a mission to revamp America's eating habits — and he chose Huntington, W. Va., as the perfect place to start.

Once called the "unhealthiest" city in America by the Associated Press, it seemed like the appropriate place for the British celebrity chef to begin his healthy eating crusade. His journey will be documented in a six-week ABC series, Jamie Oliver's Food Revolution, which premieres tonight at 9 p.m. ET/PT.

"I just want to get people cooking again. I've seen how (healthy choices) changes people," says Oliver, 34.

"All right," he says, getting right down to his agenda: "I also want to show parents and government that it is completely possible to serve school food — breakfast OR lunch — made from scratch from fresh ingredients every day, on a budget."

And with Michelle Obama in the White House, his timing couldn't have been better. The first lady

Your plan of attack

Want to embark on your own healthy food revolution? Here's three of Oliver's tips to get you started:

- ▶ "Commit to cooking at home, even if it's just once a week."
- ▶ "Don't snack on junk food. You really don't need it."
- ▶ "Don't drink soda. Flavored milk or fruit juice every day."

already has the country focused on healthy eating, planting a vegetable garden on the South Lawn and touting a "Let's Move" campaign aimed squarely at schoolchildren.

For Oliver, changing the food that kids eat at school is more than just business, it's personal. Oliver and his wife, former model Jools Norton, have three daughters: Poppy, 8, Daisy, 6, and Petal, 11 months — plus another baby on the way.

Known as "The Naked Chef" to those familiar with his TV show and cookbooks, Oliver got an early food education in his father's Essex pub/restaurant, The Criketers. Today he has managed to turn himself into a full-fledged brand, complete with restaurants, magazines, cookbooks and housewares (jamieoliver.com).

"Of course I like burgers and chips as much as the next person, but when I eat them, I try to eat the best ones I can find made from the highest-quality ingredients, and I don't eat them every day," Oliver says. "I'm never perfect."