



**“There’s a generation  
of kids now who  
probably have no idea  
what a tomato looks  
like on the vine.”**

—Susan Johnson, Ph.D.  
Office of Health  
Promotion director

*“How ya gonna keep ’em down  
on the farm  
After they’ve seen Paree”<sup>1</sup>*



At the conclusion of World War I, a somewhat comical song entered American pop culture, asking – tongue-in-cheek – how young American soldiers, many of whom grew up in rural communities, would react upon returning to their tiny hamlets from the lure of the big cities of Europe, especially Paris, and America’s Big Apple, New York City, as the Jazz Age was about to dawn.

A portion of the song’s chorus goes like this:

*How ya gonna keep ’em away from Broadway*

*Jazzin’ around and paintin’ the town*

*How ya gonna keep ’em away from harm, that’s a mystery*

*They’ll never want to see a rake or plow*

*And who the deuce can parleyvous a cow?*

Although the war may have exacerbated the situation, many Americans, beginning in the late 1800s, were already migrating from rural communities to the cities, looking for better jobs and opportunities away from the farms. And the migration hasn’t stopped. According to the 2010 U.S. Census, almost 81 percent