



BUY LOCAL, ORGANIC, and FAIR MADE: WHY WE NEED TO BREAK THE CHAINS

1 • Local Community Development

Spent locally, our dollars re-circulate in our communities. Buying locally produced food and natural products helps our local economies more than buying at large supermarket chains and big box stores.

2 • Fair Made-Traded-Grown

On average, farmers receive only 20 cents of each dollar we spend on food. The rest goes to packaging, processing, transportation and most of all, advertising. By buying locally, we assure that local and regional family farmers and coops receive a fair price for their harvest and products.

3 • Re-localizing Food in a World of Climate Change

Today, the average food item travels roughly 1400 miles from farm to fork. Energy-intensive industrial agriculture, wasteful packaging, and long-distance food transportation is responsible for roughly 20% of all climate-disrupting green house gases. Buying locally reduces transportation costs and our dependence on foreign oil.

4 • Know Who Does the Growing

Supporting farmer's markets and Community Supported Agriculture (CSA) programs are just two ways we can develop our own food culture, and relationships with the people growing our food. When we value our food and the people who produce it, our quality of life as a community grows.

5 • Biodiversity and Food Variety

Locally based organic farmers often grow a wide variety of crops and animals, including rare breeds and varieties not found at supermarkets. Multiple varieties of crops and animals are essential safeguards for farmers. They foster biodiversity and taste better!

6 • Wholesome Goodness

Industrial food is bred for cosmetic perfection, long-distance travel, and longevity on the supermarket shelves. Locally grown organic fruits, vegetables, and dairy products can usually be purchased within 24 hours of being harvested.

7 • Nutrition

The nutritional value of fresh fruits and vegetables plummets the longer they sit on trucks and shelves. Processed foods, sweetened with high fructose corn syrup, and filled with hydrogenated oils, are basic ingredients in America's obesity epidemic. Local, organic, whole foods are ideal because they are fresh and unprocessed.

8 • Food Safety

Concern about food safety, from Mad Cow disease to dangerous pesticide residues, is another reason many are turning to organic and local food, which provide a safe alternative to industrially produced food.

9 • Protect the Environment

Local organic farmers are important players in protecting and improving the environment, by building soil fertility, using water wisely, and avoiding dangerous chemicals.

10 • True Cost of Food

Industrial food and farming practices hide or obscure the hidden social, ecological and human health costs of chemical and energy-intensive agriculture and animal factory farms. The pollution and public health damage resulting from massive toxic pesticide and fertilizer use, sweatshop conditions for farmworkers, water pollution from agriculture runoff, and billions of dollars in taxpayer subsidies that mainly go to a handful of rich, corporate farmers, are not reflected in the price we pay at the supermarket checkout counter. Given the hidden costs of industrial agriculture and long-distance food transportation, fair prices for local organic farmers and farmworkers are a bargain.

11 • Community Food Security

Relying on supermarket chains and big box food outlets makes us dependent on a vulnerable supply of food and services. Local farmers, dairies and businesses are more accountable and invested in their community than mega-industrial farms and Big Box chains. A local, diversified food system fosters interdependency, ethical land stewardship, humane treatment of farm animals, and fair wages for farmers and farmworkers—all while energizing the local economy.