



WHY BUY LOCAL?

YOU'LL GET EXCEPTIONAL TASTE AND FRESHNESS.

Local food is fresher and tastes better than food shipped long distances from other states or countries. Food travels an average of 1300 miles until it reaches large supermarkets. Fruits and vegetables shipped from distant states and countries can spend as many as seven to fourteen days in transit before they arrive in the supermarket, and the varieties sold are chosen for their ability to withstand industrial harvesting equipment and extended travel, not taste. Local farmers can offer produce varieties bred for taste and freshness rather than shipping and long shelf life.

YOU'LL STRENGTHEN YOUR LOCAL ECONOMY.

Buying local food keeps your dollars circulating in your community. Getting to know the farmers who grow your food builds relationships based on understanding and trust, the foundation of strong communities.

YOU'LL SUPPORT ENDANGERED FAMILY FARMS

There's never been a more critical time to support your farming neighbors. With each local food purchase, you ensure that more of your money spent on food goes to the farmer. Only 18 cents of every dollar, when buying at a large supermarket goes to the grower. 82 cents goes to various unnecessary middlemen. Cut them out of the picture and buy your food directly from your local farmer.

YOU'LL SAFEGUARD YOUR FAMILY'S HEALTH

Knowing where your food comes from and how it is grown or raised enables you to choose safe food from farmers who avoid or reduce their use of chemicals, pesticides, hormones, antibiotics, or genetically modified seed in their operations. Buy food from local farmers you trust.

YOU'LL PROTECT THE ENVIRONMENT

Local food doesn't have to travel far. This reduces the carbon dioxide emissions and packing materials. Buying local food also helps to make farming more profitable and selling farmland for development less attractive.

When you buy local food, you vote with your food dollar. This ensures that family farms in your community will continue to thrive and that healthy, flavorful, plentiful food will be available for future generations.