

# TAKE THE \$10 A WEEK PLEDGE to Buy and Eat Local Virginia Food



## Did you know that :

**Eating local and seasonal foods** reduces your carbon food-print. It takes a lot more fuel to get tomatoes or peaches from California or Mexico compared to your local market.

**Eating local food** supports healthy farming practices because you can interview your local farmer about sustainable growing practices before you make your purchase.

**Eating local food** boosts your local economy. If each household in Virginia purchase \$10 a week on locally grown agricultural products, it could bring \$1.65 billion into the Virginia Economy each year.

**Eating local food** can improve your health if you incorporate more local vegetables and fruit as well as local meat, dairy and fish products that are sustainably managed. Local produce is more nutrient-rich than Imported produce that has traveled for an extended time period. Also, you can choose to buy from farmers who do not use antibiotics, hormones or other toxic chemicals.



The more you buy from local Virginia Farmers, the more you support sustainable, healthy, affordable and fresh local food to all Virginians.

Catawba Farmer's Market, photo courtesy of Virginia Tech



[VirginiaFood.Org](http://VirginiaFood.Org) for more information:

# TAKE THE \$10 A WEEK PLEDGE to Buy and Eat Local Virginia Food



## Did you know that :

**Eating local and seasonal foods** reduces your carbon food-print. It takes a lot more fuel to get tomatoes or peaches from California or Mexico compared to your local market.

**Eating local food** supports healthy farming practices because you can interview your local farmer about sustainable growing practices before you make your purchase.

**Eating local food** boosts your local economy. If each household in Virginia purchase \$10 a week on locally grown agricultural products, it could bring \$1.65 billion into the Virginia Economy each year.

**Eating local food** can improve your health if you incorporate more local vegetables and fruit as well as local meat, dairy and fish products that are sustainably managed. Local produce is more nutrient-rich than imported produce that has traveled for an extended time period. Also, you can choose to buy from farmers who do not use antibiotics, hormones or other toxic chemicals.



The more you buy from local Virginia Farmers, the more you support sustainable, healthy, affordable and fresh local food to all Virginians.

Catawba Farmer's Market, photo courtesy of Virginia Tech



[VirginiaFood.Org](http://VirginiaFood.Org) for more

# TAKE THE \$10 A WEEK PLEDGE to Buy and Eat Local Virginia Food



## Did you know that :

**Eating local and seasonal foods** reduces your carbon food-print. It takes a lot more fuel to get tomatoes or peaches from California or Mexico compared to your local market.

**Eating local food** supports healthy farming practices because you can interview your local farmer about sustainable growing practices before you make your purchase.

**Eating local food** boosts your local economy. If each household in Virginia purchase \$10 a week on locally grown agricultural products, it could bring \$1.65 billion into the Virginia Economy each year.

**Eating local food** can improve your health if you incorporate more local vegetables and fruit as well as local meat, dairy and fish products that are sustainably managed. Local produce is more nutrient-rich than imported produce that has traveled for an extended time period. Also, you can choose to buy from farmers who do not use antibiotics, hormones or other toxic chemicals.



The more you buy from local Virginia Farmers, the more you support sustainable, healthy, affordable and fresh local food to all Virginians.

Catawba Farmer's Market, photo courtesy of Virginia Tech



[VirginiaFood.Org](http://VirginiaFood.Org) for more information:

## Get to Know Your Farmer:

- 1.) What is your name? Where is your farm located?
- 2.) Did you grow all of this food at your booth? If not, where did it come from?
- 3.) Would you tell me about your farming practices?
- 4.) Can you tell me about your chemical and fertilizer practices? ...environmental practices?
- 5.) If you are buying dairy, meats or fish, ask if the animals are free-range, pasture-raised, grass-finished; for fish ask if they are locally farmed or wild-caught?
- 6.) If you are interested in visiting their farm, don't hesitate to ask.

## Facts:

- In the US, retail farmers' markets declined after World War II, with the growing expansion of the corporate controlled, long distance based food distribution and supermarket retailing system (Maggos, 1987).
- Virginia Public Schools serve more 681,505 lunches daily during a 180-day school year. If just \$0.25 a day per student lunch was devoted to purchasing locally-grown Virginia farm products, a total of \$170,376 would be generated daily, and an annual \$30,667,700 would be reinvested into Virginia communities and economy (Virginia Department of Agriculture and Consumer Services, 2011; Virginia Food System Council, 2010).
- Supporting local agriculture can enhance the economic, social, environmental, and nutritional health of a particular place (Garrett & Feenstra, 1999).

We invite you and your family to EXPLORE ways of incorporating more local food into your diet. We offer tips on finding local food in your community, eating local on a budget, eating local year-round, and nutrition, with links to canning and freezing ideas as well as seasonal recipes.



Visit: [VirginiaFood.Org](http://VirginiaFood.Org)

## Get to Know Your Farmer:

- 1.) What is your name? Where is your farm located?
- 2.) Did you grow all of this food at your booth? If not, where did it come from?
- 3.) Would you tell me about your farming practices?
- 4.) Can you tell me about your chemical and fertilizer practices? ...environmental practices?
- 5.) If you are buying dairy, meats or fish, ask if the animals are free-range, pasture-raised, grass-finished; for fish ask if they are locally farmed or wild-caught?
- 6.) If you are interested in visiting their farm, don't hesitate to ask.

## Facts:

- In the US, retail farmers' markets declined after World War II, with the growing expansion of the corporate controlled, long distance based food distribution and supermarket retailing system (Maggos, 1987).
- Virginia Public Schools serve more 681,505 lunches daily during a 180-day school year. If just \$0.25 a day per student lunch was devoted to purchasing locally-grown Virginia farm products, a total of \$170,376 would be generated daily, and an annual \$30,667,700 would be reinvested into Virginia communities and economy (Virginia Department of Agriculture and Consumer Services, 2011; Virginia Food System Council, 2010).
- Supporting local agriculture can enhance the economic, social, environmental, and nutritional health of a particular place (Garrett & Feenstra, 1999).

We invite you and your family to EXPLORE ways of incorporating more local food into your diet. We offer tips on finding local food in your community, eating local on a budget, eating local year-round, and nutrition, with links to canning and freezing ideas as well as seasonal recipes.



Visit: [VirginiaFood.Org](http://VirginiaFood.Org)

## Get to Know Your Farmer:

- 1.) What is your name? Where is your farm located?
- 2.) Did you grow all of this food at your booth? If not, where did it come from?
- 3.) Would you tell me about your farming practices?
- 4.) Can you tell me about your chemical practices and environmental practices?
- 5.) If you are buying dairy, meats or fish, ask if the animals are free-range, pasture-raised, grass-finished; for fish ask if they are locally farmed or wild-caught?
- 6.) If you are interested in visiting their farm, don't hesitate to ask.

## Facts:

- In the US, retail farmers' markets declined after World War II, with the growing expansion of the corporate controlled, long distance based food distribution and supermarket retailing system (Maggos, 1987).
- Virginia Public Schools serve more 681,505 lunches daily during a 180-day school year. If just \$0.25 a day per student lunch was devoted to purchasing locally-grown Virginia farm products, a total of \$170,376 would be generated daily, and an annual \$30,667,700 would be reinvested into Virginia communities and economy (Virginia Department of Agriculture and Consumer Services, 2011; Virginia Food System Council, 2010).
- Supporting local agriculture can enhance the economic, social, environmental, and nutritional health of a particular place (Garrett & Feenstra, 1999).

We invite you and your family to EXPLORE ways of incorporating more local food into your diet. We offer tips on finding local food in your community, eating local on a budget, eating local year-round, and nutrition, with links to canning and freezing ideas as well as seasonal recipes.



Visit: [VirginiaFood.Org](http://VirginiaFood.Org)