



Why buy from the local Farmers Market?

There are many pros and cons to buying your food from a store or from the Farmers Market. With food and your health, sometimes there are other things to consider in addition to cost. As Oscar Wilde once said: "A cynic is a man who knows the price of everything and the value of nothing." Some issues to ponder...

Issues	Local Farmer's Market Food	Store-Bought Food
Freshness	Picked fresh within the last 24 hours.	Harvested up to 3 weeks before reaching the store shelf.
Refrigerator Life	Up to 3 weeks. Since it is fresher it stores longer, which stretches savings with less food waste.	As low as 2 days. Spoils faster and can waste money.
Packaging	Minimal – very little waste to clog our landfills. Less resources needed.	Plastic and styrofoam packages take generations to break down and negatively impact the environment.
Nutrition	Fresher foods have more nutrients and vitamins. It's like having your own garden without the work.	By the time the you buy it, it has lost much of its flavor and nutrition.
Miles Traveled	Buying local food can reduce the amount of petroleum consumed to transport your dinner by as much as 95%.	On average, U.S. supermarket food travels 1,500 miles to 2,500 miles before it reaches the family table.
Prices	Flexible prices, varying by season.	Fixed prices: Supermarkets do not negotiate over prices.
Subsidies	None. Small farms and ranches receive no government assistance. When you buy locally you are paying the <i>real</i> cost of food.	Big agricultural businesses receive generous subsidies on corn, sugar, soy, and other monocrops lowering the cost of processed food that is high in sugar and fat.
Community Health & Values	Puts money back into the local economy. Keeps rural communities financially healthy.	Supports big businesses – most of your purchase money goes <i>out</i> of state.
Quality of Life	Social: A place to experience food, community, live music, and connection. People-to-people interactions. Fun!	More detached environment: Minimal interactions with people, canned music, fluorescent lighting.
Farmland vs. Development	Farmers Markets fund local farms, help to preserve farmland and protect it from development. Local farms create open space, wildlife habitat and green belts near cities.	Sprawl swallows up farmland, replacing it with concrete. More and more food must then be trucked in from the coasts, which is a threat to our local food security.
Environmental Values	Small farmers are good stewards of the land. Organic and sustainable growing creates a healthier community and environment.	Large farms: high pesticide use, super bugs, polluted earth and water, higher cancer rates.
Health	Eating fresh, local food lowers your intake of fat, sugar and chemicals and increases your overall intake of vitamins and minerals. It is an investment in your good health.	Cheap processed food is much higher in fat, sugar and pesticides which causes long-term chronic health problems such as diabetes, obesity, high blood pressure, high cholesterol, cancer, etc.

Find more information at www.localorganicmeals.com