

## Why Buy Local?

**Idaho's Bounty, working in cooperation with local businesses and farmers' markets, is committed to providing you with an alternative to mass-produced industrial foods. So why buy local?**

### **To savor rich, full flavor, freshly picked, nutritious food.**

Most food travels over 1500 miles to reach your store shelves, losing its nutritional value and flavor in transport. The average grocery store vegetable is a week old on arrival and often requires preservatives. Taste the difference in food picked and delivered immediately from the local family farm to your family table. Enjoy unique and flavorful varieties unavailable in mass-produced and shipped food.

### **To enrich the local economy**

Most profits of the industrial food system go to a middle-man or giant agribusiness CEO thousands of miles away. Spending your dollars in the community keeps your money cycling within the local economy, providing economic opportunities and a flow of monies to a thriving community. The loss of family farms causes rural communities to deteriorate. Growing American suburbs consume two acres of farmland every minute. Supporting small farmers preserves open space, jobs, and the security of a local, healthful food supply.

### **To ensure a safe and secure food supply**

The diversity of a local food system and the ability to know each producer's practices ensures a safer supply of healthy food. Supporting local farmers and renewing rural small-scale agriculture helps guarantee a consistent flow of food to local communities year round. Most mass produced foods are heavily treated with chemicals, use hormones, antibiotics and/or are genetically modified or engineered. Knowing the practices of the farmers you buy your food from ensures a healthy, reliable and clean food supply.

### **To build a self-sufficient, caring community**

Knowing those who grow your food, their practices, ethics and culture helps foster rich and lasting relationships and caring communities. Saving farmers is a prerequisite to saving diversity. Communities that save their agricultural diversity retain their own options for growth and self-reliance.

### **To ensure clean air, water, & protection of traditional cultures**

By reducing our carbon footprint, using renewable energy sources for transportation, limiting delivery miles, and promoting sustainable, ethical farming practices, we are ensuring the long-term preservation of our land and health of our communities. Our producers are good stewards of their land, using only sustainable and/or organic practices.

A tremendous amount of fossil fuel is used to transport foods long distances. Combustion of these fuels releases carbon dioxide, sulfur dioxide, particulate matter and other pollutants into the atmosphere, contributing to global climate change, acid rain, smog and air pollution. The refrigeration required to keep fruits, vegetables, dairy products and meats from spoiling during the long transport also burns up energy.



Food processors use a large amount of paper and plastic packaging to keep food fresh (or at least looking fresh) for a longer period of time. This packaging eventually becomes waste that is difficult if not impossible to reuse or recycle. The industrial farms on which these foods are often produced are also major sources of air and water pollution.

Small, local farms tend to be run by farmers who live on their land and work hard to preserve it. Buying local means you can talk directly to the farmer growing your food and find out what they do and how they do it.

### **This is Idaho's Bounty**

Food quality, freshness and good taste

Building and supporting community

Ecological and economic sustainability

Food safety - food security in a volatile world

Reviving local economies

Preserving local agricultural land for future generations

### **Imagine . . .**

Knowing where your food comes from, who is producing it, and their ethics and farming practices

Working in support of the health of your local community food shed where energy stays local and supports our rural economy