



Why Buy Local

Most nutritionists and dieticians would agree that fresh fruits and vegetables contain the most nutrients and are the most ideal for supporting a healthy diet. The Piedmont Environmental Council offers the following reasons why buying local will benefit you, your family and the community.

You Will Get Exceptional Taste and Freshness

Local food is fresher and tastes better than food shipped long distances from other states or countries. Local farmers can offer produce varieties bred for taste and freshness rather than for 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.

You Will 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.

You'll Protect the Environment

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

Buying Local is This Easy

Find a farmer, farmers' market, farm stand, CSA, restaurant, retailer, or other local food outlet near you. Visit <http://buylocalvirginia.org/> to locate a local farmers market where you can pick up some fresh fruit and vegetables on your way home.

Resource: Piedmont Environmental Council <http://www.pecva.org/anx/index.cfm>