

This summer, your **Community Market** will begin a bold new initiative, called **"Eat Local Food."** This program is one of the most important our stores have ever embraced. Not only is **"Eat Local Food"** an important way to satisfy our customers, it's also another way of investing back in the cities and towns we serve. As a small grocery store chain, serving **small towns** across Western Ohio and Eastern Indiana, we understand the need to **"act locally."** We're reaching out to farmers and other **local** food producers in the communities we serve and inviting them to sell their products in our stores. **"Eat Local Food,"** food from **your neighborhood**, food from your **Community Market**.

Eat
Local
Food

Eating Local Is Better For the Environment -

Less transportation equals less pollution. In March 2005 the Food Policy Journal found that the miles organic food travels, creates more environmental damage than it prevents by being organic.

Locally Grown Food Has Longer to Ripen -

With less distance to travel, fruits and vegetables fully ripen on the plant resulting in a more delicate and delicious fruit. Most fully ripe fruits simply cannot stand up to the rigors of shipping.

Local Food Tastes Better -

Fresher food, means better taste. With less time spent in transport, fruits and vegetables stay on the plant longer, resulting in a more intense flavor.

Local Food Means More Variety On Your Plate -

Some crops simply cannot be mass produced and are too fragile for shipping, When a farmer is able to sell his product locally, he is able to raise and sell smaller quantities of those type of secondary crops.

Locally Grown Food Is a Better Value -

Less travel means less fuel and less people to move the product. Which means less cost to pass on to you the consumer and more of your hard earned money goes directly to the cost of your food.

Eating Locally Grown Food Is Better For You -

By keeping the food local, and avoiding the lengthy and costly transportation process, the need for preservatives and other enhancers is greatly reduced and often eliminated.

Local Food Is Fresher -

Local food has to travel less distance, and traveling takes time. Freshness not only effects the taste, but the nutritional value.

Buying Local Food Supports Your Community -

Buying local gives those in your community with wide open spaces, the farmers, an viable economic reason to keep the land open and undeveloped.

For more information on "Eat Local Food" visit CommunityMarkets.com/EatLocal.aspx.