



# **NEWS RELEASE**

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## **Buy Local Benefits**

- Local food is better for the environment — keeps land open, in production and requires less fuel for transportation and therefore causes less pollution.
- Locally grown food tastes better — picked within the last day or two, it is crisp, sweet and loaded with flavor.
- Local produce is better for you — food that travels less time and distance holds more of its nutrients.
- Local food supports local economies — farmers purchase feed and materials from local businesses reinvesting in the community.
- Local food strengthens local farm families — with direct and local sales farmers can make more money, helping to keep them in business.
- Local food is safer — consumers know where their food is coming from and how it is grown. It's easier to trace back to the source if there is a problem.
- Local food builds community — farmers' markets provide excellent venues for community gatherings.
- Local food preserves the open character and rural space — with growing development pressures, picturesque barns, lush crop fields, and meadows full of wildflowers will survive only as long as farms are financially viable.

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