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## **BENEFITS OF BUYING LOCALLY**

- **Local food is better for the environment** — it keeps land open, in production, and requires less fuel for transportation and therefore causes less pollution.
- **Locally grown food tastes better** — when 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, thus reinvesting in the community.
- **Local food strengthens local farm families** — with direct and local sales, farmers can make more money and grow their businesses.
- **Local food is safer** — consumers like knowing where their food comes from and how it is grown. If there is a food-related issue, it is easier to trace it back to the source when grown locally.
- **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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