

# Naturally Fresh & Earth Wise



## Why Buy Locally?

Eating seasonal foods grown in your geographic area supports your health, the local economy, and the health of the community. Farmers' markets help your community by giving everyone access—especially in urban areas—to affordable fresh fruits and vegetables. Supporting local farms is essential for biodiversity. Farmers who can sell locally can produce varieties bred for taste and beauty rather than for shipping and long shelf life. For example, a conventional tomato may travel 1500 miles and have changed hands about six times before reaching a destination in Iowa. Buying locally significantly reduces energy used in packaging, shipping, distributing and retailing. And unlike other “diet” advice, enjoying food in season is a joyful, sensory activity.



## Sustainable

Being organic is an important part of being sustainable. But sustainability is a very broad term that means we are preserving, or enhancing, today's resources for future generations.

*“[Sustainability means] meeting the needs of the present generation without compromising the ability of future generations to meet their needs”*

— United Nations, Brundtland Report on Sustainable Development



## Defining Organic

It is a food claim regulated by the U.S. Department of Agriculture (USDA). It means that a product has been raised without the use of most conventional pesticides, synthetic fertilizers, sewage sludge, ionizing radiation or bioengineering. Animals on organic farms also cannot be fed growth hormones or antibiotics.

## Understanding the term “Natural”

The term “natural” is regulated for meat, poultry, and flavorings only. Natural means that no synthetic ingredients have been added in processing. It does not say anything about organic production techniques and the two terms (organic and natural) should not be confused.

