

LOCAVORE, FARM TO TABLE, THE RIGHT MESSAGE



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In 2007 the **Word of the Year** in the Oxford American Dictionary was **LOCAVORE**. This was quite an accomplishment for a small group of people in San Francisco calling themselves locavores who in 2005 challenged people from the bay area (and all over the world) to eat within a 100 mile radius of their home for the month of August. In 2007 they extended the challenge through the month of September and the movement to buy locally grown food has continued to grow.

In today's economy it only makes sense to move towards a more sustainable lifestyle. If everyone were to start paying more attention to where their food is grown and make a conscious effort to buy within their 100 mile radius or at least within their state the benefits would be huge. Our food now travels an average of 1,500 miles before ending up on our plates. This globalization of the food supply has serious consequences for the environment, our health, our communities and our taste buds.

I remember when local farmers, my husband being one of them, would deliver directly to the Nob Hill store in Hollister. Now even if something is grown locally it will usually go to a distribution center first. More time on the road means loss in flavor, the use of more fossil fuel creating more pollution. With access to fresh produce, grass fed beef, organic chickens and eggs, fresh fish, oysters and fresh farm cheeses buying local isn't much of a challenge.

The formula is pretty simple. Buy locally produced whenever possible, when not, buy organic. When faced with Kraft or Cabot cheeses, Cabot, a dairy co-op in Vermont, is the better choice. Supporting family farms helps to keep food processing decisions out of

the hands of corporate conglomeration. Hit the farmers' market before the supermarket and plan your meals around the local ingredients you find at the market.