

Healthy Diets, Locally Grown Foods



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More food than ever, but:

- 1-in-3 Americans are obese
- 4-in-5 people don't eat 5 servings of fruits and vegetables per day
- Fruit and vegetable consumption declined nearly 14% from 1992-2002



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Why are we over-fed and under-nourished?



<http://www.starstore.com/catalog/iceberg-poster.jpg>

- As with fitness, how does our environment help or hinder healthy eating?



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The predominant food system is designed for:

- Long distance transportation
- Year-round supply
- High yields per acre/animal
- Low cost for certain commodities
- New products – 17,000 per year (processed, branded, advertised)
- Rising portion size



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....But it comes at a price....

- Lower nutritional value
- Unhealthy foods are often cheaper...and more accessible
- Environmental consequences
- Loss of transparency: where, by whom and how your food is grown



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One Response: Locally Grown

- Food with a face
- Knowledge and trust
- Freshness
- Sense of place and community
- Support of the local economy



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Farmers Markets & CSAs



<http://www.ssc.wisc.edu/econ/grad/bulletin/admisenv.htm>



<http://www.mnfoodassociation.org/joinmayfarm.aspx>



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Restaurants & Grocery Stores



<http://commonrootscafe.com/>



<http://wedge.coop/produce>



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Colleges, Schools and Employers



<http://www.fdo.fas.harvard.edu>



<http://www.whitehouse.gov/omb/budget/fy2005/images/agriculture-4.jpg>



Kaiser Permanente, unpublished report



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