

THE POWER EATER'S™ GUIDE TO ORGANIC AND SUSTAINABLE FOOD

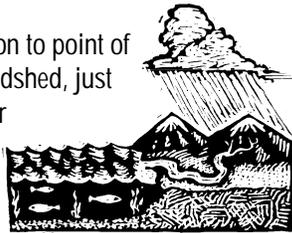


Change the world with a fork, wallet, and brain.

WHAT'S A POWER EATER™?

Mealtimes are one of the most significant social and environmental activities humans engage in each day. How and where the food we eat is grown, processed, packaged, transported, and prepared can influence global biodiversity, soil erosion, water conservation, local employment opportunities, farmland preservation, pesticide use, energy use, and waste streams.

The flow of food from point of production to point of consumption can be described as a foodshed, just as a watershed defines the flow of water through a landscape.



Being aware of your foodshed means being conscious of how food choices affect the environment and communities. Power Eaters recognize their ability to help create and support a more sustainable food system.

Sustainable and organic farming practices protect the environment and help keep farms profitable. Buying local food reduces the energy needed to transport food. It also creates jobs in your community!

SEE THE BIG PICTURE

The American Farmland Trust has named southern Wisconsin and northern Illinois the third most threatened agricultural area in the U.S. Your support for sustainable, local food products helps keep farmers in business and land in farms. Preserving agricultural land provides a beautiful landscape, open spaces, wildlife habitat, and



countless other benefits. Without this support, agricultural land is under economic pressure for development.

An estimated 3 billion tons of topsoil are lost to erosion each year. And the Environmental Protection Agency (EPA) has found 98 different pesticides in the drinking water of 40 states. Sustainable and organic farming reduces or eliminates the use of pesticides while controlling soil erosion and building soil. Your support for sustainable and organic agriculture helps preserve topsoil and clean water.

Be aware that agricultural issues are everybody's issues. Unless you decide to stop eating.



BE A POWER EATER!

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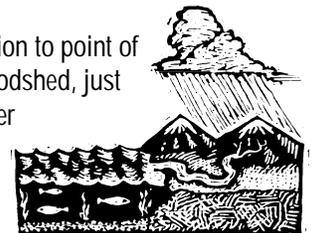


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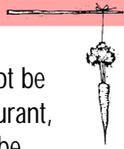
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BE A POWER EATER!

ECONOMICS 101



Markets respond to consumer requests. There may not be local, sustainable food in your favorite grocery, restaurant, or cafeteria now, but if enough people ask, there will be.

Let retailers, restaurateurs, food service managers and others know you want to buy and eat organically and sustainably produced, locally grown foods, and that you want to support the farmers who grow them.

WALK THE WALK

Eat locally, organically, and sustainably produced foods from:

j Grocery stores and natural food cooperatives



Most grocery stores now have organic food sections. Health food stores and co-ops have been providing these foods for years...and frequently buy from local farmers.

j Restaurants and cafeterias

Chefs in Madison, Chicago and elsewhere are leading the way by supporting local, sustainable farms. But local food projects are emerging everywhere, even within institutional food services at UW-Madison and Northland College in Ashland, WI.



j Community Supported Agriculture (CSA) farms, farmers markets, road side stands, and you-pick farms

Buy directly from a farmer! CSA allows you to participate seasonally in a local organic farm. The farm delivers boxfuls of fresh produce through the growing season to your neighborhood or doorstep.

j Your own garden!

Growing your own is an adventure in creativity, fun, and good old-fashioned hard work. If you don't have access to your own land, utilize or help develop community gardens in your neighborhood.



TO LEARN MORE

Visit the Wisconsin Foodshed Research Project to learn more about how to buy local and sustainable food.

www.foodshed.wisc.edu

For additional copies of this card, contact the UW-Madison Center for Integrated Agricultural Systems (CIAS) : (608) 262-5200
<http://www.wisc.edu/cias>

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