

Farmer's Market Shopper GUIDE

What you need to know about LOCAL FARMERS

and the importance of buying ORGANIC PRODUCE

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www.sandiegoroots.org

Educating, cultivating and empowering sustainable food communities in San Diego County



FAQ What is Local?

"Locally grown food" means food grown and distributed within a given region. Locally grown food keeps transportation and environmental costs down. The farther your food travels, the more detrimental it is to your local economy, the ecosystem and the quality of your food.

What is Organic?

Organic growing is a holistic, ecologically-balanced approach to farming, without the use of oil-based synthetic pesticides, sprays or fertilizers that kill soil's natural microbiology and pollute our water, soil and air. Use of the term is regulated and requires inspections; some small farms use organic practices but choose to not become certified.

What is a CSA?

Community Supported Agriculture consists of a group of individuals who pledge financial support to a farm, sharing in the risks and benefits of food production. CSA members usually receive a weekly or biweekly delivery or pick-up of a fresh box of vegetables and fruit. CSAs:

- Encourage direct communication and cooperation between farmers and eaters.
- Provide farmers and growers with a fair return on their labor.
- Keep food dollars in the local community and contribute to the development and maintenance of diverse regional food systems.

Local Farms with CSA Programs

Be Wise Ranch www.bewiseranch.com

Garden of Eden www.goorganics.com

Inland Empire www.inlandempirecsa.com

JR Organics www.jrorganicsfarm.com/csa

La Milpa Organica milpaorganica.com

Seabreeze Organic Farm www.seabreezed.com

Suzie's Farm www.suziesfarm.com

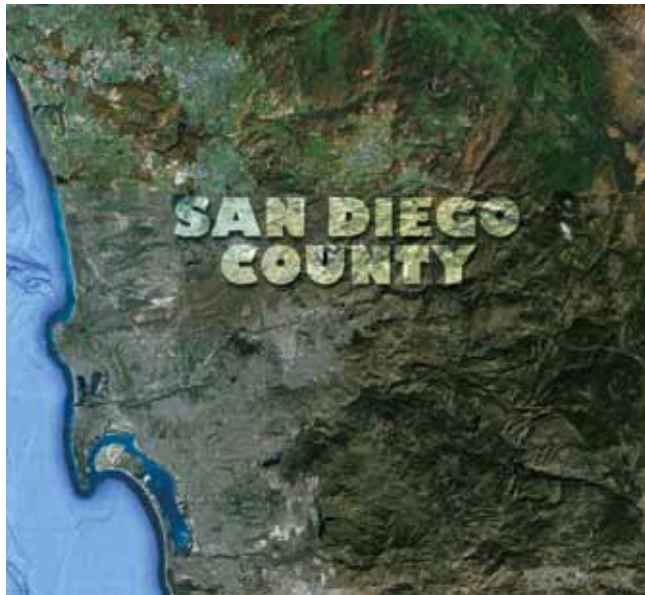
Tierra Miguel Foundation www.tierramiguelfarm.org

FACTS

about San Diego Farming & Food

- SD County has more small farms under 10 acres than any other county in the US — more than 6500 farms!
- SD County has the 12th largest farm economy in the United States, though mostly non-edible ornamentals and nursery stock.
- There are over 40 active farmer's markets in SD county.
- Farming adds \$5.1 billion yearly to the local economy.
- San Diegans spend approx. \$14.1 billion/year on food, about half of which is spent on eating out.
- There is far more demand by restaurants and farmers markets for locally grown food than is being supplied.

...but lack of a regional processing and distribution system means that edible crops grown here aren't ending up on our plates!



THE DIRTY DOZEN

Fruits and Veggies You Should Always Buy Organic

Peaches	Apples	Bell Peppers
Celery	Nectarines	Strawberries
Cherries	Kale	Leafy Greens
Grapes	Carrots	Pears

+ a few others: coffee, tea, tomatoes, potatoes, milk and meat.

General Rule: Eat organic whenever possible, but to avoid ingesting high amounts of pesticide residues, try to avoid non-organic foods that have thin skins that you eat, such as tomatoes.

source: www.TheDailyGreen.com



A Sustainable Food System is Local, Small-scale & Organic!

A Comparison of Impacts...

Global, Corporate Food System	Local, Sustainable Food System
<p>On the Environment Monocrop agriculture destroys habitat; chemical pesticides and fertilizers pollute ground water, rivers, oceans, air and soils; environmental costs are hidden; relies on widespread use of genetically engineered crops; requires high fossil fuel inputs.</p>	<p>On the Environment Sustainable organic agriculture promotes biodiversity and habitat retention and is accountable to community for effects; uses seed-saving techniques and climate-appropriate crops; sustainable agriculture is far less dependent on fossil fuel.</p>
<p>On Farmer Income Global market competition drives wages down; heavily dependent on taxpayer subsidies so consumer price doesn't cover real production costs; middlemen eat up farm profits.</p>	<p>On Farmer Income Fair price for product reflects actual cost of growing food without subsidies; fewer middlemen means more food dollars go to the farmer; more families can afford to continue farming.</p>
<p>On Health Pesticide residues remain on food; commodities are grown for long-distance transportation and picked before ripe.</p>	<p>On Health No pesticide residue on food; produce is picked and eaten when ripe and ready and is far more nutritious and delicious.</p>
<p>On the Economy Encourages larger, corporate-owned farms with fewer owners and low-wage jobs; consolidated wealth pulls money from our communities; accountable to shareholders only.</p>	<p>On the Economy More small farms and family businesses involved; creates jobs and promotes fair living wages; keeps money circulating within our community.</p>
<p>On the Community Loss of small farms precedes the failing of rural towns; people don't know where their food comes from; farmers are disconnected from eaters and eaters disconnected from their food. In 1930, 25% of Americans were farmers; today it is 1%.</p>	<p>On the Community Small farms are the lifeblood of rural communities and promote lively commerce, community interaction, vibrant rural/urban connections and direct farmer-to-consumer relationships; people know where their food comes from; feels like home!</p>
<p>On Food Security Large, centralized farms and processing plants require pesticides, chemical fertilizers and farm machinery with huge imported fossil-fuel inputs and long distance delivery. It takes 10 calories of fossil-fuel energy to produce 1 calorie of food energy. Monocropping risks crop failure from pests and disease.</p>	<p>On Food Security Sustainably grown food uses local resources to meet the nutritional & culinary needs of the local population and uses diverse crop varieties, companion and interspersed planting for natural resistance to pests and disease. Short-distance transportation is less likely to be subject to global oil disturbances.</p>

WHY Choose Organic?

Personal Health Organic farming means more than growing without pesticides (though this factor alone should be cause for celebration — there are eight widely-used cancer-causing pesticides used in conventional agriculture today!). Organic practices produce more flavorful and nutritional food, which contributes to a well-rounded, healthy life.

Environmental Health High biodiversity — the number of plant and animal species in an ecosystem — is typical of small-scale agriculture and supports ongoing balanced and productive crop growth. Water, air and soil pollution can be drastically reduced by eliminating the use of contaminating petroleum-based pesticides and fertilizers.

Economic Health Organic and sustainable practices create safer, fairer working environments for farmers, plus when you buy from local farms you're circulating your money within the local economy and benefiting all who live, work and eat here!

The Hidden Cost of Cheap Food Many of the costs of industrial food production are subsidized with taxpayer dollars or externalized to be paid for later by society as a whole. These include pollution cleanup, increased healthcare costs from pesticide-laden food, and the social costs of underpaid labor. *Small organic farms are not subsidized.*

YOUR FOOD CHOICES have huge environmental effects!

You VOTE with your fork three times a day. Here's a few simple things you can do to make a difference:

- **Buy organic, local produce** directly from a farm via CSA programs or at local farmers markets. **Get to know your farmer!**
- **Compost** extra organic matter at your home, office, or apartment. See www.solanacenter.org/1solana_compost.html for tips!
- **Support restaurants and stores** that offer locally grown, organic produce. Go to www.sandiegoroots.org for a list.
- **Grow your own food** at your home or join/create a community garden in your area; **Volunteer with Victory Gardens San Diego** to help others create gardens in SD communities and learn more about organic gardening through workshops. For more info go to www.victorygardenssandiego.com.
- **Talk to your friends and family** about what you're interested in and get them to join you in supporting local, organic agriculture.
- **And most of all:** make healthier food choices, create community by eating and sharing healthy food, and eat local, organic food to promote the health of yourself, your community, and the environment.

