

# Buy what's local and in season

Why is it important to buy local produce? What effects does it have on our health? And on the economy? And on the planet?



**If we choose to buy produce that's locally grown and in season...**



...We'll be sure to get fresh food that's more nutritious and better tasting.



CO<sub>2</sub>

...We'll reduce our ecological footprint.



...We'll contribute to the local economy



...And we'll help keep our traditions alive.

## Taste



For agriculture, we can reduce the distance from field to fork: produce is picked at the best possible time, which means it tastes better.

## Health



A diet based on seasonal vegetables is better for us. The wide variety of colours of vegetables mean we get a wide range of anti-oxidants that protect us.

## Cooking / tradition



We can help revive traditional recipes, most of which are based on regional, local and seasonal produce.

## Bio-diversity



Local and traditional produce is promoted, produce that is better adapted to the local environment. And it can help avoid the soil depletion caused by monocropping.

## Environment



We can reduce emissions of the CO<sub>2</sub> needed to store, refrigerate and transport food from one side of the world to the other. And we'll also produce less waste – because local produce doesn't have to travel as far, it doesn't need as much packaging.

## Economy



We can boost the local economy and help small family farms which would otherwise find it hard to market their produce. And we'll also save money: seasonal produce is usually cheaper.

## Social



Make sure you check where produce comes from. Read the labels and ask shopkeepers to make sure you buy local produce and thus contribute to strengthening your local community.