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.



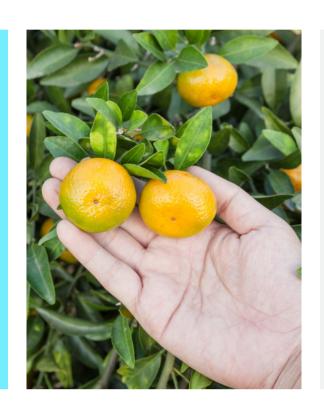
...We'll reduce our ecological footprint.



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

...We'll contribute to the local economy

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.

diversity



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

We can reduce

Local and traditional

Environment



emissions of the CO2
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.

LCOHOH



economy and help small family farms which would otherwise find it hard to market their produce.

And we'll also save momey: seasonal produce is usually cheaper.

We can boost the local

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.