

Reducing Our Impact begins with shopping locally



Shopping locally makes sense both environmentally and economically.

Buying locally decreases our ecological footprint.

Less distance travelled means less fossil fuel being used, a reduction in greenhouse gas emissions and improved air quality.



THE MESSAGE ▼

- The Region of Waterloo Public Health Department did a study that found food travelled an average of 4,497km from where it was grown or raised to the dinner table. That equates to 51,709 tonnes of green house gases being emitted.
- Sourcing the same food from the Region of Waterloo or Southwestern Ontario resulted in greenhouse gas emissions being reduced by 49,485 tonnes per year. That is equivalent to taking 16,191 cars off the road.
- Smaller local farms also grow more diverse crops. This allows for better stewardship of the soil through crop rotation. Healthy soils mean less fertilizer use.



EACH DAY CONSIDER ▼

Buying locally means being committed to the environment with:

- a reduced carbon footprint and
- less impact on the environment

Buying locally means being committed to the community by:

- supporting local farmers and businesses and
- keeping money in the local economy

Buying locally means being committed to tomorrow's generations with:

- fresher and healthier food
- knowing where your food and materials come from and
- maintaining a sustainable diverse local food production system.

FOOD KILOMETRES FOR LOCAL VS CONVENTIONAL PRODUCE (traveling to Iowa)

PRODUCE/FOODTYPE	LOCALLY GROWN km travelled	CONVENTIONAL SOURCE km travelled
apples	98	2778
broccoli	32	2971
carrots	43	2958
corn	32	2295
lettuce	69	2934
potatoes	121	1859
tomatoes	97	2525

Derived from: Leopold Centre for Sustainable Agriculture

SOURCES:

National Sustainable Agriculture Information Service <http://attra.ncat.org/attra-pub/foodmiles.html>
Xureb, Marc. 2005. Food Miles: Environmental Implication of Food Imports to Waterloo Region.
Leopold Center for Sustainable Agriculture <http://www.leopold.iastate.edu/>



MESSAGE TO TAKE HOME ▼

What you can do:

- Buy directly from your local farmer
- Know what foods are in season and plan your meals around that
- Eat less packaged and processed foods
- Eat at restaurants that source their food locally
- Grow your own vegetables
- Participate in a community garden
- Reduce the amount of meat you consume, (a vegetarian diet uses less energy and has less impact on the environment)
- When in season, buy extra fruits and vegetables to freeze, dry or preserve them for the off-season



Reduce Our Impact
Our Environmental Messenger™

SHOP LOCALLY

COMMIT ■ CREATE ■ PARTICIPATE

QUESTIONS/DISCUSSIONS

1. How does your operation shop locally?
2. What local businesses does your operation support?
3. How could your operation better support the local economy?
4. Where is your favourite place to buy local produce?
5. What restaurants in your area source food from the local community?

You must be the change you wish to see in the world.
Mahatma Ghandi