

About South Central PA Buy Fresh Buy Local



Capital Resource Conservation and Development (RC&D) Area Council has partnered with the PA Association for Sustainable Agriculture (PASA) to lead this consumer awareness campaign in south central Pennsylvania. The intent is to promote the consumption of local farm products as well as raise awareness of the benefits to individuals and communities associated with buying locally-produced food. The logo and materials developed for use throughout the state and country create a nationally-recognizable brand distinguishing local products. We welcome your questions or comments, Capital RC&D can be reached at 401 E. Louthier St., Carlisle, PA 17013, phone: (717) 724-0009; Web: www.capitalrcd.org.

WHY BUY LOCAL?

THERE ARE MANY GOOD REASONS TO BUY LOCALLY GROWN FOOD

- **YOU'LL GET EXCEPTIONAL TASTE AND FRESHNESS.**
Local food is fresher and tastes better than food shipped long distances from other states or countries. Local farmers can offer produce varieties bred for taste and freshness rather than for shipping and long shelf life.
- **YOU'LL STRENGTHEN YOUR LOCAL ECONOMY.**
Buying local food keeps your dollars circulating in your community. Getting to know the farmers who grow your food builds relationships based on understanding and trust, the foundation of strong communities.
- **YOU'LL SUPPORT ENDANGERED FAMILY FARMS.**
There's never been a more critical time to support your farming neighbors. With each local food purchase, you ensure that more of your money spent on food goes to the farmer.
- **YOU'LL SAFEGUARD YOUR FAMILY'S HEALTH.**
Knowing where your food comes from and how it is grown or raised enables you to choose safe food from farmers who avoid or reduce their use of chemicals, pesticides, hormones, antibiotics, or genetically modified seed in their operations. Buy food from local farmers you trust.
- **YOU'LL PROTECT THE ENVIRONMENT.**
Local food doesn't have to travel far. This reduces carbon dioxide emissions and packing materials. Buying local food also helps to make farming more profitable and selling farmland for development less attractive.

When you buy local food, you vote with your food dollar. This ensures that family farms in your community will continue to thrive and that healthy, flavorful, plentiful food will be available for future generations. For more information visit: www.buylocalpa.org