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Take the Eat Local Challenge – September 1 - 15 *More people seeking foods produced or grown close to home*

Food security is becoming more important to people than ever before. Large recalls involving huge factory farms are sadly becoming commonplace in the United States. Documentaries like *Fresh the Movie* and *Food, Inc.* are bringing factory food reality to the big screen. Farmers markets continue to grow in number and popularity. There is a growing cultural shift: people want to know where their food comes from.

Outpost Natural Foods Co-op has a way to help folks go from farm to fork! The Outpost Eat Local Challenge, part of the larger Eat Local Milwaukee Challenge, gives Outpost shoppers the opportunity to see what it's like to be a "locavore" for two weeks!

Locavore – Somebody who eats food from within a determined radius of his or her home.
(Oxford American Dictionary named "locavore" the 2007 Word of the Year)
www.locavores.com



Outpost Eat Local Challenge – www.outpost.coop/community/eat_local_challenge_2010/
Our Local/Regional Favorite logo helps shoppers locate foods produced close to home

Eat Local Milwaukee Challenge – www.eatlocalmilwaukee.org

Join Outpost with co-partners Eat Local Milwaukee (www.eatlocalmilwaukee.com), Fondy Market (www.fondymarket.org), Slow Food Wisconsin Southeast (www.slowfoodwise.org), Urban Ecology Center (www.urbanecologycenter.org) and Westown Market (www.westown.org)

Eat Local America – www.eatlocalamerica.coop

The National Cooperative Grocers Association connects food co-ops and people across the nation as they take their own Eat Local Challenge! Outpost Natural Foods is a member of NCGA.

10 reasons why people are choosing local

1. Eating local means more for rural and local economies
2. Locally grown produce is fresher
3. Local food just plain tastes better
4. Locally grown produce is harvested at peak ripeness
5. Eating local can be sustainable for the environment
6. Buying local food keeps us in touch with the seasons
7. Buying locally grown puts a face to the food
8. Eating local means food security
9. Local food translates to more variety
10. Supports responsible land development

Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative operates three successful locations at 100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue, Milwaukee. Co-owned by over 15,000 individuals from Southeastern Wisconsin, it employs nearly 350 people. Outpost is the fourth largest cooperatively owned natural food grocer in the country, by sales volume.