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Take the Outpost Eat Local Challenge – September 1 - 15

The Outpost Eat Local Challenge is a two-week quest to source meals from the local *foodshed*. While anytime is a great time to choose local foods, the height of the September harvest brings to the table the greatest concentration and diversity of local, fresh produce.

There is growing consumer interest for buying locally grown or produced foods. Outpost Natural Foods defines "local" as from Wisconsin and "regional" as from the Great Lakes states, however, the co-op's commitment to local foods isn't a new phenomenon or trend. Some of their trusted farmers and vendors started with the co-op back in the late '70s. Today, Outpost stocks products from nearly 200 different local and regional farmers and producers.

However the miles from farm to fork are calculated, the challenge is to commit two weeks to being a locavore!

Foodshed - food/farm products flowing into a central location from farms and facilities within the surrounding area or region

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)

Outpost Eat Local Challenge – http://www.outpost.coop/events/eat_local.php
Our Local/Regional Favorite logo helps shoppers locate foods produced close to home



Eat Local Milwaukee Challenge – www.eatlocalmilwaukee.org
Eat Local Milwaukee is a collaboration of Outpost Natural Foods, Urban Ecology Center and #MKEFoodie

Eat Local America – www.eatlocalamerica.coop
The National Cooperative Grocers Association connects food co-ops and people across the nation

5 reasons why people are choosing local

1. Choosing local first means more money stays in rural and local economies
2. Local fresh produce tastes better because it ripens in the field and not a warehouse
3. Buying local food keeps us in touch with the seasons
4. Eating local means food security – know your farmer
5. Local foods bring greater diversity to the table

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 15,500 individuals from Southeastern Wisconsin, it employs nearly 300 people, and quarterly publishes a food and dining magazine (GRAZE). Outpost is the fourth largest cooperatively owned natural foods grocer in the country by sales volume. www.outpost.coop

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