



Spend 10% of your food budget on local food
during the
wisconsin **Eat Local** challenge ²⁰⁰⁸

September 5th - 14th

The Wisconsin Eat Local Challenge is designed to educate our communities about the importance of buying locally grown and raised foods and encourage individuals to spend at least 10% of their food budget on Wisconsin local food during the 10-day challenge period.

Why Eat Local Food from Wisconsin?

- * Buying local food keeps your dollars circulating in your own community
- * Eating local food will help reduce the miles your food travels
- * Buying local gives you a chance to support the farmers who grow your food
- * Local food is healthy, fresh and tastes great
- * A local food system is key for community sustainability

Logon to:

www.eatlocalwisconsin.com

- * Sign up for the challenge
- * Track your local food purchases
- * Network with others around the state
- * Link to resources for purchasing local foods, recipes, books and more

If you want to do more:

- * Encourage local stores, restaurants and other institutions to highlight local food
- * Organize community potlucks or picnics to share recipes and information
- * Encourage community members, church groups, 4H clubs, FFA organizations and other community groups to participate
- * Alert your local newspapers, radio and television about the upcoming challenge

The Wisconsin Eat Local Challenge was developed by a statewide team of community food group volunteers, organizations, University staff and the WI Department of Agriculture, Trade and Consumer Protection.