

# TAKE THE CHALLENGE

## September 1st -15th



# EAT LOCAL Milwaukee

**our food choices matter**

- Enjoy excellent taste and freshness
- Know what you're eating
- Support endangered family farms
- Strengthen local economy and communities
- Protect the environment & reduce your carbon footprint
- Get in touch with the seasons and get to know your region better.

For more information about eating locally and the annual Eat Local Challenge, visit [www.eatlocalmilwaukee.org](http://www.eatlocalmilwaukee.org)



# Take the EAT LOCAL CHALLENGE DISCOVERY HUNT

Fresh, locally grown foods don't just taste delicious – they are better for you, your community, and the environment. During your discovery hunt, you will learn more about your food -- where it comes from, how it's grown and made, and when it's available in your area.

## GET IN TOUCH WITH THE SEASONS AND GET TO KNOW YOUR REGION BETTER!

When you eat locally, you eat what's in season. You'll remember that strawberries are savored in early summer and tomatoes later in the growing season. In the winter, foods like squash make a lot more sense than flavorless tomatoes from the other side of the world.



### Discovery Hunt Hint:

Enjoy excellent taste and freshness! Local food is fresher and tastes better than food shipped long distances from other states or countries. And local farmers often cultivate varieties of fruits, veggies, and livestock that are bred for flavor and suitability to our region rather than for uniformity and ability to travel.

## HOW TO FIND FARMERS MARKETS AND FARMS THAT SELL DIRECTLY TO THE PUBLIC



## WHAT IS LOCAL? YOU DECIDE!

Local food brings you closer to the source of your food, helps to reduce your carbon footprint and builds community. To some, local means homegrown, while others local includes all of Wisconsin, and still others define local as the entire Midwest. ????

*What is your definition of "local"?*

If no local options are available, consider buying your global foods from a local business and look for organic and fair trade. Fair trade products include coffee, sugar, and chocolate.

*Stores in your area that sell fair-trade items...*

Take steps to get to know where your food is coming from by asking yourself, is the product locally grown? produced? owned? Take into account how you travel to obtain your purchases. Try walking, biking, or taking the bus to reduce your own carbon footprint.



*What business can you walk, bike, or bus to?*

**Farm Fresh Atlas** – Look for paper copies around town or [www.farmfreshatlas.org/southeast](http://www.farmfreshatlas.org/southeast)

**Local Harvest** – [www.localharvest.org](http://www.localharvest.org)

**JSOnline Dig In blog** - [www.jsonline.com/blogs/lifestyle/digin.html](http://www.jsonline.com/blogs/lifestyle/digin.html)

**Urban Ecology Center** - [www.urbanecologycenter.org/localfoodopenhouse.html](http://www.urbanecologycenter.org/localfoodopenhouse.html)

*Farmer's Markets/Farms I like...*

## Community Supported Agriculture

In a CSA, you become a member of a local farm by purchasing a "share." In return, you receive weekly deliveries of fresh local produce throughout the growing season, typically late May to November. Along with the produce, some farms also offer meat, eggs, and other extras along with weekly newsletters, recipes, U-picks and farm festivals. And more recently, we have seen bread CSAs, door to door dairy delivery, and even meat delivered directly to you. For a complete list of participating farms: [urbanecologycenter.org/localfoodopenhouse.html](http://urbanecologycenter.org/localfoodopenhouse.html)

### My favorite CSA farm...

**Discovery Hunt Bonus:** Visit the annual Local Food and Farmer Open House hosted each March at Riverside Park's Urban Ecology Center. You will be able to meet local farmers, connect with CSA farmers, and learn how buy directly from them.



## Local Fish Farms

Rushing Water Trout Farm [www.rushingwaters.net](http://www.rushingwaters.net)

Growing Power [www.growingpower.org](http://www.growingpower.org)

Sweet Water Organics [www.sweetwater-organic.com](http://www.sweetwater-organic.com)

### How old are the fish you can buy?

### What do the fish eat?

### Why are fish grown on a farm?

## Know What You're Eating!

Buying food today is complicated. What pesticides were used? Is that corn genetically modified? Do those eggs come from free range chickens? What does "free-range" really mean anyway? When you eat locally, it's easier to get answers. You can build relationships and trust with farmers, bakers, and stores.

## Visit a Farmer's Market

Get to know one or more farmers. ASK if their products are locally produced. ASK if they farm full-time. How long has the farmer been farming?



### Products I have never tried before...

**Discovery Hunt Hint:** If you aren't sure what something is, or how to prepare it, ASK the farmer!

## U-Picks and Farm Stands

A really good way to get local products is to pick them yourself! In addition to supporting the local economy, you get the experience of gathering your own food. Local apple orchards and farms have either a "pick your own" or a farm stand. And many times these farmers sell heirloom produce and heritage breeds. Give 'em a try!



### Farm I've visited...

## What Are Heirloom Produce and Heritage Breeds?

As the United States was settled, immigrants brought plants, seeds and animals with them. Farms cultivated their own unique varieties of produce and breeds of animals. It was common to see a unique variety of fruit or vegetable grown on just a single farm! Over the years, the number of varieties diminished in favor of fewer, more hardy and shippable types.



### Heirloom varieties I like...

## More Than Just Produce...

Most farmers' markets today sell a wide variety of locally-produced items in addition to traditional produce. Look for honey, cheese, bread, free-range chickens, eggs, and meat. And don't forget the flowers! And ASK how the farmer produces these products.

### Market/farmer that sells honey...

#### ...Milk or Cheese...

#### ...Bread...

#### ...Eggs and chickens...

#### ...Meat...



### Discovery Hunt Hint:

Buying locally strengthens the local economy & communities! Buying locally ensures that more of your money goes to the farmer and local farms can stay in business. Buying locally keeps your dollars circulating in your community and is an investment in healthy communities. Wisconsinites spend \$192 billion annually for food. If we all spent just 10% locally, that would be \$1.9 billion that would stay in our communities.

### Did You Know?

**Honey** varies in color, taste, and texture depending on the local conditions and source of pollen. Did you know that most honey labels show the source of pollen? What is your favorite variety?

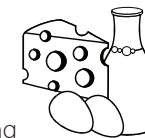
**Cheese** comes from cow's milk, yes, but also from goat and sheep's milk! When you are at the farmer's market or grocery store, ask about these other varieties of cheese.

**Eggs** from chickens are traditionally brown in color. Only in the last century have we seen a change in consumer preference to white eggs. Can you tell the difference in taste between a brown and white egg?



## FIND LOCALLY PRODUCED PRODUCTS IN GROCERY STORES

You will probably be surprised to see the quantity of locally-produced products in your grocery store. Identify these products by checking labels, looking for shelf signs, or asking the manager. If you aren't sure, jot down the website on the package and check it out. Below are just some of the locally-produced products you can find in your local grocery store.



Canned organic beans from Michigan	A sweetener bottled by a WI company
Beer made in Milwaukee	Meat from WI
Tofu made in Milwaukee	Soda made in Milwaukee
Dried fruit grown in WI	Milk from a WI dairy
Cheese made in WI	Sprouts grown in WI
Mushrooms from WI	Tortilla chips from WI

### Grocery stores with local items...

### My favorite items...

**Discovery Hunt Hint:** Most food travels over 1,500 miles from farm to plate. Buying locally grown food reduces pollution and our dependence on fossil fuels while preserving farmland near our cities.