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Dig Into Fast Growing Local Food Movement with Conscious Consumer Marketplace

The US Department of Agriculture says the number of small farms in the United States has increased 20 percent in the past six years after a century of decline. Business Week reports that this increase is owed in large part to the burgeoning “local food” movement. Eating local, it seems, can have far-reaching consequences.

Fresh picked fruits and vegetables are usually noticeably better in quality. The difference between the heirloom tomato at your local farmer's market and the shrink-wrapped tomato at a big chain grocery store, however, is more than just taste. Local food is also better for the environment—most often produced with fewer chemical pesticides and fertilizers, and leaving a smaller carbon footprint on its way to the dinner plate. Most food travels an estimated 1,500 to 2,500 miles before it reaches its final destination—consuming a lot more energy than it will provide the consumer.

Buying direct from local farmers strengthen the local economy, as well. More than 90 cents of every dollar used to buy produce directly from local farmers goes to the farmer, as opposed to the 21 cents the farmer gets through conventional food distribution methods. That helps small farms survive.

To locate fresh, healthy fruits and vegetables, visit New Dream's [Conscious Consumer Marketplace](#). The Marketplace helps conscious consumers find farms, restaurants, and markets in their neighborhood selling sustainably produced local food. So choose local. It's one of the shortest paths to a greener environment.

About the Center for a New American Dream

The Center for a New American Dream helps Americans consume responsibly to protect the environment, enhance quality of life, and promote social justice. We work with individuals, institutions, communities, and businesses to conserve natural resources, counter the commercialization of our culture, and promote positive changes in the way goods are produced and consumed. Visit us at www.newdream.org.

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