



THE CHALLENGE

Wednesday August 1st will be a day filled with fantastic food and great company in Nelson as Community Food Matters officially kicks off their month-long Eat Local Challenge. Festivities start at the Hall Street Market during the day and continue in the evening at the Cottonwood Falls Demonstration Garden.

The Eat Local Challenge is aimed at increasing people's consumption of locally produced food during the month of August. If you have not already done so, it's not too late to sign up and take the challenge! You can sign up during the kick off events or you can sign up anytime on-line at www.kootenayfood.ca - click on the Local Food link. More than 100 individuals, families and businesses have already pledged to take the challenge and experience the benefits of eating local.

Whether you are signed up for the challenge or not you can get more information about local food at www.kootenayfood.ca and/or by emailing communityfoodmatters@riseup.net and requesting your email address be added to the Eat Local listserv. The listserv connects all those taking the challenge and anyone simply interested in joining the discussion. It will act as a forum to share recipes, tips, sources of food, and discuss all the ins and outs of eating local. You can also request to receive the Community Food Matters email newsletter which will keep you informed of all the local campaigns and events related to promoting local food sustainability in the Nelson area.

THE CO-OP

INSIDE THIS INSERT

- Why shop local? 2
- Local at the Co-op 3
- Co-op local supplier list 4



EVENTS

August 1st Eat Local Kick Off
11:00am -2:00pm
Celebration of local farms and food. Hall St. Market Nelson, BC. Free! Live music.

August 1st Local Food Potluck
picnic and recipe exchange. 6:30 pm.
Cottonwood Falls Demonstration Herb Garden, Nelson BC. Free! Please bring your own dishes and cutlery and food to share.

August 5th Native Plant Walk with Keith Davis. 10:00 am
Mountain Station Parking Lot, Nelson BC
By donation (suggested \$10.00). Discover the culinary and medicinal values of plants native to the Kootenays. Bring a lunch and water, and wear appropriate clothes and footwear for a 3-4 hour walking tour.

August 17th Market Festival
6:30 pm - 10:30 pm
300 Block Baker St. Nelson BC. Free!
Entertainment, vendors, produce.

August 18th 100 Mile Potluck and 100 Mile Market.
Vallican Whole.
10:00 am - 4:00 pm Market
5:00 pm Potluck
7:00 pm Film
All Free! A celebration of local abundance and sustainability. Please bring food item to share at the potluck.

August 21st Kaslo Local Food Potluck
Location TBA. Kaslo 6:30pm. Free!

Sept 1st Eat Local Challenge Wrap Up Event. TBA.

Sept 14th James and Alisa, authors of the 100 mile diet are coming to the Kootenays. Event TBA.

Why Local? Page 2

The transcontinental head of lettuce, grown in the Salinas Valley of CA and shipped nearly 5000 km to Washington, DC requires about 36 times as much fossil fuel energy in transport as it provides in food energy when it arrives.

From **Eating Oil: Food Supply in the Changing Climate**-Andy Jones.

Locally grown food tastes better.

Food grown in our own community was most likely picked within the past day or two. It's crisp, sweet and loaded with flavour.

Local produce is better for you. A recent study showed that fresh produce loses nutrients quickly.

Local food preserves genetic diversity. Heritage varieties contain genetic material from hundreds or even thousands of years of human selection; they may someday provide the genes needed to create varieties that will thrive in a changing climate.

Local food is GMO-free. A June 2001 survey by ABC News showed that 93% of Americans want labels on genetically modified food - most so that they can avoid it. If you are opposed to eating bioengineered food, you can rest assured that locally grown produce was bred as nature intended.

Local food supports local farm families. Farmers supplying industrial food systems now get less than 10 cents of the retail food dollar. Local farmers who sell direct to consumers cut out the middleman and get full retail price for their food - which means farm families can afford to stay on the farm, doing the work they love.

Local food builds community. When you buy direct from the farmer, you are re-establishing a time-honoured connection. Relationships built on understanding and trust can thrive.

Local food preserves open space. The lush fields of crops, the meadows full of wildflowers, the picturesque red barns will survive only as long as farms are financially viable. When you buy locally grown food, you are doing something proactive about preserving the agricultural landscape.

Local food supports a clean environment and benefits wildlife. A well-managed family farm is a place where the resources of fertile soil and clean water are valued.

Local food is about the future. By supporting local farmers today, you can help ensure that there will be farms in your community tomorrow, and that future generations will have access to nourishing, flavourful, and abundant food.

Adapted from ©2001 Growing for Market



Studies have shown that the average distance food travels from farm to plate is 1,500 miles.

How far has YOUR food travelled?

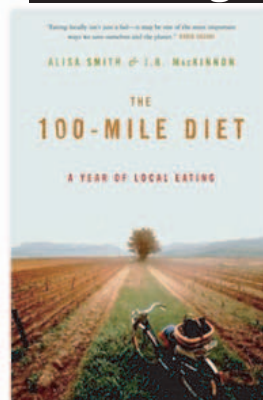
What if you knew the story behind everything you ate, such as where the food came from, who grew it and how? Imagine the landscape from which it came, perhaps a thriving collection of family farms. What if you knew the people that grew the food, knew that they got a fair price for it and that they actively worked to protect the landscape? How differently would we eat if we got to know our food better?

A new food movement is growing, focusing on organics, local production, fair trade, sufficient incomes for family farmers, fair treatment of farm workers, proper care of farm animals and conservation of the environment.

People want to know where their food comes from and follow it to its source -- that's its story. And they want to enjoy a trusting relationship through real communication with the producer.

At the Kootenay Co-op we believe in the value of our local food systems and support our local growers and suppliers. This month, we invite you to support our local farmers and producers, to help build local food security and support our local economy.

Nelson's Eat Local Challenge was inspired by:



THE 100 MILE DIET

Dr. David Suzuki says - "Eating locally isn't just a fad like the various diets advertised on late-night TV—it may be one of the most important ways we save ourselves and the planet."

James & Alisa coming to Nelson September 14th

Co-op staff kick start the Challenge

A whopping twenty three Co-op staff members have signed up for this month's Eat Local Challenge. They've been gearing up during the month of July by discovering local products, sourcing recipes and gathering tips on local foods. A big thank you to Anne from all the staff, who took time from her busy Deli shifts to show the staff how easy it is to put together some simple and delicious Eat Local lunches. Read what three Staff Pledgers, Keri, Kristy and Ben have to say about eating local:

I have been doing the local food challenge for just over a week now, and it has inspired many thoughts. I have been thinking a lot about just how far our food has to travel and what local means to me. I would consider local to be within the Kootenays or Okanagan Valley. I think the question is, how far would I travel to get my food if there was no vehicles or modern transportation? That distance is what I would consider to be local.

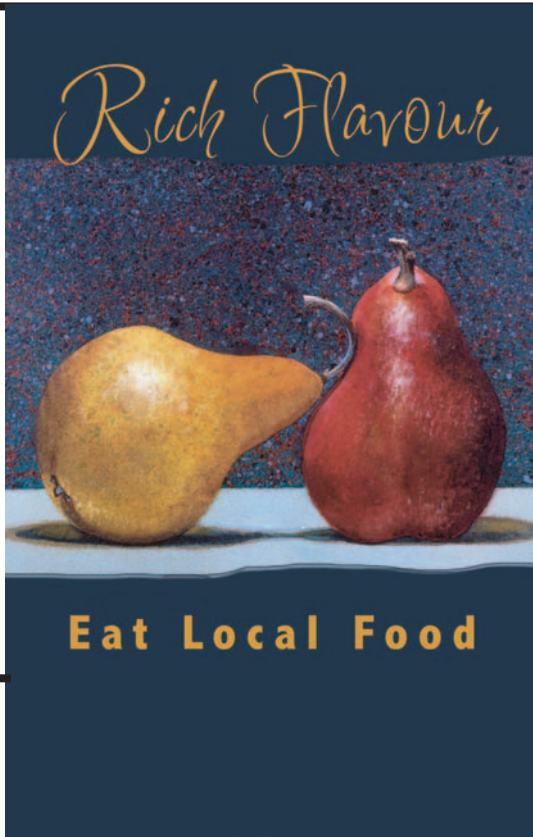
Keri Dennis

For the next 6 weeks I have agreed to eat at least one local snack/meal each week in support of our local farmers & suppliers. I have never experienced such an array of local produce, fresh-picked and still on the vine in some cases, in my life.

I moved to Nelson from Hamilton Ontario last summer, and I am so excited and thrilled at the amount of local products our Co-op is supplied.

I think eating local is such an amazing opportunity for everyone. In our busy, stressful lives, we take so much for granted and often miss the abundance and quality of the food we produce right here in BC Canada.

Kristy Mamuza

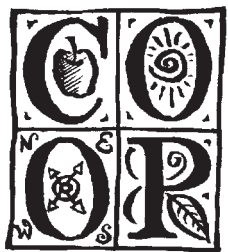


The Importance of local food. If we can be sure of one thing, it's change. Recently, the UK announced the highest rainfall since records began in 1776, the Eastern Mediterranean is roasting and burning in 46 degree heatwaves, 160+ Chinese are killed in flooding and 6 climbers die in freak blizzards in the Alps. People are being affected by the weather, and so is our food. In 50 years we have changed our food system so dramatically that many people are taking action to revolutionize what is on our plates. Food is so critical on a social, emotional, environmental and physical level that we must connect with the land around us.

Those that produce and supply food products in our community should be revered and supported by everyone that puts hand to mouth. Securing a healthy food future means looking back and then moving forwards, using our dollars to choose what we consume.

Ben Morris

Are YOU up for the Challenge?



It's easy to find the local products!

the Co-op is making it easier than ever to eat local by displaying signage on locally-grown and locally-made products throughout the store. See our local supplier list on the next page. Don't forget to sign up for the Challenge.



Co-op Local Suppliers

See map on display in the store



Grocery

Allen's Gourmet Candies
 Ebezz Zozo Hot Sauces
 Eggs R Us
 Food 1st Enterprises (Little Creek Dressing)
 Glade Mountain Farms
 Jerry's Three Valley Water
 Kicking Horse Coffee
 Kootenay Creamery
 Little Miss Gelato
 Mirs Herbal Pantry
 Misty Mountain Sea Salt
 Nelson's Chocofellar
 Norbert Maucher (Lox)
 One World Trading
 Oso Negro Coffee
 Yummy Burgers
 Pleasant Valley Honey
 Rocky Mountain Honey
 Ron's Kootenay Kitchen
 Roesina's Tempeh Products
 Silverking Soya Foods
 Van Diemen's Turkey Farm
 Water Pure & Simple
 West Arm Apiaries
 Zebroff's Farm

Produce

Canyon City Farm
 Cawston Cold Storage
 Direct Organics
 Elam's Organics
 Elderbee Greens
 Glade Mountain Farm
 Dave Gooch
 Bill Hamilton

Harkers Farm
 Kettle River
 Kettle Valley
 Kootenay Sprouts
 Mad Dog Farm
 Mariposa Farms
 McIntyre Farms
 Meadowbrook Farm
 Mobetta Farm
 Ram Fresh Harvest
 Luba Rezansoff
 Rosehill Farm
 Similkameen Organics
 Soil Matters
 Spicer Farm
 Tipiland
 Tulaberry Farm
 Ven'amour
 Waljo Orchard
 Willowbrook Farm
 Zebroff's Farm

Deli

Ariah's Edibles Cookshack
 Catering
 Eva's Bread
 Feed Your Soul Food
 Foothills Creamery
 Francyne's Cuisine
 Golda's Finest Foods Inc.
 Happy Days Goat Dairy
 Ianson's Bread Spreads
 In Your Face Foods
 Jerseyland Organics
 Kaslo Sourdough Bakery
 Kootenay Bakery Café
 Cooperative
 Kootenay Kitchen Pates
 Maggie's Gluten Free Kitchen
 Sinnabar Exotics

Sunbeams Delectables
 The Preserved Seed
 Uphill Bakery
 Verna's Country Kitchen
 World Eats

Personal Care

1000 Flowers
 Budding Farms
 Cherry Meadow Farms
 Do Be Clean
 Dragon Eye Botanicals
 Earth Craft
 Essential Nature
 Harmony on Earth
 Homeopathy Naturals
 John Balf
 Kootenay Soap Co.
 Kootenay Flower Essences
 Laird Creek Botanicals
 Lydell's Lotions & Potions
 Mountain Sky
 Nature's Spirit
 Spirit Bear Body Care
 Sunshine Bay Trading
 Tropic
 Two Hills Tea
 Walkerville Soap Co.

