

7 Reasons to Eat Locally

1 Establish relationships. Getting to know your farmers and food producers creates a sense of community. When farmers know their consumers, they are better able to provide and suggest products.

2 Strengthen the local economy. Purchasing locally grown foods invests money back into the community. Local spending supports the livelihoods of community members, neighbors, and friends.

3 Experience flavor. Many local farmers are able to select seed varieties based on taste, rather than durability for transport. Also, food that is allowed to ripen naturally has more flavor than food that partially ripens while being shipped.

4 Enjoy freshness. Industrial-scale produce is often picked 7 to 14 days before it arrives on a store shelf. In contrast, much of the seasonal food distributed locally and at farmers' markets is picked only a few days before it's sold.

5 Reduce pollution from fossil fuels. In the US, fresh food travels an average of 1,500 miles from field to table. Buying locally reduces the pollution associated with shipping and diminishes the impacts of rising fuel costs.

6 Understand the true cost of food. Although industrially produced food sometimes has a lower price tag on the shelf, the difference often lies in externalized costs like unemployment and environmental clean-up. Tax dollars are put toward agricultural subsidies that allow large farming operations to sell their food at an artificially low rate, which often drives small farms out of business.

7 Connect to the natural world. Selecting foods available on the local market contributes to awareness of which foods are in season. Knowledge of the growing patterns unique to the region can lead to greater understanding of our place in the local ecosystem.





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La Crosse County Farmers' Markets

Wednesday

La Crosse—Bridgeview Plaza

Bridgeview Plaza—2500 Rose St. (parking lot)
Begins first Weds. in June, ends last Weds. in October
8:00 a.m. to 1:00 p.m.

Holmen—Festival Foods

Holmen Square—600 Holmen Dr.
(Festival Foods parking lot, set up on grass north of store)
Begins last Weds. in May ends last Weds. in October
3:00 to 7:00 p.m.

West Salem

Parking lot at the corner of Jefferson St. and Mill St. (bike shelter)
Begins first Weds. in June ends last Weds. in October
2:00 to 6:00 p.m.

Thursday

La Crosse

1815 Ward Ave.
(parking lot of Hmong Cultural & Community Center)
June through end of season. 7:00 a.m. to 4:00 p.m.

Friday

La Crosse—Cameron Park

Downtown La Crosse in Cameron Park
at King St. between 4th St. and 5th Ave.
Begins first Fri. in May ends last Fri. in Oct. 4:00 to 8:00 p.m.
www.cameronparkmarket.org

Saturday

La Crosse—Cameron Park

Downtown La Crosse in Cameron Park
at King St. between 4th St. and 5th Ave.
Begins first Fri. in May ends last Fri. in Oct. 8:00 a.m. to 1:00 p.m.
www.cameronparkmarket.org

Sunday

Onalaska—Festival Foods

1260 Crossing Meadows Drive (parking lot)
Begins first Sun. in June ends last Sun. in October
8:00 a.m. to 1:00 p.m.

Rochester Downtown Farmers' Markets

Saturday

Outdoor Market: 4th St. and 4th Ave. SE
May through October. 7:30 a.m. to noon

Sunday

4th St. and 4th Ave. SE
June through September. 11:00 a.m. to 3:00 p.m.

Tuesday

Highway 52 and 55th St. NW (Gander Mountain)
June through September. 2:00 to 6:00 p.m.

Thursday

The History Center 1195 W. Circle Drive SW
June through September. 2:00 to 6:00 p.m.

Web sites of interest

www.localharvest.org • www.cameronparkmarket.org •
www.farmfreshatlas.org