

Flagstaff Community Farmers Market

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Biff's Bagels
Mountain Harvest
Friends of Flagstaff's Future
Downtown Business Alliance
Center for Sustainable Environments

FCFM logo design by Michael French



10 Reasons to Buy Local Foods

Savor the Local Seasonal Flavors

Sundays, July 7 - September 22

8:30 - 11:30 a.m.

S. Beaver and Phoenix



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1. Support the cultural and biological diversity and uniqueness of our region...
by sampling the regional farm heritage of the most diverse agricultural region in North America. The indigenous, Hispanic and Anglo cultures of the Southwest grow more kinds of native food crops than found in any one region of the U.S. Supporting their agriculture supports their cultures, and in turn, further helps to support and celebrate diversity within the local farming community.
2. Support the region's farming community and local economy as well...
by ensuring that the revenues from farm produce stay in the community. Currently, only 6 to 8 percent of each U.S. consumer dollar spent on food is returned to local farmers or ranchers, down from 60 percent a century ago. Most of the revenues from food purchases go not to farmers but to the middlemen involved in transporting, packaging and marketing food, which changes hands an average of 6 times over its journey from farmer to consumer. By purchasing food directly from farmers, you ensure that they earn adequate prices for their quality produce, and that more money stays in the local community.
3. Ensure the safety of the food you eat...
by buying fresh locally grown food you are more likely to avoid the risks of genetically altered foods that have recently entered the global marketplace. Most transgenic crops are being grown on large factory-style farms. Some transgenic food crops have been found to trigger allergies, while others pose environmental risks by hybridizing with weeds. Until these transgenic crops are more thoroughly tested, many consumers are opting for safer, time-tested crops like those featured at our market.
4. Maintain the integrity of the landscape surrounding your community...
by supporting the open space held in place by farmers. The open spaces are swiftly vanishing as farms are becoming more and more difficult to sustain economically. Many of these open spaces are being bought up and developed into large subdivisions of houses on small lots. As our land gets converted for urban uses the natural surrounding landscape becomes altered, causing the community to become more fragmented. By buying directly from local farmers, you are being proactive in keeping the landscape rural.
5. Develop awareness among our children of the importance of farming cultures and the rural landscapes that surround our local community...
by bringing children to the Farmer's Market you are maintaining the tradition of teaching children about the culture of farming. Purchasing produce directly from the farmers allows them to learn how produce is grown and how it is marketed. These children will gain a better understanding of how they are connected to the food chain. This may instill in them a sense of future responsibility for respecting surrounding farming communities.
6. Deepen our understanding and connection to seasonal changes ...
by reminding ourselves of the local flavors and traditions associated with short season specialties. Many large vendors import food from other continents so that they can offer the same menus year round, creating markets for globally produced food. When you buy locally-produced food the you gain a better understanding of how seasonally grown food adapts to the peculiarities of our climate. You also gain a better understanding of the challenges farmers face when growing produce in this unique region.
7. Gain a better economic return for your investment...
by getting fresh, nutritious food at wholesale prices, without "middlemen" mark ups. Fresh food is always a better buy than foods that have been vitamin-depleted through days of transport, repackaging and trimming. WIC vouchers can be used this year to purchase foods at the farmers market allowing low-income families to ensure their children eat good, quality food at a reasonable cost.
8. Reduce fossil fuel use and carbon emissions...
by obtaining your food from farmers and ranchers living an average of 50 miles away from Flagstaff. Most food eaten in the US travels at least 1500 miles from where it is grown, with tremendous fossil fuel use and carbon emissions—that is 22 percent farther than the distance our food traveled in 1981. Compared to obtaining our food from sources within an hour's drive of Flagstaff, the national food system uses 17 times more fossil fuel and releases as much as 20 times the emissions to deliver to us the very same items. If just one tenth more of our food came from sources within state, we would save hundreds of thousands of gallons of fossil fuel and reduce carbon dioxide emissions by millions of pounds.
9. Keep wildlands healthy for future generations...
by buying sustainably-harvested, wild-crafted foods and herbs, you promote the non-timber value of our forests, grasslands and streams. NAU's Center for Sustainable Environments has begun to work with wild crafters to start the process of certification to assure their products come from sustainably managed wildlands.
10. Support the movement toward sustainability...
by encouraging each locality to honor, celebrate, and protect its own unique food traditions. The globalization of the food economy has led to corporate consolidation and monopolies, as well as increases in nutritionally related diseases such as diabetes and heart diseases. Each region should be encouraged to keep its own healthy food traditions intact to further support the livelihood of their local community as well as the health of those people within the community.