

FOR IMMEDIATE RELEASE

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2009 BAY AREA 'EATER'S GUIDE TO LOCAL FOOD' HITS SHELVES

The Buy Fresh Buy Local campaign is pleased to announce the publication of the 2009 *Eater's Guide to Local Food*, the Bay Area's most complete resource for finding and enjoying local, sustainable foods at restaurants, retailers, farmers markets, and on farms too.

BACKGROUND

Within a 100-mile radius of the city of San Francisco, 20 million tons of food is produced each year. San Francisco County only eats up 935,000 tons of that, with most of the rest being redirected out of the area.

When it comes to processed food, 40% of what we eat comes from outside of the state's borders. But food abundance is right here in our own backyard, and the *Eater's Guide to Local Food* is a great way to learn how to take advantage of it.

The economic ripple effects of such purchasing decisions are many. For instance, if just 10 percent of Californians' food expenditures were redirected toward food produced within the state, an estimated

- \$848 million in additional income would flow to the state's farmers
- \$1.38 billion would be injected into California's overall economy
- \$188 million in tax revenue would be generated, and
- 5,565 jobs would be created.

Clearly, buying and enjoying locally grown foods is a simple and delicious solution to a host of challenges to our local economy, environment, small farmers, and future. Public interest in sustainable food options has skyrocketed around the country over the past couple of years. The most recent USDA Agricultural Census reported a 17% increase in the number of direct to consumer sales and a 335% increase in organic sales in the country between 2002-2007.

DESCRIPTION

With gas prices up and the economy down, many Bay Area residents are foregoing far-flung vacation destinations in favor of local pursuits: packing a picnic and passing a sunny day at a nearby U-Pick farm, or spending a weekend morning wandering through one of the 138 farmers markets held weekly around the Bay.

The newly released 2009 *Eater's Guide to Local Food* is the Bay Area's most complete resource for these, and other local and sustainable food finds!

A sixty-page, full-color publication that covers the nine counties of Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma, the guide provides readers valuable and timely information including:

- A contribution by Michael Pollan
- Information on the 138 farmers markets held weekly around the Bay

- A regional seasonality chart to get you in the groove for seasonal eating
- An expanded list of Community Supported Agriculture farms
- County by county listings of restaurants, farms, farmstands, U-picks, cafes, and caterers who all feature the freshest, locally grown products
- Tips for canning and getting your hands dirty

“By eating locally grown foods and supporting family farmers now, we invest in the preservation of good, local food for the future - family farmers will keep producing as long as we support them,” says Temra Costa, director of the Community Alliance with Family Farmers’ Buy Fresh Buy Local campaign. “The guide is the perfect resource for those who want to vote with their food dollars and help bring a face back to our anonymous food system.”

75,000 copies of the *Eater’s Guide* are being distributed throughout the Bay Area, through Whole Foods Markets, Pacific Coast Farmers Markets, Bi-Rite Market and other select, independent food retailers. The guide is downloadable from the Buy Fresh Buy Local website at www.buylocalca.org.

RELEASE EVENTS

The Eater’s Guide can also be found at this summer’s premier food events, including:

- **June 21, Golden Glass**, Fort Mason, San Francisco (www.thegoldenglass.com)
- **June 24, Eater’s Guide Dinner at AVA**, San Anselmo (www.avamarin.com)
- **July 12, Eaters + Growers Mixer at Peter Lowell’s**, Sebastopol (www.peterlowells.com)
- **August 28-30, Eat Real Festival**, Oakland (www.eatrealfest.com)

ABOUT BUY FRESH BUY LOCAL & CAFF

A project of the Community Alliance with Family Farmers (CAFF), the Buy Fresh Buy Local campaign works to increase consumer access to fresh, local produce and increase the transparency of the food system. The campaign publishes the *Eater’s Guide to Local Food* for multiple regions throughout California, including the Bay Area, Central Coast, Humboldt County, San Joaquin Valley, and Southern California. The guides are distributed to the public free of charge through partner businesses and green events, and they are available for download at www.buylocalca.org.

CAFF is a nonprofit organization founded in 1978 that uses practical information sharing, organizing, and advocacy in support of strong, ecologically sound farms and healthy rural communities in the state of California. CAFF is building a movement of rural and urban people to foster family-scale agriculture that cares for the land, sustains local economies, and promotes social justice.

ON THE WEB

www.buylocalca.org

www.caff.org