

Farmers' Market Guide



Simple Ways to Go Local

WHY BE A LOCAVORE?



It's Healthier

When it's freshly pulled from the ground or picked from the tree from a farm near you, your produce is more alive and retains more nutrients.

It Tastes Better

With produce traveling just a few hours or less from a local farm, produce is fresher and you can taste the difference.

It's Earth Friendly

Delivering local produce to your neighborhood burns less fossil fuel, which is kinder to Mother Nature. Don't pay airfare for your apples!

It Helps Your Neighbors

Buying directly from a local farmer supports YOUR community's economy and creates more jobs for local residents.

MEET YOUR FARMERS

Meet Your Farmers

Don't be shy – step up and get to know your local food purveyors. Most farm stand managers will gladly answer questions. You'll get to know more about the origin of your food, and maybe you'll learn some new easy recipes!

Remember:

It can be expensive for small farmers to become "certified organic," but many of them comply with farming practices that are best for you and the environment.

Here are a few questions to start the conversation:

- Where is your farm?
- How do you grow your produce?
- Do you use pesticides?
- Is your beef grass fed?
- Are your chickens pasture raised?
- How do I cook this?
- What is the growing season for_____?



IIN GRAD TIP

Pauline Hanuse, Class of 2012, Sydney, NSW, Australia

"Here in Australia, getting the Certified Organic label is pretty expensive for farmers. Some don't have the Certified Organic label, but they don't use pesticides and other chemicals to grow their fruits/veggies. Don't be afraid to ask about their growing practices."



BEYOND THE PRODUCE

What else can you find at your local market?



Bread: Try rye, pumpernickel, and other whole grains.

Honey: Eat raw local honey to soothe allergies.

Pickles: Choose lacto-fermented for gut-supporting probiotics.

Seafood: Ask how to prepare their freshest catch if you've never cooked it.

Beef: Choose grass-fed beef for healthier fats.

Wine: Pair a regional vintage with your other market finds.



*Lucie Perkins,
Class of 2012, Kent, UK*

"I live in Kent, the 'garden of England', and the countryside is filled with apple, cherry, and pear orchards. In September, try old varieties of apples from local farmers' markets."

Lucie's Apple Granola Pudding

Ingredients:

5-6 medium apples cut into chunks
6 tablespoons agave
Sprinkle of cinnamon
½ cup oats
Pinch of nutmeg
½ cup crushed walnuts
4 tablespoons coconut oil
6 tablespoons honey



Method:

- Combine apples, agave, and cinnamon in a large bowl and mix well
- Place apples in a baking dish
- Melt coconut oil, add oats and gently heat
- Add remaining ingredients to oat mixture
- Mix well and place over apples
- Cook until topping is crunchy 180° C (350° F) for 30 minutes.

Note: You can also make a RAW version by grating raw apples and pre-soaking the oats and nuts, then bind with ingredients above.



post on your refrigerator!

LOCAL FINDS FROM AROUND THE WORLD

NEW YORK

Apples
Sweet Potatoes
Pumpkin
Winter Squash

LOS ANGELES, CA

Chile Peppers
Grapes
Okra
Persimmons

SYDNEY, AUSTRALIA

Cherries
Mandarin oranges
Lemons
Asian greens

LONDON, UK

Aubergines
Cucumbers
Gooseberries
Plums

TOKYO, JAPAN

Dragon Fruit
Mizuna
Peaches
Taro root

SAO PAULO, BRAZIL

Acai
Cassava
Mangoes
Passion fruit

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