

# 10% SHIFT EAT LOCAL

[WWW.GREENUMBRELLA.ORG/10SHIFT](http://WWW.GREENUMBRELLA.ORG/10SHIFT)

## WHAT IS THE 10% SHIFT EAT LOCAL CAMPAIGN?

The 10% Shift Eat Local campaign (10% Shift) is a campaign to try and get people to shift 10% of their food budget to local foods.

## WHAT COUNTS AS LOCAL FOOD?

Green Umbrella considers “Local Foods” to be foods produced within 50 miles of downtown Cincinnati or produced outside that range, but sold primarily within that radius. Your definition of local foods may be different. You might consider anything produced in the state where you live or within 100 miles of your house to be local. You can decide what “local food” means to you.

## WHY SHOULD PEOPLE EAT MORE LOCAL FOODS? WHY 10%?

Your food travels an average of 1500 miles before it gets to you. That is a long way! If just 10% of the local population shifts just 10% of their food budget to local food, we can put \$56 million back into the local economy. It can be hard to source local foods, but if you think about 10% of what you eat, that is much more manageable than something more substantial (say 50%). 10% will still have a huge impact on the economy. We wanted the goal to be achievable as well as impactful.

## WHAT DOES 10% OF MY FOOD BUDGET LOOK LIKE?

For the average family of 4, 10% of their food budget is equal to about \$12 per week. Depending on the size of your family and what you typically eat, 10% of your budget might be more or less. If you are curious, you can track what you spend on food (groceries, restaurants, etc) for a week to get an idea and then calculate 10% of that amount.

## WHERE CAN I FIND LOCAL FOODS?

You can buy local foods at a farmers market, from a farm stand, from a grocery store that sources locally, or at a restaurant that sources some of their food locally. You can also grow your own food in your yard or at a community garden. Any type of food can count: raw produce, baked goods, value added products like salsa or jelly, ready to eat foods or prepared foods for consumption later. You can find a list of local food resources using the CORV Guide ([EatLocalCORV.org](http://EatLocalCORV.org)).

## 10 TIPS FOR EATING LOCAL

1. Find your closest farmers market. Shop the farmers market first, then pick up what you can't find there at the grocery store.
2. Plan your menu based on what is in season. It will be cheaper, easier to find locally, and fresher. You can find a list of what's in season at the Ohio Farm Bureau site ([www.ofbf.org/whats-in-season](http://www.ofbf.org/whats-in-season)).
3. Challenge yourself to try something new at the farmers market each week. If you see an unfamiliar fruit or vegetable, ask the grower what it is, what it tastes like, and how they like to prepare it. You might find a new favorite food!
4. See how many of your staples like eggs, bread, milk, and cheese you can source locally.
5. When you are trying to pick a restaurant, choose from places that use local foods. A list of restaurants that source locally is available at [www.EatLocalCORV.org](http://www.EatLocalCORV.org)
6. Join a CSA (community supported agriculture) program. There are many to pick from in the area and they will deliver a box of fresh, local produce to you every week during the growing season.
7. Grow your own food. Even the smallest spaces can be used to grow a container garden. You can grow herbs in your kitchen window, tomatoes in a pot on your patio, and cucumbers along your fence line. Need an easy place to start? Try something simple but tasty like basil or mint.
8. Stock up when things are in season. Most local produce will be in abundance for just a short time. Buy extra when it is plentiful (and cheaper) and can or freeze it to use later. You can freeze corn-on-the-cob, squash, peppers, onions, eggplant and more! Other foods like tomatoes are easy to can or can be made into sauce and then frozen. Fresh herbs can be chopped and then frozen in olive oil and ice cube trays. Visit [www.SavetheFood.com](http://www.SavetheFood.com) for more great tips!
9. Give local foods or food products as gifts or use them to celebrate an occasion. Local honey, syrup, or coffee make excellent gifts. Locally made pies, cakes, and cookies are wonderful to help celebrate an occasion. You can even host a local potluck and encourage people to bring a dish made with local food.
10. Sign up to take the 10% Shift Challenge! When you sign up, you will receive monthly newsletters full of more tips, information, and recipes to help you eat locally. Sign up at [www.greenumbrella.org/10shift](http://www.greenumbrella.org/10shift)

