



Why Buy Local?

Select Michigan Grown, It's Thousands of Miles Fresher.

Local food is fresher, tastes better and comes from farmland near you. Local Michigan farmers can offer produce varieties bred for taste and freshness. Many fruits and vegetables can lose up to 50% of their nutrients in just five days time. Buying Michigan locally grown food is a healthier choice.

Why Buy Food That Is Better Traveled Than You Are?

The best tasting foods ripen right close to your home. Food travels an average 1,500 miles from farm to table and accounts for fifty per cent of the trucks on our interstate system. Buying Michigan locally grown food is a fresher choice.

Plant Your Dollars Close to Home and Watch Your Community Grow.

Family farms are an endangered American tradition. Buying locally benefits and strengthens our communities by boosting the local economy and preserving farmland. Buying Michigan keeps your food dollars circulating in our communities and keeps farm families on the land.

Come Home to Eat.

Local food fits best with the traditional recipes we use at home with our families. Buying Michigan locally grown food helps consumers become more aware of their own relationship to the land and the land stewardship practices used to grow the food they eat. Buying Michigan locally grown food supports families.

Growers Support Michigan's Economy.

With each local Michigan food purchase, you ensure that more of your money spent on food goes directly to our growers. Growers provide beautiful and productive open spaces and habitat, generate revenue for local, county and state taxes, and employ local labor in communities where they farm. They're concerned about our communities because they also live and raise their families here.

What Can You Do To Help?

If every Michigan family would buy just \$10 a week of local Michigan fruits and vegetables it would keep \$37 million new dollars each week working for you right here at home. Buy locally grown and processed Michigan food and agriculture products at a farm market, farmers' market or retail grocery store near you. If local products are not available, ask for them!

About Select Michigan:

"Select Michigan" is the state's brand identification program to promote the sale of Michigan grown, processed and manufactured food and agriculture products. Survey results show that Michigan consumers prefer to purchase Michigan grown and processed products, and the Select Michigan program helps consumers identify Michigan products at the retail level. The Select Michigan logo can be found on Michigan products sold at retail grocery stores, farmers' markets, and on-farm markets statewide. For a listing of farm markets, U-pick operations, community farmers' markets and other agricultural tourism businesses, or an electronic copy of the 2006-2007 "Michigan Farm Market, U-Pick & Agricultural Tourism" directory, visit www.michigan.gov/mda.

***Select Michigan. It's good for you,
our growers, and our local economy!***