

Co-op Hosts Third Annual Eat Local Challenge

Choose Your Challenge Level and Get Ready to Get Localized!



By Melanie Bettenhausen,
Member Linkages Director

The Co-op is preparing for its third Eat Local Challenge this summer!

As always, we like to make sure that participants have all of the tools and support they need to

eat locally for the entire month of September.

That's why in August we host workshops on preparing food items like dairy (see page 13 for a recipe) and provide in-store samples of local foods (see page 20 for a schedule).

We also boost awareness of the Co-op's Trust Your Source program (previous page) so challenge takers can identify farmers and producers within our bioregion.

At the Co-op, we don't like to dictate food choices; instead we try to provide education.

Trust Your Source is a volun-

tary program that allows farmers and producers to share, with consumers, information such as miles-to-market and sustainability practices.

Find vendor profiles on our website www.northcoastco-op.com or in the Trust Your Source binders at Customer Service in either store.

The Eat Local Challenge has many possible levels of difficulty (below) so everyone has a chance to become a Localvore.

By the way, nobody at the Co-op is going to hold you accountable for your challenge—it's up to you!

Taking the challenge is free. It is designed to increase everyone's awareness of

what we grow and make locally, as well as reduce our carbon footprint.

The Eat Local Challenge is meant to be fun and

inclusive!

We hope you'll take advantage of all the Co-op has to offer during August and September around the Eat Local Challenge.

Sign ups for the challenge begin August 1 at either store or find us at various locations, such as Farmers' Markets, throughout the rest of the month.

Don't forget to join us Sunday, October 3 for the Eat Local Challenge Celebration Potluck at the Bay-side Grange.

It's competitive. Localvores judge each other's dishes and vote on their favorites, so use your best recipe and bring your Localvore appetite!

Note: We are aware that there is somewhat of a debate on the use of locavore vs. localvore. We use the word localvore because we feel the definition is more obvious and we want to bring in as many newcomers to the locavore movement as possible.



Sign Up
for the
Eat Local Challenge
at Customer Service or look for us
at Farmers' Markets and
other food events!

Get a Free
"Localized!"
Reusable Shopping Bag



T-shirt
Contest Winner
\$250 CASH!



Photo By Amy Waldrup
Curtis Arnold ecstatic to be a winner.

Resources

Find an Eat Local Challenge Resource Packet on our website loaded with lots of recipe ideas, maps of local products in our stores and more!
www.northcoastco-op.com

Join us on Facebook and share your Eat Local Challenge stories and find support from other localvores!

www.facebook.com/northcoastcoop

Challenge Levels

Choose the challenge level that suits your lifestyle and budget

Hardcore Localvore

Only locally harvested products for every meal and snack, which means no wheat (unless you purchased a share from Shakefork Farm or other farmer), olive oil, spices, chocolate, coffee, alcohol and so on.

Extreme Challenge Localvore

Only locally harvested products for every meal and snack with a few minor exceptions, which may include spices, oils, chocolate, or something you just can't live without.

Loophole Localvore

Only locally harvested and/or produced products for every meal and snack—no exceptions, which means no oils, spices, vinegar, mayonnaise, etc. unless you know someone who makes these items or you can make them yourself.

This level allows items like coffee and chocolate, since coffee is roasted locally and chocolate is produced locally—thus the loophole.

Relaxed Humboldtian Localvore

Only locally harvested and/or produced products with a few dietary or minor exceptions, such as dietary substitutes, oils, vinegar, liquor, etc.

Lifestyle Localvore

Only locally harvested and/or produced products for main meals or for ___ meals/day for ___ days/week. You decide.

Fork in the Road Localvore

If given the option between local and non-local, go with local.

Toe in the Water Localvore

At least one local ingredient in each meal.

Choose Your Own Adventure

To be determined by participant.