

Where Does Your Food Come From?

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



Buy Fresh. Buy Local.





# Support Your Community by Supporting Your Community's Farmers

## Family farms are an American tradition in danger of fading away.

- Family farms are an important part of the American tradition of self-sufficiency, forming the bedrock for communities across the U.S.
- Since 1935, the U.S. has lost 4.7 million farms. Fewer than one million Americans now claim farming as a primary occupation.
- Farmers in 2002 earned their lowest real net cash income since 1940. Meanwhile corporate agribusiness profits have nearly doubled (increased 98%) since 1990.
- Large corporations increasingly dominate U.S. food production. Four large firms control over 80% of beef slaughter, 59% of pork packing, and 50% of broiler chicken production.

## Family farmers are the heart of America's rural communities.

- Local family farmers spend their money with local merchants. The money stays in town where it benefits everyone and builds a stronger local economy. Independent, family-owned farms supply more local jobs and contribute to the local economy at higher rates than do large, corporate-owned farms.
- Eating locally grown, healthy food strengthens your family and community.
- Local farmers who sell direct to consumers receive a larger share of the profit for their food.

## Buying local is this easy:

- Find a farmer, farmers' market, farm stand, or local food outlet near you, visit [www.foodroutes.org](http://www.foodroutes.org).
- Shop at your local farmers' market or farm stand for the freshest, best tasting food available. It's easy to find local food. There are over 3,100 farmers' markets in the U.S. – one is probably near you!
- Encourage your local grocery stores and area restaurants to purchase more of their products from local farmers.



Where does your food come from? Learn more. [www.foodroutes.org](http://www.foodroutes.org)