



Meet your local farmer.

FRESHNESS FACT

Do you ever stop to wonder where the food comes from that is so plentiful in our dining rooms and restaurants?

Some of it comes from just around the corner, so to speak. And some of it comes across the country, or across national borders. The result is that we no longer have to be concerned about what's "in season" when we get a craving for a certain food – somewhere, it's in season and available.

The influx of fruits and vegetables from southern countries has put extra pressure on American crop growers, who are constrained by seasonal growing weather. A heavy storm season, or a cold snap, can put an American farmer out of business for the entire crop-growing year. And that's just one of the challenges our farmers face.

Gardens face the ongoing danger of pests, many of which develop immunities against known pesticides. And the current effort to avoid pesticides as we aim for sustainability in the environment forces farmers to find new ways to supply nutrients and control insects, diseases and weeds as they avoid the use of chemicals, fertilizers or growth regulators.

Organic gardening is increasingly seen as the way of the future. But it is expensive, and the transition from traditional farming to organic growing is very difficult. A farmer must follow organic management guidelines for three years before his or her farm is certified and allowed to market crops as organic.

The sad truth is, the challenges of farming are becoming so great that many farmers are giving up this way of life in favor of a lifestyle with fewer obstacles and more security.

We'll invite some local farmers to join us through this month – come and meet them and learn about what they're doing!

Our commitment ... to the best for your nutrition.

