

MEDIA RELEASE



Looking for better tasting food that's fresh and in season? Wondering about other food choices besides the supermarket? Are you keen to support growers and their local communities? But where do you begin? At last there is a national directory for making local food choices.

LOCAL HARVEST www.localharvest.org.au

"Local food, or food grown with love or cooked with pride and idealism, doesn't just keep you alive; it keeps you in contact with the earth, the seasons, and your community. It creates a web of friendship. Every mouthful has a story of fulfilment behind it." Jackie French, children's author

Local Harvest is a new website to help you find "good food" that's close to you. You can find fresh, local, and flavoursome food within your area by simply typing in your postcode.

There are many resources that help put us back in touch with our food. You can support growers directly through farmers' markets, box systems, and farm-gate produce. You can buy in bulk at food coops or visit a local food swap. You can get involved in your own food production by finding your closest community garden or pick-your-own farm, or locate retailers of alternative produce such as organic grocers and free-range butchers.

Local Harvest makes it easy to find these and more. With just a couple of clicks you can become aware of what produce is available in your local community and learn much more about who produced the food and where it came from. Local Harvest also explores do-it-yourself alternatives for food production, including growing your own food, storing, preserving and making your own produce.

The foods we choose affect more than just our health as food choices make up 30% of the carbon footprint from an average household[i]. By choosing more local food options we not only reduce food miles but in many cases reduce packaging waste and increase transparency on issues such as animal welfare and pesticide use. By altering our food selections we can make a difference to our local communities and the environment.

Join in the **Local Harvest Challenge** - a week where people work together to discover more about the food on their plate.

Locally grown food is fresher, tastier and more nourishing, so there are lots of good reasons to get involved!

**Local Harvest will be launched as a 'beta' version at the Sustainable Living Festival
in Melbourne's Federation Square on 17th & 18th February 2012**

Local Harvest has been set up as a community initiative by the Ethical Consumer Group - publishers of the bestselling THE GUIDE TO ETHICAL SUPERMARKET SHOPPING - who felt there was a growing need for easy-to-use information on sourcing food locally. As Nick Ray from the Ethical Consumer Group commented, "I'm passionate about this project because so much of our food is controlled by a small number of large multinational companies, and it doesn't have to be that way." Major partners of the project are Sustainable Table and the Sustainable Living Foundation.

What you eat - and how you eat it - can change the world.

**For further information or to arrange an interview, please contact:
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