



# LOCAL HARVEST CHALLENGE WEEK

April 1 – April 7, 2012

Get connected with your food!

**Local Harvest** [www.localharvest.org.au](http://www.localharvest.org.au) is a new website to help you find 'good food' that's close to you. You can find fresh, local and flavoursome food in your area by simply typing in your postcode. At last there is a national directory for making local food choices.

With a couple of clicks you can find: farmers' markets, box systems, farm-gate produce, local food swaps, buying in bulk, pick-your-own or community gardens and local retailers who specialize in organic or free-range produce.

An exciting part of the Local Harvest project is the **Local Harvest Challenge Week**. Individuals, households and community groups around Australia are signing up for a one week challenge to think about the food they buy and eat, where it comes from, how it is produced, how it is packaged – and make some changes. You are invited to join in too.

The Local Harvest Challenge Week is a national initiative, running for one week from Sunday 1st April to Saturday 7th April. It is aimed at connecting people across Australia with their food and each other. During Challenge Week, participants will use the new Local Harvest website to source ideas and inspiration, practical contacts and blog about their experiences as they make lifestyle changes, both large and small, sharing tips and successes along the way. Sign up at [www.localharvest.org.au/challenge](http://www.localharvest.org.au/challenge)

The Local Harvest Challenge is versatile, fun and FREE! You have the option of designing the challenge to suit your goals, lifestyle and locality. Choose a Bite-Sized, a Meal-Sized or a Feast-Sized challenge. Participate as an individual, household or community group.

Take the **Local Harvest Challenge** and work with others to discover more about the food on your plate.

## What you eat - and how you eat it – will not only change you but can change the world.

*"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 (author and environmentalist)

The Local Harvest website also explores do-it-yourself alternatives for food production, including growing your own food, storing, preserving and making your own produce.

The food we buy affects 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.

**The Local Harvest Challenge runs from Sunday 1st April to Saturday 7th April.  
Find out more and sign up at [www.localharvest.org.au](http://www.localharvest.org.au)**

**For further information or to arrange an interview, please contact:  
DMCPR Media, t: 02 9550 9207 or e: [catherine@dmcpr.com.au](mailto:catherine@dmcpr.com.au)**

## **More about Local Harvest**

**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 online and 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.

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