

2011 Eat Local Challenge Frequently Asked Questions

1. Do I need to register to participate? *No registration required this year – but if you would like to keep track of your eating, just fill out the Keep Track Chart for a chance to win extra prizes at the Community Celebration*
2. When was the first Eat Local Challenge? *Three years ago - the 2008 Eat Local Challenge was the first one in North Central Florida and it was May 1-31, 2008, so this is the fourth annual Challenge*
3. Who first came up with the idea for the challenge and why? *The farmers markets were going to do one, but didn't, so Hogtown HomeGrown went ahead - it seemed important to not let another abundant produce season go by without emphasizing the benefits of eating local*
4. Which restaurants are participating in the Challenge? *The Jones, The Top, Ivey's Grill, Joe's Place, NW Grille, Blue Highway Pizza, both the Micanopy and Tioga locations, Harvest Thyme, Café C, Sweet Dreams Homemade Ice Cream, Book Lover's Café and Leonardo's 706, Amelia's and more to come*
5. Why does Hogtown Homegrown think this challenge is important? *Hogtown HomeGrown has always been about eating seasonally and locally. The Eat Local Challenge emphasizes both during one of the most abundant months of the year in North Central Florida*
6. Why is eating local important? *A)seasonal, local food tastes better B) money spent locally improves our local economy C) local food travels fewer miles to your plate, reducing your carbon footprint D)eating local reduces the amount of trash/packaging associated with processed foods E)buying local food reduces chances of food-borne illnesses possible from mass-production*
7. As far as distance goes, how many miles from Gainesville is still considered local? *The most common distance used is 100 miles - in this area, that includes many meat and seafood producers, as well as farmers, dairy products and eggs*
8. Are all the local eateries into serving local food? *There are a lot of popular, locally owned restaurants that do not buy local food from local farmers – we are hoping the Eat Local Challenge will encourage them to put local specials on*

their menus for the month of May and this will move them into a year-round habit of buying local

9. What shops/supermarkets/farmer's markets will mark their products to make it easier to see what's local and what's not? *Ward's will mark local items again. You need to ask where items were grown when you shop at the farmers markets, but most products are local*

10. How should participants track their eating? *There will be a chart available on the website that people can print out and fill in - some participants track everything they eat, some just write when they eat local*

11. What are the prizes for this year's challenge? *Gift baskets and gift certificates from area restaurants and merchants*

12. What is the Community Celebration and what can people expect to see there? *The Community Celebration will be at Sweet Dreams Homemade Ice Cream, 3437 West University Avenue in Gainesville. There will special Eat Local Challenge flavors and prizes – lots of prizes – but you must be present to win!*