



A TALE OF TWO CARROTS: FARM TO TABLE

California Carrot

- **Transport:** travels 4000 miles by refrigerated truck or plane from farm to grocery store.
- **Environment:** results in about 1.5 lbs. of greenhouse gas CO₂ per pound of carrots transported from CA to VT, contributing heavily to global warming.
- **Taste:** may have at least a week-long delay from harvest to table, making it older and less fresh, meaning that sugars turn to starches, plant cells shrink and vitality is lost.
- **Nutrition:** sits in transportation for an extended period of time, resulting in loss of important nutrients.
- **Genetic Diversity:** carrot varieties that are transported are chosen for their shelf life and attractiveness and not necessarily for flavor, nutrition or diversity of varieties.
- **Local Economy:** it's difficult to know how much money spent on a California carrot stays in Vermont or goes to the California farmer.
- **Community:** you may never see the field where your carrot is grown, know where the carrot came from, meet the farmer who grew it and know who you are supporting.



Intervale Carrot

- **Transport:** travels less than 2 miles from the Intervale to the grocery store or Farmers' Market and may not ever enter a motor vehicle.
- **Environment:** buying locally can greatly reduce fuel emissions, for example, a study of Iowa's food system estimated that consuming 10% more local food within the state would reduce yearly emissions by 7.0-7.9 million lbs.
- **Taste:** can be eaten within hours of harvesting, making it crisp, sweet and bursting with flavor
- **Nutrition:** is purchased just after harvest and loaded with nutrients.
- **Genetic Diversity:** carrots grown to be sold locally come in many varieties to accommodate seasonal changes and different flavors and colors.
- **Local Economy:** when bought at the Farmers' Market, a much higher percentage of the food dollar goes to the farmer. If each Vermonter bought 10% of their food locally (within approximately a 100 mile radius), \$100 million would be added to the Vermont economy.
- **Community:** you are buying a carrot that is grown literally in Burlington's backyard. You can visit the field where it was grown, meet the farmer who grew it and support local agriculture and your community.



Visit the Intervale online at:
www.intervale.org

Intervale Center
180 Intervale Rd.
Burlington, VT 05401

Local carrots consume less energy, cause less pollution, taste better, are more nutritious, have more varieties and help your local economy and community.

Eat Local—It Matters!