



Relocalizesj.org

The mission of relocalizesj is to promote community food security

www.relocalizesj.org

- Community food security is a condition in which all community residents obtain a safe,
- culturally acceptable, nutritionally adequate diet
- through a sustainable food system that maximizes community self-reliance and social justice.



100 Mile Diet

- When we sit down to have a meal, much of the food that we serve travels at least 1500 miles from the farm to the table
- This travel contributes to ecological problems and distances us from the source of our food, the farm and the soil.
- www.100milediet.org



Peak Oil

- The issue is not one of "running out" so much as it is not having enough to keep our economy running.
- Need to relocalize our economy
- As we relocalize we reconnect and
- Build community.



Relocalization: Food First

Or:

Moving the farm closer to the kitchen

Everything eats or at least wants to.

This creates common ground



Why Relocalize

- To restore the balance
- Environment, Social Justice, Economy



How?

- Shop local, support local growers and producers.
- Establish urban agricultural enterprises.
- Support Niche Food Markets



Niche Market

- A **niche market** is a focused, targetable portion of a **market**.
- By definition, then, a business that focuses on a niche market is addressing a need for a product or service that is not being addressed by **mainstream** providers.
- You can think of a niche market as a narrowly defined group of potential customers.



Possible Local Products

- Vegetables
- Herbs
- Beef, pork, chicken
- Eggs
- Fish



Value Added

- Chutneys,
- Relishes
- Jams,jellies
- Mustards
- Flour
- Bread,baked goods
- Mustards
- Ketchups
- Vinegar
- Hot sauces



Food Buying Club

- A food buying club or co-op is an association of people who get together in order to purchase food.
- As a group, their purchasing power increases and allows them to access the wholesale marketplace, which is usually prohibited to individuals



Food Buying Club

- By buying through wholesale distributors or directly from farmers, the food buying clubs can save money.
- The food buying clubs place pre-orders with the distributors and buy for their own consumption.
- Food buying clubs or co-ops are not retail food co-operatives, which tend to have a storefront and buy goods for resale.
- <http://www.life.ca/nl/63/food.html>

