

A TALE OF TWO TOMATOES

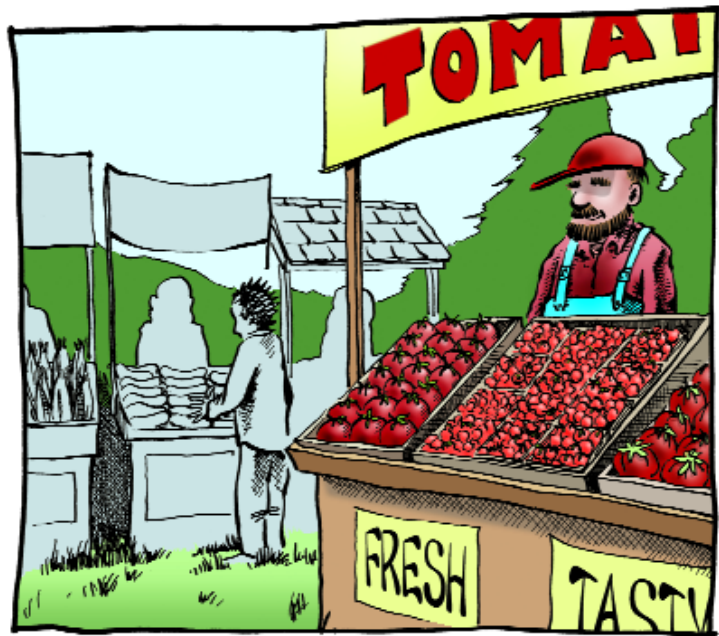


STARRING: Local Lucy AND Travelin' Tom

If you've never tasted a local tomato...

...then you may never have had the real thing!
The flavor of a local tomato comes **bursting out!**
That's because it's picked at the peak of ripeness.

When you buy locally grown produce like tomatoes, you are buying the freshest, tastiest product and keeping local farmers in business.



Introducing Local Lucy and Travelin' Tom

Are all tomatoes created equal?

This Tale of Two Tomatoes will shed light on all matters ripe and juicy.



"Hi! I'm Local Lucy and I was grown by a local farmer. I'm luscious and bursting with flavor.

My companion is Travelin' Tom. You'll have to excuse his poor flavor — he's been on the road for awhile and is quite weary."

"On the road again..."



So many varieties of tasty tomatoes

Lucy is an heirloom tomato, bred for her exceptional flavor. Heirlooms have been around for centuries. There are hundreds of varieties to choose from. Each heirloom tomato is grown for a specific purpose — from sauce to salad



"We're tomatoes your grandmother would've loved."

Approximately 97% of vegetable

Where did our choices go?

Tom is a generic tomato, bred for his ability to travel thousands of miles to market. Tom's farmers can only choose from a few types of tomatoes that are durable enough to travel long distances. Poor Tom doesn't stand out in a crowd.



"We're built
to last!"

varieties grown in 1900 are now extinct.

Flavored with sunshine

Lucy tastes delicious! Because local farmers are close to market, they can harvest at the peak of ripeness. Tomatoes that are allowed to ripen outside on the vine soak up sunshine. A fully ripened tomato has more natural sugars and that's what gives them that sweet homegrown flavor.



"Just hanging out, working on my inner beauty."

Locally grown fruits and vegetables are usually

"Time to get ready
for market!"



Ripened with gas

Poor Tom is just a poser. He may look ripe on the outside, but inside he hasn't got much flavor. Traveling tomatoes are picked green and then gassed with ethylene prior to shipping. Without the vine to give them their full tomato-ey flavor, traveling tomatoes are just mature green tomatoes all gassed up to look ripe.

sold within 24 hours of being harvested.

Day tripper

Lucy is picked and delivered to market within a day or two. The short distance from field to fork gives her that unmistakably fresh tomato flavor.



From field to fork, an average

A long and weary road

It can take Tom up to two weeks to reach your market. During his journey he's been picked green, waxed, boxed, and gassed. He's anything but fresh.

"What a long, strange trip it's been!"



dinner travels 1300 miles.

A fair deal

When you buy direct from local farmers, your dollars stay within your community, and strengthen the local economy. More than 90¢ of every dollar you spend goes to the farmer.



Since 1935, the U.S.

Short changed



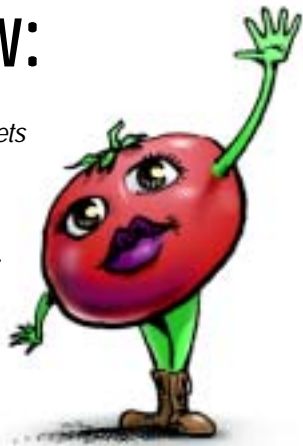
As mergers in the food industry have increased, the portion of your food dollars paid to farmers has decreased. These farmers earn only 20 cents of your food dollar; the other 80¢ goes to pay for transportation, marketing, packaging, and other costs.

has lost 4.7 million farms.

So, you see, not all tomatoes are created equal. Locally grown fruits and vegetables are the freshest and tastiest. Plus, they help strengthen our local economy. Next time you're in a store or a restaurant, just ask: "Is it local?"

Eat local! Here's how:

1. Buy your food at places that feature local growers:
*Independent grocery stores and food co-ops • Farmers' markets
CSA's (Community Supported Agriculture) • Road side stands*
2. Eat at restaurants that use local foods in their menu.
3. Enjoy food when it is in season, like tomatoes in the summer.
4. Look for heirloom varieties that have exceptional flavor and preserve genetic diversity.
5. Grow your own food at home or in a community garden.
6. Learn to preserve food by canning, drying or freezing, so you can enjoy it all year long.



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Funding: FoodRoutes Network