



HAY RIVER 100 MILE LOCAL FOOD CHALLENGE

October 15-25, 2014

What is the Challenge?

For ten days, eat only what is produced within a 100 mile radius of Prairie Farm. You can choose ten exotics (such as coffee, chocolate, olive oil, etc.) to include in your diet. Otherwise, everything else must be produced within our 100 miles!

Why do the Challenge?

These days, most foods in the American diet travel thousands of miles before they wind up on your plate. Additionally, those foods are often modified and heavily processed to be able to withstand travel, storage, distribution, and retail requirements. Unfortunately, if there was a situation that interrupted the chain of food supply, most communities would have a three-to-four day stock of food (at best!) By taking on the challenge of eating locally, you can discover what locally grown food sources are available to you. Not only is this a healthier, less processed eating option, but it will show you the bounty of food, farmers, and fellowship that exist in a localized food system!

Why ten days?

Ten days in any activity is typically a “do-able” challenge for most lifestyles. It’s just long enough to show you what limitations you might encounter, without being too long and seeming very difficult. We’re going to be doing this as a team, so you will have lots of support from friends and neighbors. Keep in contact with your fellow Challengers via our Facebook page (Hay River 100 Mile Local Food Challenge), and we’ll be collecting email addresses for a group mailing list. Don’t have Facebook or email? Don’t worry—we can find you a buddy to call on the phone!

What will I be asked to do?

Aside from sticking with a local diet of delicious foods, you will be asked to write a one-to-two paragraph “blog” entry on one day during the Challenge. The Challenge coordinator will let you know your assigned day, and follow up with you about how to submit your entry. Your “blog” paragraph will be about your experience during the Challenge—positive and negative! Don’t worry if you aren’t a talented writer, we just want to hear from YOU about how the local eating experience is. You will also be asked to complete a pre- and post-survey (available online and paper copy) so we can collect a little data about local food resources in



our area, as well as your experiences. From this survey, we hope a conversation about developing a more local food economy will emerge.

Are there any resources available?

Yes! We've partnered with several local stores, including The Grain Bin, Bolen Vale Cheese, and Sheri's Shop & Save, to display "Local Food" signs letting you know foods that are produced in our 100 mile radius. A list of additional local food sources has been compiled, and will be shared with all participants. There are a host of seasonal fare cookbooks available in the Little Free Library #3546 (located at 411 Bluff Avenue S., Prairie Farm) to help you with preparing delicious meals from your local foods. We'll also be keeping in touch during the 10 Day Challenge via Facebook, email, and phone as needed, so you won't feel alone.

What will the outcome be?

Hopefully, the Challenge will reveal the bounty that is available to us in the Hay River Valley area. There is an abundance of locally grown food—from vegetables to dairy to meat—at our doorstep. However, there are likely to be some difficulties that arise. How far do we need our food to travel to find staples, like sugar, tea or coffee? How available are products such as locally milled grains? How expensive is it for our community to eat locally? Does a 100 Mile Food Challenge meet the needs of individuals who follow specific diets for either health or personal choice reasons? Participating in the 100 Mile Local Food Challenge will help us address some of these issues!

How do I sign up?

To participate, you can go to the Facebook page (Hay River 100 Mile Local Food Challenge) and click "like" to be added to the group. You can also sign up by sending an email to Cris Cantin (cris.cantin@yahoo.com) or by calling 715-418-1886. The Challenge starts on October 15, 2014—sign up soon to get ready!