



WHAT IS THE 100-MILE DIET?





When the average North American sits down to eat, each ingredient has typically travelled at least 1,500 miles from farm to plate — call it “the SUV diet.”

On the first day of spring, 2005, local-food enthusiasts Alisa Smith and James MacKinnon chose to confront this unsettling statistic with a simple experiment. For one year, they would buy or gather their food and drink from within 100 miles of their apartment in Vancouver, British Columbia. The 100-Mile Diet was born.

Within weeks, reprints of their blog had appeared on sites across the internet. Then came the media, from BBC Worldwide to USA TODAY to the CBC. Now hundreds of individuals and grassroots groups are joining in, launching their own 100-Mile Diet adventures.

Learn more and join the local-food movement at:

WWW.100MILEDIET.ORG

-  Use the online mapping tool to find your own 100-mile ‘foodshed’
-  Find tips for tracking down local markets and farms
-  Read stories from members across North America -- and share your own.
-  Sign up for news and action alerts!



100-Mile Diet Society | web: www.100milediet.org | email: we-love-local@100milediet.org

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