

The 100 Mile Diet

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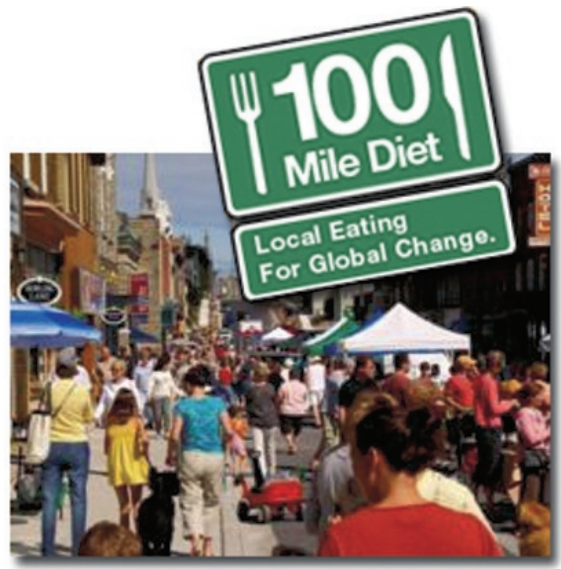
When the average North American sits down to eat, each ingredient has typically travelled at least 1,500 miles, according to www.100milediet.org. They are calling it the 'SUV diet'. It started as a movement in 2005 by Alisa Smith and James MacKinnon from Vancouver who were disturbed by the statistics and wanted to experiment with consuming foods that were truly local. They embarked on an adventure that had them learning and understanding the seasons and where our food comes from as well as the risks to our health and environment.

There are many advantages to eating local produce. Think about what you have recently purchased at a local Farmer's Market – produce that is ripe, fresh and with its full flavour. These foods were bred for taste, not to withstand lengthy shipping or industrial harvesting. In many cases, you can speak directly to someone who was involved in the growing process. That makes it a lot

easier to find out how things were grown. In the meantime, you get acquainted with your neighbours and possibly discover some new tastes along the way.

There are vast health benefits from focussing on a diet that is high in fresh produce picked at its nutritional peak and low in processed products. Statistics suggest that diseases such as diabetes and heart disease are on the rise. When you are putting the ingredients into your own canning or preserves, you control what's going in there and can keep the salt and sugar levels down.

Supporting local farms not only help



you eat the best quality food, but it also lets you help keep a dream alive. Many small family farms depend on the support of the local community. While you help to support a local farm, you also help to save the planet. Studies have shown that a

regional diet consumes 17 times less oil and gas than a typical diet based on food shipped across the country.


The concept of '100 Mile Diet' extends beyond the food we eat. It's a philosophy of finding all that you need to live comfortably and well within 100 miles of your home. Think of the services and products that you purchase every day.

If you don't think they are offered within 100 miles, contact your local Chamber of Commerce and they will advise you of your options.

With the greening of the planet, and the effort put forth by so many to decrease their carbon footprint, it makes sense to attempt to reduce your consumption of fossil fuels. This may well be the summer of the 'One Tank Trip'. With gasoline prices soaring, many people are being more strategic in making their travel plans and may be compelled to choose closer-to-home destinations. And they are finding that there is a lot to do in their own backyard.

One tank trips often take you off the beaten path. You may stumble upon a charming bed and breakfast less than an hour from your house or a remote diner that serves the best lunch you've ever had. There is architecture, history and art to discover and all provide opportunities to learn or teach a bit about the area you call home. Just hop in the car, point it in any direction, and go!

BusinessLink Profile



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BusinessLink on Holiday



Cor Baarda, Knowledge Management, in Holland



Tammy Somerville, Creative Memories, in Maui



Eric Doubt, Communication Associates, Salt Lake City

Send in your pic reading BusinessLink on holidays, and you'll be on the front page, too!

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