

## **FULTON STREET CERTIFIED 100% HOMEGROWN PROGRAM**

The Fulton Street Certified 100% Homegrown program is a voluntary program designed to help customers assure that the produce offered at a certified vendor is not only local, but also homegrown from the vendor that they are purchasing it from.



### **HOW VENDORS QUALIFY**

In order for vendors to qualify to become “Fulton Street Certified”, the vendor must first submit an application and have their farm inspected. Once the vendor has passed the inspection, they are awarded a sign to hang at their stalls; thus designating themselves as “certified”.

## **BENEFITS OF THE PROGRAM**

In times of growing interest of local foods and sustainability, participation in this program provides customers with assurance of locally sourced and reputable foods. Customers will be more able to discuss methods of production and quality with vendors, and thus establish better relationships with their vendors.



WHEN YOU BUY LOCAL FOOD, YOU VOTE WITH YOUR FOOD DOLLAR. THIS ENSURES THAT FAMILY FARMS IN YOUR COMMUNITY WILL CONTINUE TO THRIVE AND THAT HEALTHY, FLAVORFUL, PLENTIFUL FOOD WILL BE AVAILABLE FOR FUTURE GENERATIONS.

## **5 REASONS TO BUY LOCALLY GROWN FOOD**

**YOU’LL GET EXCEPTIONAL TASTE AND FRESHNESS.** Local food is fresher and tastes better than food shipped long distances from other states or countries. Local farmers can offer produce varieties bred for taste and freshness rather than for shipping and long shelf life.

**YOU’LL STRENGTHEN YOUR LOCAL ECONOMY.** Buying local food keeps your dollar circulating in your community. Getting to know the farmers who grow your food builds relationships based on understanding and trust, the foundation of strong communities.

**YOU’LL SUPPORT ENDANGERED FAMILY FARMS.** There’s never been a more critical time to support your farming neighbors. With each local food purchase, you ensure that more of your money spent on food goes to the farmer.

**YOU’LL PROTECT THE ENVIRONMENT.** Local food doesn’t have to travel far. This reduces carbon dioxide emissions and packing materials. Buying local food also helps to make farming more profitable and selling farmland for development less attractive.

**YOU’LL SAFEGUARD YOUR FAMILY’S HEALTH.** Knowing where your food comes from and how it is grown or raised enables you to choose safe food from farmers who avoid or reduce their use of chemicals, pesticides, hormones, antibiotics, or genetically modified seed in their operations. Buy food from local farmers you trust.