

# Take The Eat Local Challenge

Show this Card  
and Receive

## 10% off

a purchase of

### \$25 or More

at the WV Grown Store  
in the Gus R. Douglass Annex  
at the State Fair of West Virginia

Assistance for this program  
provided by the USDA  
Specialty Crop Block Grant Program



West Virginia Department of Agriculture  
1900 Kanawha Blvd. East  
Charleston, WV 25305  
[www.wvagriculture.org](http://www.wvagriculture.org)



# Why Take the Challenge?

## Better Care

Local fruits and veggies are allowed to ripen on the vine and soak up the sunshine.

## Better Product

Locally grown fruits and vegetables are usually sold within 24 hours of being harvested.

## Better Economy

Buying from local farmers supports local economy.

## Better Environment

A regional diet reduces transportation of food from across the country thereby reducing the burning of harmful fossil fuels.

## Better for You

When you buy local you're helping out your local farmers, getting foods that are in season, at the peak of ripeness *and* least expensive because of their abundance.

