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FOR IMMEDIATE RELEASE:

Wild Oats Market Will Host Community-Wide Challenge to Eat Local
Anyone Can Participate

Williamstown, MA, July 9, 2008. Intrigued by the trend toward basing a bigger portion of your diet on local foods? Later this summer you will have the opportunity to join others in the localvore experience, when Wild Oats Market participates in the *Eat Local America* challenge along with almost 70 other food co-operatives nationwide. *Eat Local America* participants are challenged to consume 80% of their diet – or four out of five meals – from food that is grown or produced locally. The Wild Oats challenge will take place from August 15 to September 13, when locally grown produce is abundant and local food producers have an array of fresh and delicious items for sale. Participants can sign up for the entire month or for a portion of that time. A sign-up sheet will be posted at the Customer Service Desk at the front of the store beginning August 1.

The *Eat Local* challenge will kick off with a Wild Oats-style barbeque using local ingredients, along with some “locally produced” music. At the end of the month the store will host a potluck picnic, giving participants the chance to sample each other’s favorite locally-based dishes while sharing their experience with fellow localvores. Throughout *Eat Local* month, some of the local producers that provide food to Wild Oats will be in the store to answer questions and sample their products. Wild Oats will also be handing out recipes for easy-to-prepare dishes made with local ingredients.

Wild Oats defines “local” as food that is grown or produced within a 100-mile radius of the store. It marks locally produced items with an orange tag to make them easy to identify when shopping.

“There are many benefits to eating local food, not the least of which is that it tastes better,” said General Manager Michael Faber. “Buying locally produced food supports the community economically and socially. And it’s a great way to experience the diversity of our local small farmers, while enjoying the freshest in-season foods.”

“Wild Oats Market has offered locally produced food since its beginnings in the early 80s,” Faber continued. “Since joining the store, I’ve enjoyed furthering the co-op’s commitment to buying locally. Last year, our Produce Department purchased 20% more local produce than it did the year before. We’re fortunate to have access to many

excellent local providers. And our small size and status as an independent grocer make it easier for us to carry local products. ”

Wild Oats Market is a member-owned, cooperative-based whole foods market. One need not be a member to shop at Wild Oats, although membership offers several benefits. The market carries a wide selection of organic and naturally-made products, including: meats, eggs, dairy products, fruits, vegetables, breads, pastas, oils, cereals, juices and chocolate. In addition, the store offers a hot foods bar, a fresh grab-and-go deli, and breads, rolls and pastries freshly baked on-site. Wild Oats Market also carries healthful supplements and personal care products, as well as environmentally-friendly household supplies. The co-op is located at 320 Main Street in Williamstown.

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