

Contact:

Michael Faber or Robin Riley
Wild Oats Market
413-458-8060 voice
413-458-5047 fax
gm@wildoats.coop
marketing@wildoats.coop
www.wildoats.coop

FOR IMMEDIATE RELEASE:

*Wild Oats Market to Host Second Annual Eat Local Challenge
Challenge Begins July 16 with a Local Foods BBQ*

Williamstown, MA, July 7, 2009. Wild Oats Market, a cooperatively-owned market located at 320 Main Street and specializing in local and organic foods, is challenging members of the community again this year to focus their awareness – and eating habits – on “eating local,” by taking advantage of the many delicious local foods that are available at this time of year.

Wild Oats begins the *Eat Local Challenge* with a BBQ featuring local foods on the grill, delicious side dishes, and desserts made with local and organic ingredients. The BBQ will take place in the Wild Oats parking lot from 5:30 to 8 pm on July 16, and will also feature the music of some local musicians.

Sign Up for the Eat Local Challenge at Wild Oats

This year, Wild Oats is sponsoring the *Eat Local Challenge* from July 16 through August 14, and introducing two levels of participation. Level One participants are encouraged to eat local foods for one meal out of every three. Level Two participants are challenged to make two out of every three meals local. Participants can sign up for all or part of the month. Everyone who signs up for the challenge is eligible for a raffle – a basket of local foods (all of which are available at Wild Oats) – to be drawn at the end of the challenge on August 14.

To help make the *Eat Local Challenge* as easy and fun as possible, Wild Oats will be featuring local food specials, local menu ideas, and prepared foods made with local ingredients throughout the challenge month. On July 14 from 7-8 pm, the store will host an evening on “How to Shop for and Prepare Meals Using Local Foods” with General Manager Michael Faber. A table will be set up in the store offering tips on how to eat local and information on the economic and environmental benefits of supporting local food producers.

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 so many good reasons for eating local,” said GM Michael Faber. “It’s healthier, safer, and good for the community and the local economy. And local foods are fresh, which makes them taste better. Wild Oats is lucky to be located in a region of the state that offers a variety of local produce, meat, dairy, eggs, honey, bulk foods, and many other products, making it not only a pleasure to eat local, but relatively easy, especially at this time of year.”

Faber added, “We encourage everyone in the community who is interested in supporting local business and agriculture and in maintaining a healthy lifestyle to come to our evening on local foods on the 14th, and to our BBQ on the 16th. Both of these events will provide an opportunity to learn about and experience what it’s like to be a ‘localvore’.”

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.

-end-