



lo · ca · vore

Pronunciation: \ˈlō-kə-,voːr\

Function: noun

Etymology: local + -vore
(as in carnivore)

Definition: one who eats foods
grown locally whenever possible

TAKE THE
GREEN CITY MARKET
LOCAVORE CHALLENGE!



September 8th-22nd, 2010

Become a *Locavore*
and join other Chicagoans
committed to eating
Locally Grown and
Produced Foods for
Two Weeks!



Get Educated!

Learn where your food comes from and where you can get the locally grown and produced items you love.

Get Ready!

Plan ahead so you can choose the vendors and restaurants that support your goals.

Get Local!

Make a conscious effort to buy foods from Illinois, bordering states and Michigan. Shop at the market on Wednesdays and Saturdays from 7am-1pm in Lincoln Park!

Get Involved!

Come to our Community Gathering and Locavore Dinner and enjoy a locally prepared (of course!) family style dinner, celebrate the challenge and share recipes and stories with other supporters. You will also have the opportunity to participate in an interactive community discussion based on your Locavore experience.

Join the Conversation

Pledge today to
become a Locavore!

You can sign-up at the Market
information booth or online at
www.chicagogreencitymarket.org

Locavore Fair

September 11

9:00am-noon at the Market

Support other organizations that share the mission of Green City Market and join us as we work towards increasing food access, sustainable food production, stewardship of the land, and the preservation of the small family farm.

Locavore Culinary School Cook-Off

September 18

8:00am-10:00am at the Market

Three area culinary schools will be participating in a cook-off! Students will be provided with a mystery basket of Market products, prepare, cook and plate a 2-course Locavore dish. The winner will be decided by a panel of celebrity chef judges and will receive a scholarship from GCM.



Kendall College



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**WASHBURNE CULINARY INSTITUTE
OF KENNEDY-KING COLLEGE**

Continue the Conversation

at the

Community Gathering and **Locavore Dinner**

Wednesday, September 22nd

5:30 pm to 7:30 pm

Peggy Notebaert Museum,

(2430 N. Cannon Dr. in Lincoln Park)

Locavores will enjoy a locally prepared family style dinner, celebrate the challenge and share recipes and stories with other supporters. Everyone will also have the opportunity to participate in an interactive community discussion based on their Locavore experience!

Ticket price: \$25

Tickets can be purchased at the Market, or by calling the Green City Market administrative offices at 773.880.1266, or online at www.brownpapertickets.com.

**Visit www.chicagogreencitymarket.org
often for more information and details
about the Locavore Challenge.**



Stay Connected!

Find out what is going on by
following us on:

Facebook at

www.facebook.com/greencitymarket

Twitter at

@GreenCityMarket

Our website at

www.chicagogreencitymarket.org

Make sure to join the Green City Market
newsletter to help you stay connected!

Top Ten Reasons to Be a Locavore

1) Locally grown produce is fresher.

Produce selected at a farmer's market has often been picked within 24 hours of your purchase, as opposed to spending days in transit or cold storage. This freshness not only affects the taste of your food, but the nutritional value which declines with time.

2) Local food just tastes better.

If you've ever tried a tomato fresh from the vine, you understand.

3) Locally grown fruits and vegetables have longer to ripen.

Because the produce will be handled less, locally grown fruit does not have to stand up to the rigors of long distance shipping.

4) Eating local means supporting the local economy.

Keeping food dollars in our region strengthens our economy and maintains jobs.

5) Eating local is better for air quality and pollution than eating organic.

The miles that organic food often travels to our plates creates environmental damage that outweighs the benefits of buying organic.

6) Buying local food keeps us in touch with the seasons.

By eating with the seasons, we are eating foods when they are at their peak taste, are the most abundant, and the best value.

7) Buying locally grown food is fodder for a wonderful story.

Getting to know the farmer who brings fruit to the market, or the baker who makes your bread, adds to the experience and enjoyment of a meal.

8) Eating local is safer.

Food with less distance to travel from farm to plate is less susceptible to harmful contamination.

9) Local food translates to more variety.

When a farmer is producing food that will not travel a long distance, will have a shorter shelf life, and does not have a high-yield demand, the farmer is free to try crops of various fruits and vegetables that would probably never make it to a large supermarket.

10) Supporting local providers supports responsible land development.

When you buy local, you give those with local open space—farms and pastures—an economic reason to stay open and undeveloped.

Where To Shop

STORES FEATURING LOCAL FOODS

Chicago's Downtown Farm Stand
66 E. Randolph St., 312.742.8419
bit.ly/downtownfarmstand

Dill Pickle Food Co-Op
3039 W. Fullerton, 773-252-COOP (2667)
www.dillpicklefoodcoop.org

Fox and Obel
401 E. Illinois St., 312.410.7301
www.fox-obel.com

Green Grocer
1402 W. Grand, 312.624.9508
www.greengrocerchicago.com

Irv & Shelley's Fresh Picks
Weekly delivery of organic and local goods
www.freshpicks.com

Olivia's Market
2014 W. Wabansia, 773.227.4220
www.oliviasmarket.com

Pastoral Food and Wine
2945 N. Broadway, 773.472.4781
53 E. Lake St., 312.658.1250
www.pastoralartisan.com

True Nature Health Foods
6034 N. Broadway, 773.465.6400
www.truenaturefoods.com

Where To Dine

LOCAL RESTAURANTS FEATURING ALL LOCAL PRIX FIXE DINNER MENU

September 8th

Lula Cafe
2537 N. Kedzie Blvd., 773.489.9554
www.lulacafe.com

Nightwood
2119 S. Halsted St., 312.526.3385
www.nightwoodrestaurant.com

Mado
1647 N. Milwaukee Ave., 773.342.2340
www.madorerestaurantchicago.com

September 11th

Big Jones
5347 N. Clark St., 773.275.5725
www.bigjoneschicago.com

September 15th

Prairie Fire
215 N. Clinton St., 312.382.8300
www.prairiefirechicago.com

Province
161 N. Jefferson St., 312.669.9900
www.provincerestaurant.com

September 18th

May Street Market
1132 W. Grand Ave., 312.421.5547
www.maystreetmarket.com



Support Green City Market by donating and becoming a member!

Through your support, Green City Market, a 501(c)3 not-for-profit organization, can continue to act as the leading Chicago resource for local, sustainable, and environmentally friendly food production.

Choose a membership level...

Seedling: (\$50–\$99 donation, \$25 min. students and culinary professionals)

Your Seedlings membership/contribution includes:

- a Green City Market signature Market tote bag,
- a Green City Market Membership card, good for discounts at affiliated businesses:
 - ▶ 15% off Sur La Table non-electronic retail purchases (10% off electronics),
- invitations to special Members-only events,
- and advance access to Chef's BBQ tickets.

Green Thumb: (\$100–\$249 donation)

Your membership as a Green Thumb supporter includes:

- a Green City Market signature Market tote bag,
- a Green City Market signature T-Shirt,
- a Green City Market Membership card, good for discounts at affiliated businesses:
 - ▶ 15% off Sur La Table non-electronic retail purchases (10% off electronics),
 - ▶ \$20 credit voucher towards an I-GO car rental,
 - ▶ 10% off cleaning services at The Green Cleaner,
 - ▶ and 15% off retail purchases at Moosejaw Mountaineering,
- invitations to special Members-only events,
- advance access to Chef's BBQ tickets,
- and a poster from the Chef's BBQ.

Blue Ribbon: (\$250–\$499 donation)

Your membership as a Blue Ribbon supporter includes all of the Green Thumb benefits, plus:

- 20% off your first Green City Meals class at The Chopping Block,
- a tour of the Market with a chef who supports the Market’s mission and lunch to follow,
- an additional membership card to give to a family member or friend,
- recognition of your donation on the Green City Market website,
- and tickets to the Chef’s BBQ after party.

Heirloom: (\$500–\$999 donation)

Your membership as an Heirloom supporter includes all of the Blue Ribbon benefits, plus

- a bountiful basket filled with the season’s best from our Market vendors,
- 2 additional tours of the market with chefs who support the Market and dinner to follow,
- and an invitation to a private lunch at Perennial for Heirloom, Heritage, and Benefactor members.

Heritage: (\$1,000–\$4,999 donation)

Your membership as an Heritage supporter includes all of the Heirloom benefits, plus:

- a day in the kitchen with one of the chefs who supports the Market with dinner to follow,
- and recognition of your donation at GCM events

Market Benefactor: (\$5,000+ donation)

As a Market Benefactor you enjoy all Heritage benefits, plus:

- an in-home dinner for 6 by a chef who supports the Market.

Visit

www.chicagogreencitymarket.org

to make a donation and become a member!

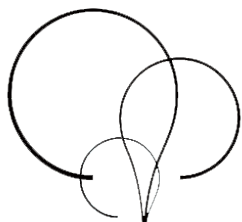


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green city market

Green City Market
Thanks to all our sponsors for
their generous support!





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