



# 10 day local food CHALLENGE

*how local can we go?*

2015

## HOW TO DO THE 10-DAY LOCAL FOOD CHALLENGE: OCTOBER 1-10, 2015

The 10-day Local Food Challenge is open to anyone. You can use our website ([localfoodchallenge.org/how-to/](http://localfoodchallenge.org/how-to/)) as a guide and just do it: For 10 days, eat food produced within a 100 mile radius of home, allowing 10 exotics (foods from afar you can't live without). See what happens. Engage your friends. Sign up with your local farmers market or local-focused grocer. Change what and where you eat. Change how we-the-eaters everywhere source our food. Or, for a step by step how-to, try this:

### TAKE THE CHALLENGE: JUST 7 SIMPLE STEPS

**STEP 1:** Decide to do it. Mark your calendar for our official Challenge window: **October 1-10, 2015**. Make those your 10 days, if you can. There'll be lots of energy, momentum, and support from fellow Challengers in your community if you do!

**STEP 2:** Take the opening survey at <http://localfoodchallenge.org/survey/> : see where you're at with local food and identify your own personalized hopes for the Challenge. (It's free.)

**STEP 3:** If you want more individualized help or want to make a bigger impact on the shift toward local food, consider joining the 10-Day Local Food Challenge community as a member. <http://localfoodchallenge.org/join-us/>. You'll get action-step emails, seasonal recipes and timely tips, access to topic-based and regional groups of Challengers from around the U.S. and the world, and discounts on deeper-dive programs with leaders in the local food movement. Membership includes access to our online community site with expert hosts on cooking, budgeting, sourcing, sharing, and growing local food as well as advocacy and citizen-leadership, plus our twice-monthly "Ready, Set, Eat Local!" e-zine - a compendium of tips, recipes, news briefs, photos, stories, and more to help you get ready and stay enthused. During the 10 days of your challenge you'll get a daily email to egg you on (so to speak).

**STEP 4:** Think about your local peeps. Who might do the Challenge with you? Who will need/want to know you're doing it? The fun part: there's strength and energy in sharing the Challenge with family and friends! And if you need a little support on how to organize a group, we've got a how-to FAQ for you on our membership site or by contacting [laurie@localfoodchallenge.org](mailto:laurie@localfoodchallenge.org).

**STEP 5:** Do it! For your ten days, just do your best to make it happen. Experiment. Explore. Engage with your local farmers, food producers, friends, and family. Share your stories, challenges, triumphs, recipes, and awesome local food finds with your groups in your community and - if you choose - in our membership community too. Blog. Shout out on FB and Tweet about it: Make some noise! Most of all, keep curious and have fun. There are no losers, only learning.

**STEP 6:** Take the follow-up survey at <http://localfoodchallenge.org/survey/> to see what you've learned, how you've grown.

**STEP 7:** Celebrate!!! Share your story here, and in your community, and on the interwebs. Then start thinking about next year...

*Want to organize a small informal group to do the Challenge with you?*

Visit our how-to page at [localfoodchallenge.org](http://localfoodchallenge.org) for a detailed start-to-finish FAQ.