

Date: _____

This represents a Memorandum of Understanding (MOU) between the Adopting Healthy Habits Community Coalition (AHHCC) and _____ regarding our **Local Fare/Lighter Fare Initiative**.

The Adopting Healthy Habits Community Coalition collaborates to find ways to make healthy choices easier, by supporting infrastructure and cultural changes that support an innate desire for wellness.



- The **Local Fare/Lighter Fare Initiative** is defined as including *at least one* of the following components:
 - Highlighting local ingredients and/or local farms on menus (< 400 miles from the origin of product)
 - Offering at least one lighter fare menu option that meets the following criteria:
 - Calories: 600 calories or less
 - Total Fat: no more than 15g per serving
 - Saturated Fat: Less than 10% calories from saturated fat
 - Trans fat: 0g trans-fat per serving
 - Sugar: contains 10g or less per serving
 - Sodium: no more than 450mg of sodium
- AHHCCC will provide assistance with identifying local growers through our Local Food Guide: www.ccejefferson.org/localfoods
- AHHCCC will provide Local Fare and Lighter Fare window clings to participating businesses.
- AHHCCC will recognize businesses that have shown a commitment to the **Local Fare/Lighter Fare Initiative** in social media and in press releases.

In return, _____ will:

- Implement the **Local Fare/Lighter Fare Initiative** to encourage community members to make healthier choices when dining out.
- Provide education for managers and staff as needed to promote specific local fare/lighter fare items
- Display window cling(s) in prominent locations.

For more information contact:

April Bennett, Community Educator - Nutrition & Health

Aln48@cornell.edu

(315) 788-8450 ext. 265

Company representative Signature:

Print Name:

Date:

AHH CC Member Signature:

Print Name:

Date:



WHY INCLUDE LIGHTER FARE ITEMS ON YOUR MENU?

~ It's the right thing to do:

In light of rising obesity in our community and across the nation, restaurants can play a role in helping individuals make informed healthy choices.

~ It's good business:

There is a growing demand from consumers to know what they are eating and how it will impact their health and therefore restaurants that highlight healthier menu options stand to profit.

~ We will help promote your business:

Restaurants that join this initiative will be promoted by us through our various media outlets.



WHY BUY LOCAL?

1. **Local food tastes better.** The crops are picked at their peak, and farmstead products like cheese are hand crafted for the best flavor. Food imported from far away is older, has traveled longer, and has sat in warehouses before it finally gets to you.
2. **Local produce is better for you.** The shorter the time between the farm and your table, the less likely it is that nutrients will be lost from fresh food.
3. **Local food preserves genetic diversity.** In the modern agricultural system, plant varieties are chosen for their ability to ripen uniformly, withstand harvesting, survive packing and last on the shelf, so there is limited genetic diversity in large-scale production. Smaller local farms, in contrast, often grow many different varieties to provide a long harvest season, in an array of colors and flavors.
4. **Local food is safe.** There's a unique kind of assurance that comes from looking a farmer in the eye at farmers market or driving by the fields where your food comes from. Local farmers aren't anonymous and they take their responsibility to the consumer seriously.
5. **Local food supports local families.** Wholesale prices that farmers get for their products are low, often near the cost of production. Local farmers who sell directly to consumers cut out the middleman and get full retail price for their food, which helps farm families stay on the land.
6. **Local food builds community.** Buying direct from a farmer, means engaging in a time-honored connection between eater and grower. Knowing the farmer, gives insight into the seasons, the land, and your food. It provides a place where your children and grandchildren can go to learn about nature and agriculture.
7. **Local food preserves open space.** When farmers get paid more for their products by marketing locally, they are less likely to sell their farmland for development. When you buy locally grown food, you are doing something proactive to preserve our agricultural landscape.
8. **Local food keeps taxes down.** According to several studies, farms contribute more in taxes than they require in services, whereas most other kinds of development contribute less in taxes than the cost of the services they require.
9. **Local food benefits the environment and wildlife.** Well-managed farms conserve fertile soil and clean water in our communities. The farm environment is a patchwork of fields, meadows, woods, ponds, and buildings that provide habitat for wildlife.
10. **Local food is an investment in the future.** By supporting local farmers today, you are helping ensure that there will be farms in your community tomorrow.

The Adopting Healthy Habits Community Coalition collaborates to find ways to make healthy choices easier, by supporting infrastructure and cultural changes that support an innate desire for wellness.



PRESSRELEASE

Cornell Cooperative Extension, 203 N Hamilton Street, Watertown, NY 13601 (315) 788-8450

For Immediate Release

What: Local Fare/Lighter Fare Initiative
To: News Director and Education Reporter
Date: December 8, 2015
Contact: April Bennett, Adopting Healthy Habits Community Coalition Facilitator, Cornell Cooperative Extension of Jefferson County: (315) 788-8450 ext. 265

The Adopting Healthy Habits Community Coalition (AHHCC) has taken on a new initiative that will benefit both consumers and local businesses that care about the health, environmental, and economic implications of their food. The Local Fare/Lighter Fare Initiative aims to highlight businesses that are offering locally grown foods and/or more healthful menu options. This initiative can also help interested businesses connect with local growers and make modifications to existing offerings to meet these criteria.

For the purposes of this initiative, "Local Fare" is defined as any food item that contains ingredients grown or sourced from less than 400 miles away. Many consumers are now looking at restaurant menus or frequenting local businesses with an expectation of seeing local farms credited. There is a growing movement of locavores that believe that local foods taste better, are better for you, and better for the environment. Furthermore, a growing number of clientele are choosing to source their food and other products closer to home due to the economic benefit of keeping dollars local and the significant contributions local businesses make to vibrant communities.

Due to rising obesity rates in our community and across the country, patrons are also becoming increasingly aware of the health implications of many high-calorie menu offerings. Large chain restaurants have recognized this shift and responded accordingly, offering more health conscious menu options. The Lighter Fare Initiative aims to help local restaurants and businesses make similar adjustments and to help market these changes to the community. In order to be considered a lighter fare option, the food offering must meet the following criteria:

- Calories: 600 calories or less
- Total Fat: no more than 15g per serving
- Saturated Fat: Less than 10% calories from saturated fat
- Trans fat: 0g trans-fat per serving
- Sugar: contains 10g or less per serving
- Sodium: no more than 450mg of sodium

By highlighting more conscientious foods, community members will have the necessary information needed to make healthier choices when dining out.

Many organizations throughout the North Country have already posted their commitment to offering local foods and/or lighter menu options by displaying the local fare/lighter fare window clings, and are going a step further by signing an agreement indicating their commitment to making these items available and transparent to the public. Among these organizations are: The Clayton Food Co-op, The Mustard Seed, Maggie's On the River, The Cheese Store, red barn Bulk Foods, and the Burrville Cider Mill. Even more businesses are in the process of working with AHHCC to make these changes. To obtain local fare/lighter fare window clings, sign the local fare/lighter fare agreement, or to receive assistance with incorporating these options into your menu, contact Cornell Cooperative Extension of Jefferson County at 315-788-8450 and ask for April Bennett.