



Novato Live Well Network

Nurturing the Body, Sustaining the Community

From the garden to the table and in between! Serving schools, families, & the community.

February 5, 2008
Marin Independent Journal
Letter to the Editor
Post Office Box 6150
Novato, CA 94948-6150

RE: Locavores Celebrate at Harvest Market!

Dear Editor,

I appreciate your coverage of Harvest Market in Novato bringing in Marin Farmers Market produce ("Novato grocer connects with local farmers" 1/29/08). When we purchase food grown locally, it's better nutritionally, environmentally, and economically—and it tastes great!

Your article inadvertently left out a key player in this momentous event: Heidi Kertel, chair of "Locavores of Novato," a project of the Novato Live Well Network. For over a year, Heidi diligently worked with Harvest Market owner and staff, and Marin Organic, to bring in local produce and products to this store. It took longer than we had hoped because we did not realize that it was a "distribution" challenge. But, with the help from Marin Farmers Market and the Marin Community Foundation grant that paid for the refrigerated truck, a wonderful solution has been found!

We love the farmers markets and will continue to go to them. But for Novato residents it's a 20 mile round-trip commute to San Rafael from November to April. Driving and shopping takes an average of two hours. It isn't always convenient, nor is it always a picnic, especially when you add a precocious child, sprinkle in some rain, mix in some cold weather, and stir in wet feet—it can be a down-right miserable experience! As a "Locavore", I was practically in tears—happy ones—shopping for locally grown produce at Harvest Market. And, I was thrilled that I could stay home on Sunday!

Keep in mind, when you shop for locally grown food it may cost a bit more, but you are not only reducing your environmental footprint, you are also sustaining our local farmers and our agricultural heritage. We encourage readers to learn more about the benefits of being a Locavore at www.NovatoLiveWell.org, or contact Heidi Kertel at 415-893-9251.

Sincerely,

Veronica Valero
Novato Live Well Network Board Member

A footnote: The [New Oxford American Dictionary](http://www.newoxfordamerican.com) recently announced its 2007 Word of the Year: Locavore!

Novato Live Well Network
P.O. Box 1647 ♦ Novato, CA 94948-1657 ♦ 415-897-2302
www.NovatoLiveWell.org

