



sustainable table

Sustainable Table

Serving Up Healthy Food Choices

www.sustainabletable.org

About:

Every day, more and more consumers are shopping smarter, eating healthier, and enjoying an abundance of fresh, locally-grown products. Sustainable Table was created to celebrate this fast-growing, dynamic movement, to educate consumers on food-related issues, and to help build community through food.

Today's dominant form of agriculture relies on synthetic fertilizers and chemical pesticides, large amounts of water, major transportation systems and factory-style practices for raising livestock and crops. Artificial hormones in milk, antibiotic-resistant bacteria, mad cow disease, and large-scale outbreaks of potentially deadly e.coli are all associated with this industrial form of food production.

Sustainable agriculture involves food production methods that are healthy, do not harm the environment, respect workers, are humane to animals, provide fair wages to farmers, and support farming communities. So rather than focus on the problems, Sustainable Table promotes the positive shift toward local, small-scale sustainable farming.

Features:

Sustainable Table's innovative projects include the **Eat Well Guide** (www.eatwellguide.org), a free online directory of sustainably-raised meat, poultry, dairy, and eggs from farms, stores, restaurants, and other outlets in the United States and Canada, searchable by zip or postal code. Sustainable Table is also co-producer of **The Meatrix** movies, the critically-acclaimed, award-winning online animations which expose the problems with factory farms. *The Meatrix*, *The Meatrix II: Revolting* and *The Meatrix II ½* can be found online at www.themeatrix.com.

Other features include:

- State-by-state listing of dairy products free of the artificial hormone rBGH
- Comprehensive Issues section that explains topics such as antibiotics, hormones, genetic engineering, buying local, and organic, to name a few
- Daily Table blog with the latest news and commentary on food
- Sustainable Kitchen section with recipes, user reviews, and cooking information
- Handouts and guides, including Questions for a Farmer, Restaurant and Store Manager; 3 Easy Steps to Sustainability, and various shopping guides
- Sustainable Dictionary
- Forum where individuals can meet and discuss the issues
- 360 degree interactive animation on farming
- Feature articles

Background:

Sustainable Table is a program of GRACE. The website officially launched in November 2003, along with *The Meatrix* movie and the Eat Well Guide. To date, the projects have reached tens of millions of consumers, with the Sustainable Table site reaching approximately 50,000 visitors a month. Sustainable Table will hit the road late summer 2007 for the first ever Sustainable Table cross-country road trip to Farm Aid, to visit towns all across the country, sampling local fare and helping educate consumers on the benefits of local, sustainable food.

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www.themeatrix.com • www.sustainabletable.org • www.eatwellguide.org