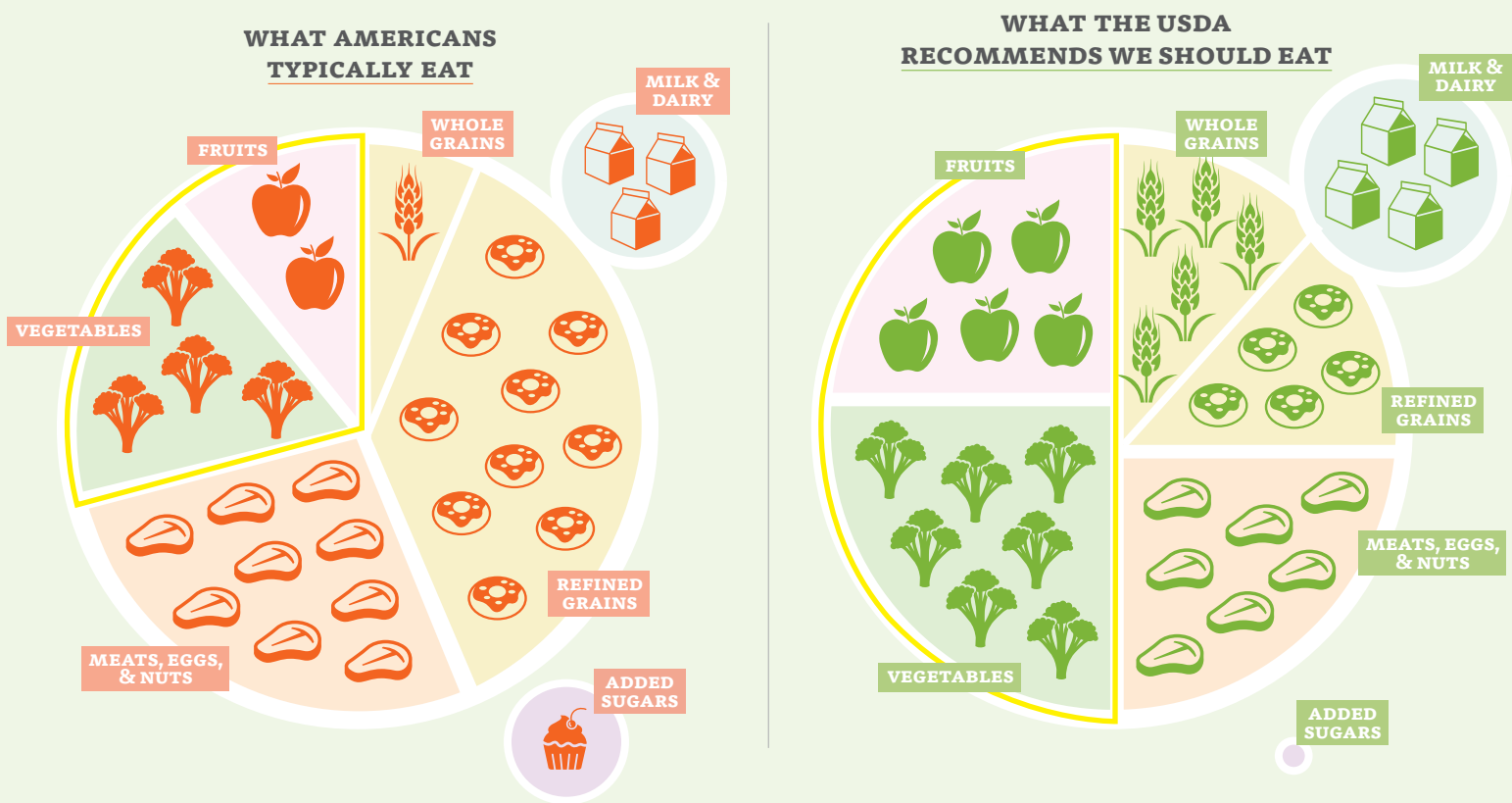


Plant the Plate



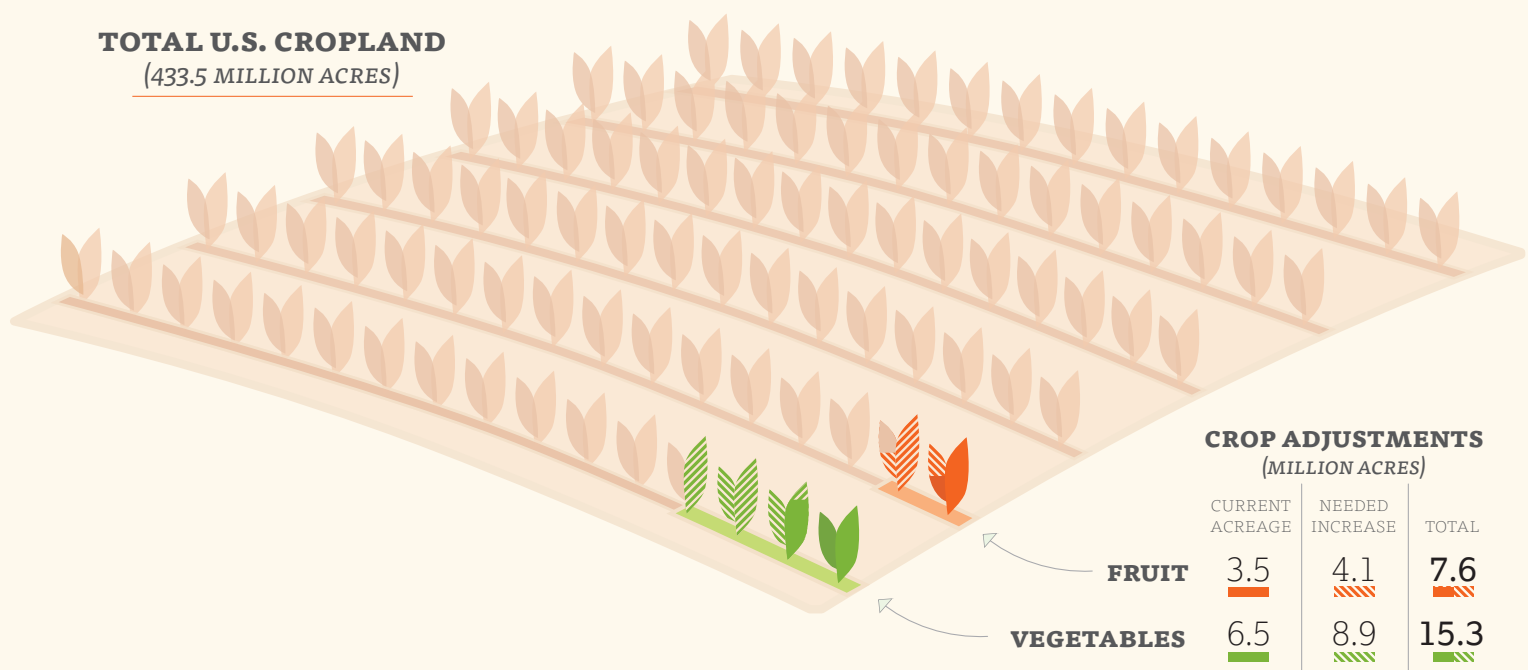
1. Americans **don't eat enough** fruits and vegetables.

Americans eat **far fewer** fruits and vegetables and **far more** refined grains and added sugars than recommended by USDA dietary guidelines.



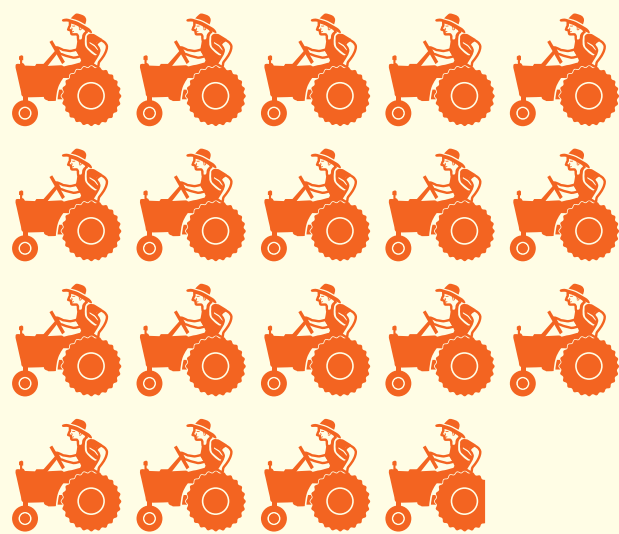
2. American farmers could **grow** the additional fruits and vegetables we **need**.

U.S. agriculture could meet **increased demand** for fruits and vegetables by **growing more** of these healthy foods. The needed increase would be **small** compared to total U.S. farm acreage.



3. Increasing fruit and vegetable production could bring **important benefits** to local economies.

Increased public support for local food systems would have a **significant positive impact** on job creation in regional economies. It would also make it **more possible** for Americans to eat **enough fruits and vegetables** to meet the USDA's dietary recommendations.



▲ **189,000** NEW JOBS IN LOCAL FOOD SYSTEMS



▲ **\$9.5 billion** INCREASED SALES OF HEALTHY FOOD



4. For America to **grow more** fruits and vegetables, local food systems need **increased** public support.

And the cost of this increased support is relatively **small** compared to current commodity crop subsidies.

Proposed Local Food Investment
(\$90 million)

Current Corn and Soybean Subsidies
(\$5.08 billion)

#1 Source: Wells, H.F. and J.C. Buzby, 2008. Dietary Assessment of Major Trends in U.S. Food Consumption, 1970-2005. USDA Economic Information Bulletin 33.
 #2 Source: Buzby, J.C., H.F. Wells, and G. Vocke, 2006. Possible Implications for U.S. Agriculture from Adoption of Select Dietary Guidelines. USDA Economic Information Bulletin 31.
 #3 Note: Projected increases in jobs and healthy food sales are associated with growth in local food sales.
 Source: Union of Concerned Scientists, 2012. Ensuring the Harvest: Crop Insurance and Credit for a Healthy Farm and Food Future. Appendix, page 29.
 #4 Note: Dollar figures are annual expenditures. Corn and soybean expenditures are for 2010.
 Sources: Federal Crop Insurance Corporation, Environmental Working Group, and National Sustainable Agriculture Corporation.

