



"I always struggled with people who would come in and not volunteer and not pay. **Then I realized they might not have time or money.**"



# SUSTAINABLE FOOD

## SIX HABITS OF HIGHLY EFFECTIVE EATERS

Eat local. The less your food travels from farm to plate, the better it is for the planet. >> Visit [utahsown.utah.gov](http://utahsown.utah.gov) and [localfirst.org](http://localfirst.org) for the skinny on where to buy homegrown goods.



Shorten the distance between garden and kitchen by growing your own. >> Even a window-box herb garden will make a big difference.



Growing an animal and bringing it to the table uses a lot of energy. >> Going veggie once or twice a week can take a big bite out of your environmental impact.



Letting food go to waste is like letting your car idle in the driveway for a couple of hours; plan your meals ahead to avoid it. >> But if your eyes are bigger than your stomach and your food does go bad, don't beat yourself up over it. Just compost the leftovers (everything except meat), and let them nourish your garden.



Choose fresh foods over processed ones. >>> Processed foods take more energy to produce than something you whip up in your own kitchen.



Buy organic foods, which are grown with Earth-friendlier techniques than conventional fare. >> But check your labels—if the food is organic but grown in South America, the miles it's traveled probably negate any environmental benefits from its production.



## Denise Cerreta ONE WORLD CAFÉ "THE GODDESS OF PLENTY"

"What's someone supposed to do if they want to eat organic but they can't afford it?" asks Denise Cerreta, owner of Salt Lake's One World Café. Anyone who's shopped a natural foods store knows what she's talking about. Too often, fresh organic food is the province of the wealthy. With her all-organic café, Cerreta hopes to change that notion.

You've probably heard of One World, where patrons pay what they feel is appropriate for their meals. And although paying your conscience is a radical concept, Cerreta's plan for eliminating hunger is even more so. And no, it doesn't mean treating the café as a free all-you-can-eat buffet.

"I always struggled with people who would come in and not volunteer and not pay, and I was like, why are they doing this?" she says. "Then I realized that people might not have

time or money. They might be single parents; they might have two or three jobs." After this realization and a visit to India, Cerreta decided to offer complimentary lentils and rice, to accommodate these patrons, so all could truly eat organic and nutritious food at her tables.

Every day, businesspeople, students from the nearby college of massage therapy, and families pour in the doors to partake of the bounty. The idea hasn't just caught on in the Salt Lake community; Cerreta's model has inspired several similar community kitchens throughout the West. Now, she's taking her business model—which turns a handy profit—to the East Coast, starting in New York City. Like an organic goddess of plenty, Cerreta's bringing sustainable food to America. And she means *all* of America.



### by the numbers The true cost of a BLT

**BACON:** 1,630 gallons of water to produce one pound of pork.

**LETTUCE:** 36 calories of fossil-fuel energy to grow and ship one calorie of iceberg lettuce.

**TOMATO:** Eight gallons of water to grow one tomato.

**BREAD:** One ounce of CO<sub>2</sub> released per slice to grow, transport, process, and sell the grain.

**Average distance traveled for each item from farm to plate:** 1,500 miles.

