Getting Started: How to Shop

Organic or Conventional?
What’s the Difference?
• Organic produce = food grown without the use of pesticides and chemicals
• Conventional produce = food grown with the use of pesticides and chemicals
• Dirty dozen = list of conventional fruits and vegetables that contain the highest amount of pesticide residues

Proactive Produce Purchasing—Where to Shop & What to Expect
• Grocery stores = Produce varies in quality, seasonality, and price
• Farmers markets = Outdoor markets in which farmers sell items directly to the customer
• Community Supported Agriculture (CSA) = A way to offer financial support to the farmer in the beginning of the growing season, receiving a box of produce items put together by the farmer weekly or bi-weekly. Usually the customer does not choose what is in the box.
• Community Cooperatives (Co-ops) = Businesses—in this case, community-based food markets—that are owned and run jointly by its members, who share the profits or benefits. Co-ops sell foods that are locally grown and produced, organic and conventional, and bulk. There tends to be a focus on health and wellness.

Excerpts from Get Real Get Raw’s Fresh N’ Focused Plant-Based Nutrition Education Curriculum, 2015.