

## Why I choose to buy organic food at True Food Co-op

by Vincenza, True Food supporter

Buying locally grown organic produce allows for a more holistic approach to health. It allows maximum nutritional value through superior freshness, limits toxic chemicals, prioritises animal welfare, provides better taste and **ultimately is better for you and the environment** and whenever possible I choose to buy organic.

Let's be honest, embarking on the regular food haul in the large supermarkets is a chore and rarely has 'locally grown' organic produce. Yes, it offers convenience, everything under one roof, but shoppers are becoming more discerning these days and only buying what they need. There is a growing trend towards a more '**mission-based**' **shopping experience** driven by a more thoughtful approach towards the purpose or need behind the shopping trip, which is now driving shopping behaviour.

This 'mission-based' approach has helped me to **eliminate processed foods and to focus on consuming foods in their natural state**, or as close to it as possible. Buying foods that have been minimally altered, with no added artificial ingredients, unhealthy fats, or excess sugar is a choice I now make. Anything that has more than 5 ingredients, or ingredients that are difficult to pronounce, do not make it into the trolley!

Also, the switch to '**cooking-from-scratch**' has helped greatly in controlling the ingredients I use when making 'homemade' versions of the store-bought foods, which is easier than was once perceived. While it takes time to prepare fruits, vegetables, sauces that are ready to use there is a solution. Allocating one or two hours a week to **batch prepping** all your ingredients is remarkably satisfying and time efficient. Having pre-cut foods ready to add and mix into your favourite recipes cuts hours off the time spent preparing meals, so less time in the kitchen and less energy consumed.

Being able to shop locally at a community food co-operative like True Food allows for a more 'mission-based' alternative to the big-chain supermarkets. No long queues, unpredictable self-service counters, no aimlessly walking up and down long sterile aisles, instead there are **helpful staff** and most importantly, the satisfaction of knowing that the produce has been carefully selected, travelled a much shorter distance, has significantly less toxic load, is helping the local farming scene and allows for healthier choices all round.

**If a healthy organic lifestyle is on the top of your agenda, having a community driven, organic, whole foods store locally, like True Food Co-op, is a win!**