

Fellow Activists,

We believe the Sierra Club can have the greatest effect on individual consumption by encouraging people to think about the environmental impacts of their consumption choices and by providing them with specific information that will enable them to make thoughtful choices as consumers. The True Cost of Food Campaign focuses on the one major aspect of American consumption that's probably the easiest to change: our dietary lifestyle. Our True Cost of Food campaign can potentially bring a whole new class of people into the heart of the Club. There are thousands of environmentally sensitive folks who don't gravitate to our more traditional efforts on land use, pollution, and so forth. But they will warm up to a campaign like this. If we all work together to address a major root cause of environmental degradation, we can improve the health of those around us and promote sustainability.

Consider the fact that the United States, with less than five per cent of the world's people, consumes over twenty five percent of its resources.

- Agriculture is the largest source of water pollution in the US.
- Our industrialized farming poisons the soil, encourages pests, and destroys biodiversity.
- Three fourths of the land in the continental United States is devoted to agriculture or grazing, and much of the cropland produces grain for cows, not people.

Our goal is an America that eats:

- Low on the food chain.
- Organically produced food.
- Locally grown food when practical.

In the United States, livestock grazing has contributed to the listing of 22 percent of federal threatened and endangered species—almost equal to logging (12 percent) and mining (11 percent) combined. No other human activity in the West is as responsible for the decline or loss of species as is livestock production. Humanity devotes such a large share of the planet's surface to food production—25 percent, more than the world's forested area—it is impossible to separate the way farmers raise food from the health of rivers, wetlands, forests, and our living environment.

Through education, community outreach and lobbying, we can help the American people make the shift towards a responsible diet which is conscious of the long-term cost to our environment and our health. As the Union of Concerned Scientists has said, our food choices are one of the two biggest ways we can help the environment (the other being transportation choice). In addition to the True Cost of Food Campaign components, we have prepared this guide to inform and help make the transition to a plant-based, organic, and locally grown diet a bit easier. You will find a directory of local eco-friendly farmers, markets and restaurants, as well as a list of farmers markets in Orange County.



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Did You Know?

- At a feedlot of a mere 37,000 cows, 25 tons of corn are dumped every hour. It takes 1.2 gallons of oil to make the fertilizer used for each bushel of that corn. Before a cow is slaughtered, she will eat 25 pounds of corn a day; by the time she is slaughtered she will weigh more than 1,200 pounds. In her lifetime she will have consumed, in effect, 284 gallons of oil. Today's factory-raised cow is not a solar-powered ruminant but another fossil fuel machine.
- Your average car produces 3 kg/day of CO₂. To clear rainforest to produce beef for one hamburger produces 75 kg of CO₂.
Munoz, K, et al, "Food Intakes of U.S. Children and Adolescents Compared with Recommendations," Pediatrics, Sept 1997, pg 323-29. See also, "Few Young People Eat Wisely, Study Shows," Associated Press, New York Times, Sept 3, 1997, A-12.
- 55 square feet of rainforest is destroyed for the production of each fast-food hamburger made from rainforest beef. While 78 calories of fossil fuel are expended to produce one calorie of protein from beef, it only takes two calories of fossil fuel to produce once calorie of protein from soybeans.
(Denslow, Julie, and Padoch, Christine, People of the Tropical Rainforest, University of California Press, 1988, pg 169)
- Water required to produce 1 pound of California beef: 2,464 gallons.
("Water Inputs in California Food Production," Water Education Foundation, Sacramento, CA)
- According to the Environmental Protection Agency, hog, chicken and cattle waste has polluted 35,000 miles of rivers in 22 states and contaminated groundwater in 17 states.
<http://sierraclub.org/factoryfarms/>
- California officials identify agriculture, including cows, as the major source of nitrate pollution in more than 100,000 square miles of polluted groundwater.
- Scientific data suggests a positive relationship between a vegetarian diet and a reduced risk of several diseases and conditions, such as diabetes, hypertension, coronary artery disease, and some types of cancer.
U.S. Department of Health and Human Services, The Surgeon General's Report on Nutrition and Health, (Washington, D.C.: Government Printing Office, 1988), Pub. No.88- 50210.
- In this country, roughly 24 million pounds of antibiotics -- about 70 percent of the nation's antibiotics use in total -- are added to animal feed every year to speed livestock growth. This widespread use of antibiotics on animals contributes to the rise of resistant bacteria, making it harder to treat human illnesses.
- From 1995 to 1998, 1,000 spills or pollution incidents occurred at livestock feedlots in 10 states and 200 manure-related fish kills resulted in the death of 13 million fish.

- Nutrients in animal waste cause algal blooms, which use up oxygen in the water, contributing to a "dead zone" in the Gulf of Mexico where there's not enough oxygen to support aquatic life. The dead zone stretched over 7,700 square miles during the summer of 1999.
- Enjoying vegetarian foods not only saves the lives of countless animals each year, but also helps restore our natural environment.

What is Local Food?

In general, eating local means seeking out food raised as nearby as possible. For a person living in New York City, apples grown in Maine would be considerably more local than apples grown in Washington State or New Zealand. Ideally, local food means the buyer can meet the farmer or food maker and find out details about how the food was raised, and that the crops and livestock are unique to a certain area.

What levels of vegetarianism are there?

Vegetarian: For the purpose of this campaign, vegetarianism includes veganism and is defined as the practice of not eating meat, poultry or fish or their by-products, with or without the use of dairy products or eggs.

Often broken down further into OVO-LACTO, and LACTO. Vegetarians may or may not try and minimize their non food use of animals like vegans.

Ovo-Lacto Vegetarian: same as VEGAN, but also eats eggs and milk products. This is the most 'popular' form of Vegetarianism.

Lacto Vegetarian: Same as VEGAN, but also eats milk products.

Pescetarian: Similar to VEGETARIAN, but also consumes fish (often is a person avoiding factory-farming techniques...).

Fruitarian: Same as VEGAN, but only eats foods that don't kill the plant (apples can be picked without killing plant, carrots cannot).

Vegetable Consumer: Means anyone who consumes vegetables. Not necessarily a VEGETARIAN.

Vegan: excludes animal flesh (meat, poultry, fish and seafood), animal products (eggs and dairy), and usually excludes honey and the wearing and use of animal products (leather, silk, wool, lanolin, gelatin...).

The major vegan societies all disallow honey, but some "vegans" still use it. Some "vegans" also refuse to eat yeast products.

Dietary Vegan: follows a vegan diet, but doesn't necessarily try and exclude non-food uses of animals.

What labels should I look out for when shopping at my local market?

100% Vegetarian Diet - Animals are not fed any animal byproducts. This does not guarantee they were raised outdoors or on pasture, but it should indicate that they were raised on grasses, hay, silage and other feed found on pasture or in a field. Grain, like corn, is vegetarian and falls into this category. Producers feeding their animals a 100% vegetarian diet should not be giving them supplements or additives, but it is always best to check with the farmer.

Antibiotic Free - The USDA has prohibited use of the term "Antibiotic Free," but still allows meats and poultry to be labeled "No Antibiotics Administered" or "Raised Without Antibiotics."

Cage Free - Birds are raised without cages. What this doesn't explain is if the birds were raised outdoors on pasture, if they had access to outside, or if they were raised indoors in overcrowded conditions. If you are looking to buy eggs, poultry or meat that was raised outdoors, look for a label that says "Pastured" or "Pasture-raised"

Electronic Pasteurization or Electronically Pasteurized - Means the food has been irradiated.

Free Range - "Free Range" or "Free Roaming" means that the animal had some access to the outdoors each day. However, this doesn't guarantee that the animal actually spent any time outside. As long as a door to the outdoors is left open for some period of time, the animal can be considered Free Range. Although the USDA has defined this term for chicken raised for consumption, no standards have been set for egg-laying chickens or for other animals. If you are looking to buy eggs, poultry or meat that was raised outdoors, look for a label that says "Pastured" or "Pasture-raised"

Grain-Fed - The animal was raised on a diet of grain and the grain could be supplemented with animal byproducts and other miscellaneous matter such as cement dust and/or euthanized cats and dogs. Since mad cow disease is thought to be transmitted through animal byproducts added to cattle feed, cows raised on a strictly vegetarian diet are preferred by many consumers. However, unless the label says "100 Percent Vegetarian Diet," there is no guarantee that the animal's feed was not supplemented with animal byproducts or is organic.

Grass-Fed - Animals graze on pasture and eat grasses. They should not be supplemented with grain, animal by-products, synthetic hormones, or be given antibiotics to promote

growth or prevent disease (though they might be given antibiotics to treat disease). This is the same as pastured or pasture raised.

Heritage - Heritage foods are derived from rare and endangered breeds of livestock and crops. Animals are purebreds, a specific breed of animal that is near extinction. Production standards are not required by law, but true heritage farmers use sustainable production methods. This method of production saves animals from extinction and preserves genetic diversity.

IPM (Integrated Pest Management) - Natural pest control methods, such as habitat manipulation, biological control, and pest-resistant plants, are used to eliminate pest problems.

Natural - Currently, no standards exist for this label except when used on meat and poultry products. USDA guidelines state that “Natural” meat and poultry products can only undergo minimal processing and cannot contain artificial colors, artificial flavors, preservatives, or other artificial ingredients. However, “natural” foods are not necessarily sustainable, organic, humanely raised, or free of hormones and antibiotics. The label “natural” is virtually meaningless.

No Antibiotics Administered - No antibiotics were administered to the animal during its lifetime.

No Hormones Administered or No Added Hormones - Animals were raised without added growth hormones.

Organic - In order to be labeled “organic,” a product, its producer, and the farmer must meet the USDA’s organic standards and must be certified by a USDA-approved food-certifying agency. Organic foods cannot be grown using synthetic fertilizers, chemicals, or sewage sludge, cannot be genetically modified, and cannot be irradiated. Organic meat and poultry must be fed only organically-grown feed (without any animal byproducts) and cannot be treated with hormones or antibiotics. Furthermore, the animals must have access to the outdoors, and ruminants must have access to pasture (which doesn’t mean they actually have to go outdoors and graze on pasture to be considered organic.)

rBGH-Free or rBST-Free - rBGH (recombinant bovine growth hormone) is a genetically engineered hormone that is injected into dairy cows to artificially increase their milk production. The hormone has not been properly tested for safety. Milk labeled “rBGH-Free” is produced by dairy cows that never received injections of this hormone.

Sustainable - A product can be considered sustainable if its production enables the resources from which it was made to continue to be available for future generations. A sustainable product can thus be created repeatedly without generating negative environmental effects, without causing waste products to accumulate as pollution, and without compromising the wellbeing of workers or communities. Many different agricultural techniques can be utilized to help make food production more sustainable.

The drawback of the term ‘sustainable’ is that the term lacks a clear-cut, universally-accepted, enforceable definition - thus it can be interpreted in different ways. It is more of a philosophy or way of life than a label.

Third Party Certified (or Verified) - Food inspected by a company operating independently of the producer or distributor. The third party certification company confirms the legitimacy of claims made by food producers and distributors, thus ensuring that the food labels are meaningful. Organic and Biodynamic Certified are examples of third-party certification.

USDA Certified-Organic - In order to bear the USDA “Certified Organic” seal, a product must contain 95 to 100 percent organic ingredients. Products that contain 100 percent organic ingredients can be labeled “100 percent organic.” Products that contain more than 70 percent, but less than 94 percent organic ingredients can be labeled “Made with Organic Ingredients,” but cannot use the USDA “Certified-Organic” seal. Violators of the organic standards can be fined as much as \$10,000 for each offense.

For more info, visit <http://www.eco-labels.org>. You will find an extensive list of eco-labels and certifying agencies. The site also provides information about each label including an outline of minimum requirements, a description of verification processes, and a “label report card” which assesses the extent to which each label is meaningful.

For ideas about questions to ask a farmer:

http://sustainabletable.org/shop/questions/just_questions_for_all.doc

For ideas about questions to ask a store manager, meat manager or butcher:

http://sustainabletable.org/shop/questions/questions_storemanager.doc

Helpful Links

Farm to College Campaign:

http://www.foodsecurity.org/farm_to_college.html

Farm to School Campaign:

http://www.foodsecurity.org/farm_to_school.html

Organic Consumers Association:

<http://www.organicconsumers.org/sos.htm>

Animal Waste Pollution Locator:

<http://www.scorecard.org/env-releases/aw/>

Sierra Club Factory Farm Factsheets:

<http://www.sierraclub.org/factoryfarms/factsheets/>

Sustainable Agriculture:

<http://sustainableagriculture.net/>

Guide to Eating Sustainable Meals:

<http://sustainabletable.org/home/>

USDA Organic Guidelines:

<http://www.ams.usda.gov/nop/indexIE.htm>

Eco-Labels:

<http://www.eco-labels.org/home.cfm>

PETA's Vegetarian Cooking Recipe Site:

<http://www.vegcooking.com>

Eco-Friendly Local Farmers

Bauer Unlimited Farm

5680 Marlatt St.

Mira Loma, CA 91752

Phone: 951-360-1153

Canyon & Valley Farm

PO Box 172

Lake Isabella, CA 93240

Phone: 760-379-2722

Chino Valley Ranchers

5611 Peck Rd.

Arcadia, CA 91006

Phone: 800-354-4503

Fair Oaks Ranch

7365 Adelaida Road

Paso Robles, CA 93446

Phone: 805-238-3811

Fairview Gardens

598 N. Fairview Ave.

Goleta, CA 93117

Phone: 805-967-7369

Huasna Valley Farm

5420 Huasna Townsite Road

Arroyo Grande, CA 93420

Phone: 805-473-3827

Hicks Ranch

20176 S. Mountain Road.

Santa Paula, CA 93060

Phone: 805-525-1447

Hollyhock Farms

200 Hollyhock Lane

Templeton, CA 93465

Phone: 805-239-4713

Jack Creek Farms

6 miles West of 101 on Highway 46

West(State Route

Templeton, CA 93465

Phone: 805-238-3799

Path to Freedom

631 Cypress Ave

Pasadena, CA 91103

Phone: 626-795-8400

Shelton's Poultry, Inc.

204 Loranne Ave.

Pomona, CA 91767

Phone: 909-623-4361

Rancho Arroyos

8880 Locust Avenue

Lucerne Valley, CA 92356

Phone: 909-584-1040

Rancho Papagallo Farms

39651 Via Cacho

Temecula, CA 92592

Phone: 909-491-5361

Spomer Turkey Breeding Farm

Kingsburg, CA 93631

Phone: 559-897-2573

Eco-Friendly Local Markets

All Nature's Own Nutrition

2713 W. Lincoln Ave

Anaheim, CA 92801

Farm to Market

30190 Town Center Dr. Suite #G

Laguna Niguel, CA 92677

Farm to Market

32382 Del Obispo

S.J Capistrano, CA 92675

Health Emporium

3347 E. Pacific Coast Highway

Corona Del Mar, CA 92625

Henry's Marketplace — Laguna Niguel

27271 La Paz Rd

Laguna Niguel, CA 92677

Mother's Market & Kitchen

225 E. 17th St.

Costa Mesa, CA 92627

Mother's Market & Kitchen

19770 Beach Blvd.

Huntington Beach, CA 92648

Mother's Market & Kitchen

2963 Michaelson Dr.

Irvine, CA 92612

Mother's Market & Kitchen

24165 Paseo de Valencia
Laguna Woods, CA 92653

Naturway

1010 N. Euclid
Anaheim, CA 92801

Promelis Market

2121 Westcliff Drive
Newport Beach, CA 92660

Whole Foods Markets

County-wide, check
<http://www.wholefoodsmarket.com/stores/index.html> for nearest store

Wild Oats

County-wide, check
<http://www.wildoats.com/u/find/> for nearest store

Orange County Farmer's Markets

Anaheim Thursday CFM

Center Street Promenade & Lemon Street
Anaheim, CA 92805
Contact: Joe Honescko
(714) 956-3586
E-mail: downtownanaheim@yahoo.com
YEAR-ROUND
Thursday, 9:00 a.m.-1:30 p.m.
WIC Coupons

Brea CFM

Brea Blvd and Birch Street
Brea, CA 92821
Contact: Joe Honescko
(714) 329-6755
YEAR-ROUND
Tuesday, 4:00 p.m.-8:00 p.m.

Corona Del Mar CFM

Margarite & Pacific Coast Highway
San Clemente, CA 92672
Contact: Rick/Sandy Hell
(949) 361-0764
SEASONAL
Saturday, 9:00 a.m.-1:00 p.m.

Dana Point CFM

Community Center
Dana Point, CA
Contact: Jennifer Griffiths
(714) 573-0374
E-mail: CFMMGR@aol.com

YEAR-ROUND

Tuesday, 9:00 a.m.-1:00 p.m.

Fullerton Wednesday CFM

Woodcrest Park-450 W. Orangethorpe
Fullerton, CA 92634
Contact: Mona Amoon
(714) 871-5304
OPEN-AIR/YEAR-ROUND
Wednesday, 8:30 a.m.-2:00 p.m.
WIC Coupons

Fullerton Thursday Market

Wiltshire & Pomona
Fullerton, CA 92635
Contact: Kae Thomas
(714) 526-5814
OPEN-AIR/SEASONAL
April-October
Thursday, 4:00 p.m.-9:00 p.m.
WIC Coupons

Glendora CFM

Glendora Avenue & Foothill Boulevard
Glendora, CA 91741
Contact: Gene Murabito
(626) 335-8128
<http://www.gfma.org>
SEASONAL
April-September
Thursday, 5:30 p.m.-9:00 p.m.

Hermosa Beach CFM

Valley Drive between 10th & 8th Streets
Hermosa Beach, CA 90254
Contact: Mary Lou Weiss
(310) 376-0951
E-mail: mweiss@torrnet.com
YEAR-ROUND
Friday, 12:00 noon-4:00 p.m.

Huntington Beach CFM

Pier Plaza
Huntington Beach, CA
Contact: Jennifer Griffiths
(714) 573-0374
E-mail: CFMMGR@aol.com
YEAR-ROUND
Friday, 1:00 p.m.-6:00 p.m.

Huntington Park CFM

Salt Lake Park, Bissell and Florence
Long Beach, CA 90813
Contact: Dale Whitney
(866) GOOD-VEG
<http://www.harborarearfarmersmarket.com>

com

YEAR-ROUND

Wednesday, 9:30 a.m.-1:30 p.m

Irvine/Costa Mesa CFM

Orange County Fairgrounds

88 Fair Drive

Irvine, CA 92672

Contact: Trish Harrison

(714) 573-0374

E-mail: CFMMGR@aol.com

YEAR-ROUND

Thursday, 9:00 a.m.-1:00 p.m.

Irvine CFM

Irvine Market Place

Irvine, CA 92720

Contact: Trish Harrison

(714) 573-0374

YEAR-ROUND

Saturday, 9:00 a.m.-1:00 p.m.

Laguna Beach CFM

Lumberyard parking lot near

City Hall

Irvine, CA 92720

Contact: Jennifer Griffith

(714) 573-0374

E-mail: CFMMGR@aol.com

OPEN-AIR/YEAR-ROUND

Saturday, 8:00 a.m.-12:00 noon

Laguna Hills CFM

Laguna Hills Mall

Irvine, CA 92720

Contact: Trish Harrison

(714) 573-0374

E-mail: CFMMGR@aol.com

Friday, 9:00 a.m.-1:00 p.m.

Long Beach Downtown CFM

Broadway & the Promenade North

Long Beach, CA 90813

Contact: Dale Whitney

(866) GOOD-VEG

<http://www.harborarearfarmersmarket.com>

Email: HAFMS@juno.com

OPEN-AIR/YEAR-ROUND

Friday, 10:00 a.m.-4:00 p.m.

WIC Coupons

Long Beach Marina CFM

2d Street & Pac Coast Hwy-Marina

Dr. S of 2d

Long Beach, CA 90813

Contact: Dale Whitney

(866) GOOD-VEG

<http://www.harborarearfarmersmarket.com>

E-mail: HAFMS@juno.com

OPEN-AIR/YEAR-ROUND

Sunday, 9:00 a.m.-1:00 p.m.

WIC Coupons

Redondo Beach CFM

Harbor Drive West of Veteran's Park

Redondo Beach, CA 90277

Contact: Geraldine Watkins

(310) 372-1171, ext. 2252

<http://www.cafarmersmarkets.org>

OPEN-AIR/YEAR-ROUND

Thursday, 8:00 a.m.-1:00 p.m

San Clemente Village CFM

200 Avenida Del Mar Drive

San Clemente, CA 92672

Contact: Ricky/Sandy Heil

(949) 492-6000

YEAR-ROUND

Sunday, 9:00 a.m.-1:00 p.m.

Tustin CFM

El Camino & 3d Streets

Irvine, CA 92720

Contact: Trish Harrison

(714) 573-0374

E-mail: CFMMGR@aol.com

YEAR-ROUND

Wednesday, 9:00 a.m.-1:00 p.m

Vegetarian and Vegan Friendly Restaurants

ANAHEIM

Alisan, 115 West Katella Avenue, 714-772-4160

Yogiraj Vegetarian Restaurant, 3107 West
Lincoln Avenue 714-995-5900

FOUNTAIN VALLEY

Au Lac Mix 16563 Brookhurst, Fountain Valley
92708 714-418-0658

HERMOSA BEACH

The Spot (Vegetarian & Vegan)
110 Second Street, Hermosa Beach, CA 90254
Phone: 310-376-2355

IRVINE

Wheel of Life, The, 14370 Culver Drive, 949-
551-8222

LAGUNA BEACH

The Stand Natural Foods Restaurant, 238 Thalia
St., 949-494-8101

Café Zinc 350 Ocean Ave., Laguna Beach
92651-2322 949-494-6302

Gaurangas Vegetarian Dining 285 Legion St,
Laguna Beach 92651-2424 949-494-7029

Goko Café and Deli 907 S. Coast Hwy, Laguna
Beach 949-494-4880

NEWPORT BEACH

Veg a Go-Go
401 Newport Center Dr , Newport Beach 92660
949-721-4088

ORANGE

Lotus Vegetarian Café 1515 W Chapman Ave,
Orange 92868 714-385-1233

REDONDO BEACH

The Green Temple, A Veggie Place (Vegetarian
and Vegan)
1700 S. Catalina Ave., Redondo Beach, CA
90277
Phone: 310-944-4525

TUSTIN

Rasa Indian Food and Grocery 13962 Newport
Ave., Tustin 92780 714-544-3297