

New Work: CMAP Local Food Film

Awww, snap!

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We're proud to announce our latest project with the **Chicago Metropolitan Agency for Planning**; a short film promoting the region's local food system and advocating for more support. The film was our latest collaboration with **Dave Burk / Hedrich Blessing** and **Mode Project**.

CMAP's statement on this important issue:

The Chicago Metropolitan Agency for Planning has launched a new microsite and video to help support local food systems in metropolitan Chicago at <http://www.cmap.illinois.gov/food/>. The microsite features a range of information about local food systems: what they are, current local and national trends, their benefits, supportive actions that local governments can take, and a range of resources, including a brand new two-part guide to help local governments incorporate local food in their comprehensive plans and ordinances and a printable brochure that summarizes many of the points made in the microsite and can be distributed as an educational outreach tool.

This is a significant economic issue. Of the \$48 billion Illinois residents spend on food every year, \$46 billion is leaving the state. A 20-percent increase in local food production and purchasing could generate approximately \$2.5 billion in economic activity in northeastern Illinois. Demand for local food is already strong. Demand has grown 260 percent over the last ten years, and nearly three-quarters of adults prefer restaurants that serve locally grown food. More and more entrepreneurs are responding to that demand, including many local chefs as well as major corporations like Wal-Mart and Meijer's.

Please support our local food system!