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GOT YOU
What can
you do.
THE RIPPLE EFFECT
Not only do higher gas prices hurt your tank, but it makes the price of EVERYTHING increase as well.

- **Increased Shipping Costs**
  One place the cost of fuel has had a direct impact on is the cost of shipping. This increase is passed-down directly to the consumer. This means that the price of everything is going up.

- This means that the price of EVERYTHING is going up. Think FOOD, MEDICINE, CLOTHES...

All over tolls are being raise, such as on the Mass Pike to encourage people take the train instead of driving to work.

People are cutting back on traveling- they aren’t visiting family and friends as often, taking less vacations, going to less concerts, sports games, and even less medical visits.

People are going to have less money to save for the future. Americans say that the high price of gas has affected their overall standard of living up to the point where they have little or no disposable income or their budgets are being wrecked.
How to Save Gas?

**Drive less**—walk, bike, join a carpool, or use public transportation. PVTA is very reliable!

**Combine trips.** If you can do several short trips in one longer trip, you will save fuel and time. Make lists to avoid having to go back. Call ahead to avoid wasted trips.-- The increased cost of fuel makes people think more about organization and efficiency

**Fill the tank full.** If you need to fill up, fill up all the way. The more money you try to save by adding $10 today and then $20 tomorrow will be wasted since each time you will have to travel to the station and wait for a pump. Instead, do it all at once to save time and money.

**Give your car a tune up.** Properly maintaining your car will keep your car running as efficiently as possible, especially keeping your tires inflated!

**Buy a different car**— Diesel, Hybrid, or just smaller

**Drive smarter**

1. **Avoid idling, drive at a consistent speed and use cruise control when possible**

2. **Use A/C only on the highway.** At lower speeds, open the windows. This increased the drag and reduces fuel efficiency, but not as much as the AC at low speeds

3. **Park in the shade.** Gasoline actually evaporates right from your tank, and it does so faster when parked directly in the sun.

4. **Reduce the weight of your car**—Take stuff out of the trunk you don’t need!
Buy Locally Grown Food

Local food doesn’t have to travel far, so it’s cheaper, fresher, healthier, and you can strengthen your local economy while you’re at it.

Want more info? Check out Farmfresh.org

There are tons of Farmers Markets and farm stands in the area, such as Hadley, Northampton, Belchertown, and even in the center of Amherst from May-Nov every Saturday morning!
Join a CSA! Community Supported Agriculture, often shortened to CSA, is a prepaid subscription to a farm's produce for the season. Most CSAs give shareholders a weekly supply of veggies, herbs, fruits and sometimes even eggs and meat. You know it's fresh and you get to meet the farm and people who grew your food!

Check out Simple Gifts Farm, or Small Ones Farm, right in Amherst for info.

During the right seasons you can “Pick Your Own” fruits and vegetables, such as strawberries and asparagus. It’s cheap, fun, and local.
Put on some clothing you don't mind getting a little dirt on and spend an afternoon with family and friends discovering the local farms that grow our food. Keep in mind that harvest times are a little different every year. It's always a good idea to call ahead to find out what's available for picking.
Restaurants that buy local

Each of these Western Massachusetts restaurants makes an effort to use fresh seasonal ingredients purchased directly from local farms and producers.

Black Sheep Deli    Tabella Restaurant
Chez Albert          Earthfoods Café (on campus!)
Butternuts           Fitzwilly’s
Eastside Grill       Roadhouse Cafe

Grocery stores
Each of these Western Massachusetts retailers makes an effort to source fresh seasonal ingredients purchased directly from local farms and producers.

Big Y               Stop & Shop     Whole Foods Market
Atkin’s Farm        Maple Farm     Cornucopia Foods

Even UMass makes an effort to source fresh seasonal ingredients purchased directly from local farms and producers!
Another thing to think about...

How Far Does Your Food Travel to get to Your Plate?

*It is estimated that the average American meal travels about 1500 miles to get from farm to plate. Why should you care?*

- This long-distance, large-scale transportation of food consumes large quantities of fossil fuels. It is estimated that we currently put almost 10 kcal of fossil fuel energy into our food system for every 1 kcal of energy we get as food.

- Transporting food over long distances also generates great quantities of carbon dioxide emissions. Airfreight generates 50 times more CO2 than sea shipping. But sea shipping is slow, and in our increasing demand for fresh food, food is increasingly being shipped by faster - and more polluting -- means.

- In order to transport food long distances, much of it is picked while still unripe and then gassed to "ripen" it after transport, or it is highly processed in factories using preservatives, irradiation, and other means to keep it stable for transport and sale, preserving their good looks.

BEEP BEEP!
Buy local organic food
Think You Can Do Better?

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