



# Novato Live Well Network

Nurturing the Body, Sustaining the Community

*From the garden to the table and in between! Serving schools, families, & the community.*

November 30, 2007

Novato Advance  
Letter to the Editor  
P.O. Box 8  
1068 Machin Avenue  
Novato, California 94948

Dear Editor,

I want to thank Lazy Gardener, Jeanne Santangelo, for writing about Novato Live Well Network's first speaker series: "What Is a Locavore?" Her "Living green and eating natural in Marin County" article (November 28, 2007) helped educate the readers on the hidden financial and health costs of purchasing food that isn't organic and that isn't local. I encourage readers to learn more about why organic and locally grown food is nutritionally, environmentally, and economically better. Our website, [www.NovatoLiveWell.org](http://www.NovatoLiveWell.org), has resources and helpful links, or please feel free to contact me at 415- 893-9251.

We are proud of the positive impact and support our organization has giving to the Novato Unified School District through our Lunch Buddies and School Garden support programs. Our programs also go beyond the schools. As the chair of "Locavores of Novato," I have worked with Apple Market owner, Jeff O'Neal, and Marin Organic to bring local produce & products to his store, as noted in your "New and Improved Apple Market" article (November, 14, 2007). We have invited both Marin County Farmers Market Association and Sustainable Novato into the conversation. Our hope is that by the new year, Apple Market will be able to provide organic locally grown food.

Sharing "Locavore" benefits, we are also excited and supportive of the newly formed Novato Independent Business Association (NIBA) that came out of Sustainable Novato's "Thinking Outside of the 'Big' Box" forum that Paul Jones wrote about in "NIBA challenges business and council to review idea and expansion" (November 28, 2007). When you shop locally, you not only support families who own the local businesses. The sales tax also goes to support our city and services. Both are sustainable acts.

Novato Live Well Network is about connecting the dots: from the garden to the table and in between—nurturing the body, sustaining the community. We invite our community to embrace the Locavore ideal: support your community by shopping at locally owned businesses and buying locally grown food. A footnote: The [New Oxford American Dictionary](#) has just announced its 2007 Word of the Year: *locavore*!

Sincerely,

**Heidi Kertel**

Locavores of Novato, Chair  
Novato Live Well Network Board Member

**To Read referenced articles in the Novato Advance:**

NLWN Letter to the Editor "Locavore the new word:

[http://www.novatoadvance.com/articles/2007/12/05/opinion/letters\\_to\\_the\\_editor/doc4756fd8226796363958366.txt](http://www.novatoadvance.com/articles/2007/12/05/opinion/letters_to_the_editor/doc4756fd8226796363958366.txt)

Lazy Gardener article on "What is a Locavore?" event:

[http://www.novatoadvance.com/articles/2007/11/28/novato\\_living/doc474dc279cacb6863316850.txt](http://www.novatoadvance.com/articles/2007/11/28/novato_living/doc474dc279cacb6863316850.txt)

The New Apple Market (now "Harvest Market"):

<http://www.novatoadvance.com/articles/2007/11/14/business/doc473b6bdfe3f4d208496614.txt>

Novato Independent Business Alliance (NiBA):

<http://www.novatoadvance.com/articles/2007/11/28/business/doc474dca1e3e9df937785885.txt>

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