



### Our Mission

- To improve the availability of a diverse range of high quality foods
- To connect local producers and farmers to chefs, restaurateurs, food organizations and the public
- And, to support small family farms and promote a healthier society through education and appreciation for local, fresh, sustainably raised produce and products

### Our Vision

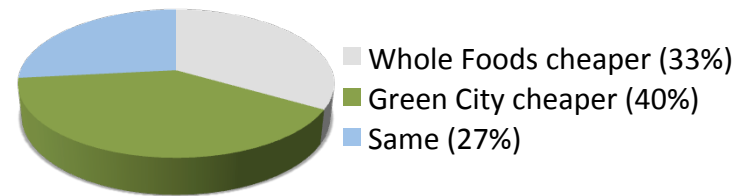
Green City Market is a nationally recognized marketplace model for distributing, promoting and educating about local sustainably-grown food

### Our Organization Values

- Education about quality food and its source
- Farmers who take care of the land
- Preservation of sustainably farmed land
- A vibrant thriving community of local farms
- Consumption of locally grown foods

# Wondering About Green City Prices?

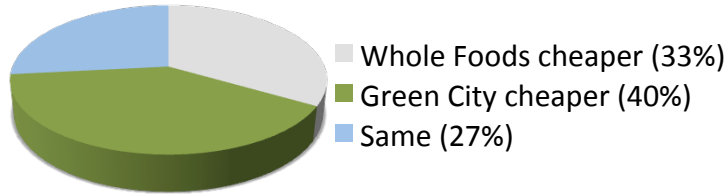
Overall, Green City met or beat prices for organically grown fruits and vegetables sold at Whole Foods for nearly 75% of items on a given day!



Information brought to you by students in the Food, Environment Agribusiness, and Development (FEAD) group at University of Chicago Booth School of Business.

## Wondering about Green City prices?

Overall, Green City met or beat prices for organically grown fruits and vegetables sold at Whole Foods for half of the items on a given day.



This comparison solely measures price, not value. It does not take into account freshness, quality, or flavor. Nor does it consider the environmental benefits of fewer food miles, the security of knowing where your food comes from, or the pleasure of meeting the person who grew it.

Prices were gathered on May 16, 2012 at the Green City Market and Whole Foods (30 W. Huron). The price listed is the lowest price available the day of our visit (lowest farmer's market price, lowest grocery store price).

In addition, we attempted to compare prices at three additional local grocery chains (Dominicks, Jewel, Roundy's). These stores neither stocked enough organics nor did they have the variety of produce to be a reasonable comparison.

## Tips for getting great value at the market!

*Tip #1: Look for great value for produce that is perfectly in season, like asparagus in late spring or crisp apples in the fall!*

*Tip #2: Buy in bulk! And don't be fooled by the size! Strawberries at the grocery store are usually sold in 1lb boxes, while strawberries at the market are usually sold per quart which is about 1.5 lbs. So the market might look more expensive, but you're actually getting more!*

	Price at Whole Foods	Price at Green City in season	
<b>Vegetables</b>			
Arugula	\$ 3.99	\$ 2.60	per 5oz box/bag
Asparagus	\$ 4.99	\$ 3.00	per bunch (~1lb)
Kale	\$ 2.50	\$ 3.00	per bunch (~1lb)
Leeks	\$ 3.00	\$ 3.00	per stalk (~1lb)
Lettuce	\$ 2.50	\$ 2.00	per head
Parsnips	\$ 1.99	\$ 3.00	per pound
Potatoes	\$ 1.69	\$ 1.67	per pound
Radishes	\$ 2.00	\$ 3.00	per bunch (~1lb)
Spinach	\$ 2.50	\$ 3.00	per bunch (~1lb)
Sweet Potatoes	\$ 1.99	\$ 2.00	per pound
Tomatoes, heirloom	\$ 4.99	\$ 5.00	per pound
Turnips	\$ 2.49	\$ 3.00	per pound
<b>Fruit</b>			
Apples	\$ 2.49	\$ 1.60	per pound
Rhubarb	\$ 3.99	\$ 4.00	per pound
Strawberries, per quart	\$ 7.50	\$ 6.00	per quart (1qt=1.5lb)
<b>Produce basket</b>	<b>\$ 48.61</b>	<b>\$ 45.87</b>	<b>per basket</b>
			<i>Green City is 6% less!</i>

### Other great deals in Grains/Proteins/Dairy

Ground beef	\$ 5.99	\$ 7.00	per pound
Eggs	\$ 2.99	\$ 5.00	per dozen
Cheddar cheese	\$ 5.69	\$ 5.00	per 1/2 pound, hand cut
Bread, fresh baked	\$ 4.49	\$ 5.00	per loaf, whole wheat
Popcorn	\$ 1.69	\$ 3.00	per pound
Dried beans	\$ 1.99	\$ 4.00	per pound