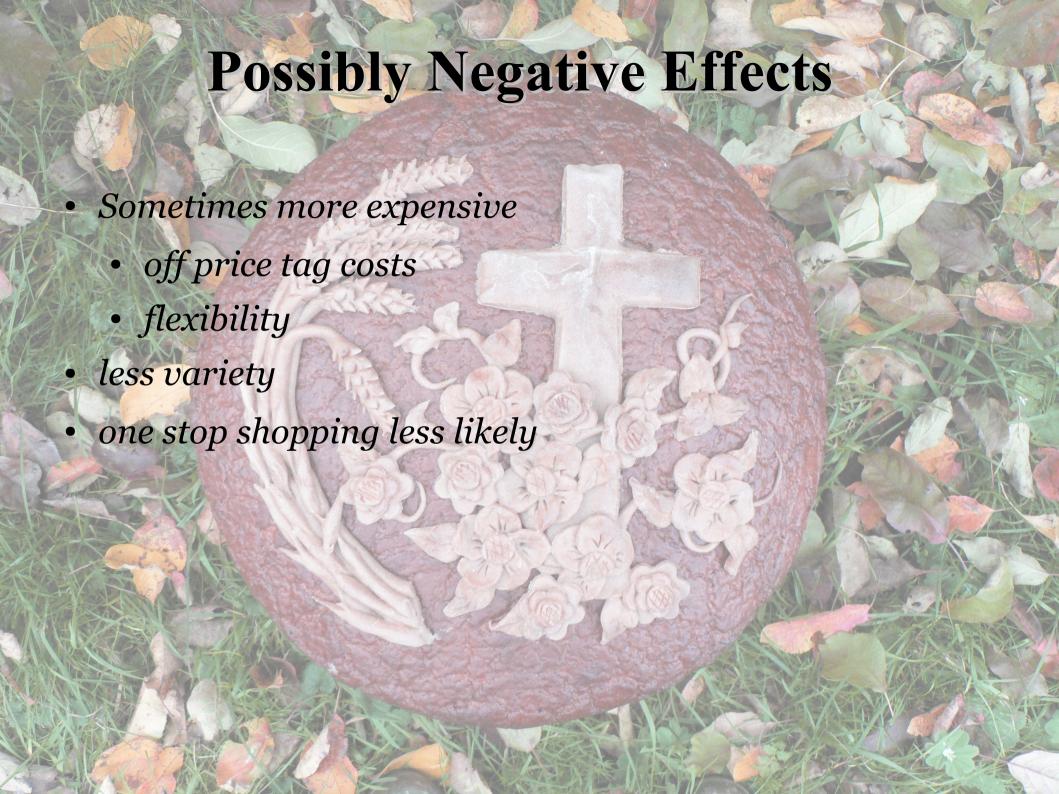


# Definition of "local"



some other products like cars: anything made in North America



# Not all Costs are on the Price Tag

- Costs we all pay instead of the buyer
  - Environmental pollution in transportation and production
  - Less local manufacturing jobs
    - reduced local income
  - reduced local taxes from employment
  - Potential for child labour
  - Support of oppressive regimes







- less transportation → harvested when ripe → better taste, more vitamins
- perishable items do not to be treated
- grown in and for the local climatic and soil conditions
- Even non-agricultural products are subject to local requirements
- produced by people whose ethical standard we can know

### Good for the Environment

- Less transportation
  - to the market
  - of the raw material
- Less use of non-renewable resources and pollution
  - Fuel
  - Vehicle production
  - Infrastructure
- Less packaging required, also easy reuse



- Local buying does not only help product quality and suitability in usage
  - Local jobs help to keep
    - Families together and intact
    - The elderly cared for
    - Local culture and heritages alive
    - Services available to everybody and everywhere
    - Reduce cost for travel
    - Reduce pollution

# Benefits of Local Agriculture

#### Local agriculture helps

- Preserve genetic pool
- Keep land in use
- More diversity
- The Acadian forest to regenerate (all of the above because local usually means smaller scale)



# Independence & other macroeconomic benefits

#### Local buying also helps

- Reducing dependence on other countries and systems for example
  - China
  - Quebec
  - Middle East
- Keeping acquired knowledge by using it locally
- Keep trade balanced

#### **Benefits for You**

- Buying local product helps you
  - Personal relationship with producer and vendor, therefore
    - Less misrepresentations
    - More personal solutions
    - Repair of product
    - Less need to shop around



#### Benefits for You - Continued

- Buying local product helps you
  - Avoid risk of oligopolistic or monopolistic structures
    - Create market power -> higher prices for consumers
    - And lead to
      - Power over producers
      - Less variety
      - Concentration of jobs in a few centres
      - Undue influence
    - Mean complete helplessness of the customer and citizen that is YOU!





## The Message is:

- Try to buy ethical products made locally
  - It will help
    - you
    - your area
    - your country
    - the deprived in other countries
    - the environment worldwide
- Adjust your consumption to favour ethically produced items
  - Weigh ethical deficits of some local producers against cost of buying non local products and if in doubt favour ethically produced items.

- If you can't source something from a local producer, get it from as close to home as possible
- Give preference to small and to local retailers over large non-local ones
- REMEMBER NOT ALL COSTS ARE IN THE PRICE TAG

# TRY LOCAL FIRST FOR YOUR SAKE, FOR OURS, FOR EVERYBODY'S