

TRY LOCAL FIRST



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Definition of „local“

- *depends on product*

most farm products: 50km radius

*some other products like cars: anything made in North
America*

Possibly Negative Effects

- *Sometimes more expensive*
 - *off price tag costs*
 - *flexibility*
- *less variety*
- *one stop shopping less likely*



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*

Influences on the market

- *Governmental and non-governmental organizations*
- *Large retailers*



Local vs. Ethical and High Quality

- *Buying locally is not equal to buying high quality (and ethically desirable)*
- *Significant differences between local producers*
 - *For example: “Fresh brown eggs” is no quality criteria!*



Local and Higher Quality are Brothers

- *natural for locally produced goods to be more desirable*
 - *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*

Benefits of Local Employment

- *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)
- Industrial farming and forestry does none of that*



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!*



Global Trade → Global Health Risks

- *Industrial farming and global processing lead to health risks*
 - *Example: Bernard Matthew's Suffolk plant*



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***