

BUY LOCAL

Systems and impacts of buying local

BENEFITS OF BUYING LOCAL



With current market conditions, it has become increasingly cheaper to buy distantly produced goods, despite the increased costs of packaging, transport, inspection, and associated expenses. However, along with lower prices comes the added cost of repercussions on the environment and impacts on the economic wellbeing of your community

WHEN YOU BUY FROM INDEPENDENT LOCAL BUSINESS

- You keep the spending money in your local economy
- You embrace the uniqueness of your community
- You support local jobs
- You help the environment
- You encourage community
- You conserve your tax dollars
- You invest in entrepreneurship
- You make this community a destination

buy local
what does your footprint say about you?



thank you

FOR CHOOSING LOCAL

Your choice to shop at a local business means that for every \$100 you spend, \$46 is recirculated back into the local economy.

local

\$46

\$100

chain

\$78

\$100

Here's how local businesses keep our communities strong

In Canada, local businesses recirculate 2.6x more revenue back into the local economy than multi-national chains.

WHAT IS A LOCAL BUSINESS ANYHOW?

LOCO BC's Degrees of LOCAL:

REDUCED FOOTPRINT
Local businesses produce transportation impacts associated with global supply chains when they work with local producers, manufacturers and distributors.

JOBS & WAGES
Local businesses hire locally, creating jobs and circulating wages.

BANKING
Local businesses often bank locally. Those local banks and credit unions then finance other local businesses and community groups.

INFRASTRUCTURE
Local businesses have a greater share of operations here, contributing more of their taxes to our essential services like roads, transit, parks and community centres.

LOCAL BUSINESS
open

1 LOCAL
Local products and services in BC. Local multiple contributors. Proven positive direct local impact.

2 LARGELY LOCAL
Mostly BC sourced. Locally sourced materials contribute to the supply chain within Canada.

3 LOCAL CHAMPION
A top business in its industry. The local economy's top performer. Local products, top customer goods or selling local services primarily.

LOCAL PURCHASING
Local businesses typically buy marketing, accounting, legal, insurance and other services from other local businesses.

CHARITABLE GIVING
Local businesses give five times more per dollar of revenue to groups in their communities.

Small change creates BIG impacts for our local economy!

+1%

=

3100 jobs

↑ = 149 jobs

+

94M in annual wages

= \$1,000,000

A 1% increase in BC consumer spending creates 3100 jobs and 94M in annual wages to BC workers

@LOCOBC #BUYLOCAL

LOCO IS A GROWING ALLIANCE OF LOCAL COMPANIES WORKING TO STRENGTHEN OUR COMMUNITIES, GROW THE LOCAL ECONOMY AND BUILD STRONG, SUSTAINABLE BUSINESSES.

CANADIAN BUSINESSES: The Power of Purchasing. LOCO, Ontario Institute for Studies in Education, May 2013.
*Independent BC: Small Business and the British Columbia Economy. Civic Economics, February 2013.

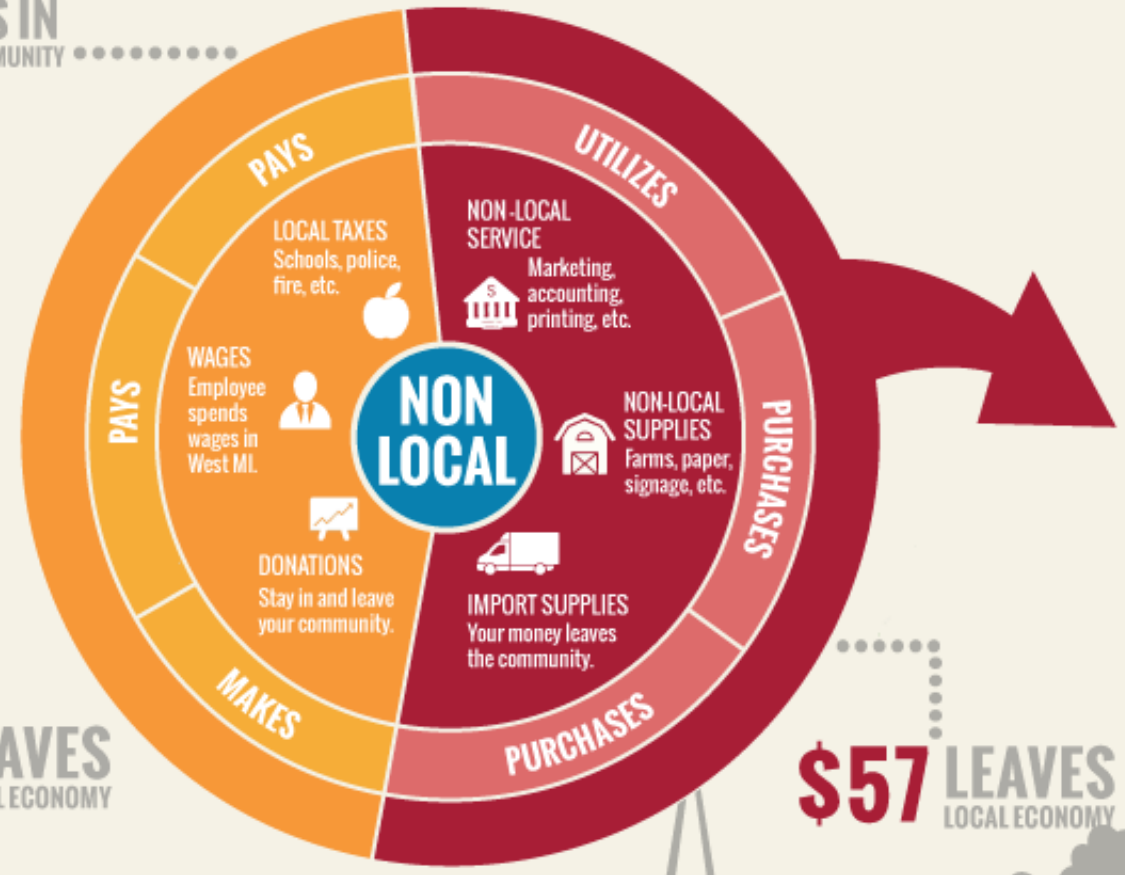
SPEND \$100 AT A LOCAL BUSINESS

SPEND \$100 AT A NON-LOCAL BUSINESS

\$68 STAYS IN YOUR COMMUNITY



\$43 STAYS IN YOUR COMMUNITY



\$32 LEAVES LOCAL ECONOMY

\$57 LEAVES LOCAL ECONOMY

Stats from Local First's 2008

IMPACTS OF BUYING LOCAL

WHEN YOU BUY LOCAL,

YOU KEEP YOUR COMMUNITY UNIQUE.

WHY BUY LOCAL?



THE OWNERS OF *local businesses* ARE BEHIND THE COUNTER.



LOCAL BUSINESSES STOCK *local products* AND BUY LOCAL SERVICES.



BUYING LOCAL KEEPS **4 times** THE MONEY IN THE ECONOMY COMPARED TO SHOPPING AT CHAINS.



LOCAL BUSINESSES SUPPORT LOCAL EVENTS, SPORTS TEAMS & CHARITIES

250% more than big corporations.

CELEBRATE THE 1ST ANNUAL **BUY LOCAL WEEK**

DECEMBER 3-9, 2012

IN THE PROVINCE OF BC & CITY OF VANCOUVER

 @LOCBC #BUYLOCO

LOCAL IMPACT

Data provided by the National Cooperative Grocers Association

CO-OP'S (CONSUMER-OWNED)	vs.	CONVENTIONAL (PRIVATELY OR INVESTOR OWNED)
157	LOCAL FARMERS AND PRODUCT PRODUCERS WORKING WITH EACH STORE	65
20%	LOCALLY SOURCED PRODUCTS SOLD	6%
13%	PERCENTAGE OF INCOME DEVOTED TO CHARITABLE DONATIONS	6%
38%	REVENUE SPENT LOCALLY	24%



WE WORK WITH



LOCAL AGRICULTURE

thrive

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