



What is "Local" and Why Buy It?

"Local" can be defined in many ways, but one of the most common factors used to define local is the distance from the point of production to the point of sale. Some would define local as "within 250 miles" while others may define it as "Arizona grown". While the price of local goods may be higher upfront, it costs less in the long run through its community benefits and added value. Buying local is a way to practice conscious consumerism as it is a more sustainable option in terms of the planet, people, and profit.

- **Less Environmental Impact**

Sourcing locally reduces the environmental impact of transportation costs associated with our food and other goods. It takes less gas, and thus puts fewer greenhouse emissions into the air, to drive a truck of apples from town to town, as opposed to across the nation or globe. Buying local helps mitigate the effects of climate change.

- **Better for Our Health**

Because of the shorter transit distance, local foods are also more likely to be fresh upon arrival, and more nutrient-dense compared to items that are transported over long distances. We can also feel the benefits of a stronger sense of community and connecting to where our food comes from. Additionally, the reduced impact on climate change is beneficial for our long term health.

- **Strengthens the Local Economy**

Purchasing from locally owned businesses directly impacts the local economy and surrounding communities. When we buy from these small-scale, independent businesses, rather than national chains, a significantly greater portion of our money is then cycled back through our local economy. Small local companies are the largest employer nationally and provide the most jobs to residents. Our purchases can directly impact our friends' businesses, aid our neighbors in need, and to support our local producers.

- **Ethical Practices and Community Benefit**

Buying local contributes to improved public infrastructure, and is an investment in your community both socially and economically. Additionally, local products are more likely to be ethically sourced, follow organic trades, and support fair labor wages, diversity, and inclusion. Studies show that the increasing size of corporations are driving inequality, while local and dispersed business ownership strengthens the middle class. Local businesses also donate more money per sale to local nonprofits compared to large, national competitors - ultimately strengthening the base of our whole community.