

# Why? buy LOCAL



## **BUYING LOCAL FOOD IS GOOD FOR BUSINESS**

Being known for serving local products can be an important competitive edge in differentiating yourself in the market.

Customers are increasingly willing to pay more for the quality and flavor of fresh, local foods.

## **BUYING LOCAL FOOD IS GOOD FOR THE ENVIRONMENT**

Buying local reduces the amount of fuel used for transport and greenhouse gases released into the air.

## **BUYING LOCAL FOOD SUPPORTS LOCAL COMMUNITIES**

Small to mid-size farmers remain economically viable and on their land, in turn they support other businesses in their community.

## **BUYING LOCAL FOOD IS HEALTHFUL AND NUTRITIOUS**

Because it is harvested at the peak of flavor and freshness, local food generally requires less processing and added fats, salt and sugar.

Food consumed closer to the time of harvest may also retain more vital minerals and nutrients than food that is transported for days before it reaches the consumer.

## **PURCHASING LOCAL FOOD ENHANCES FOOD SECURITY**

Purchasing local food supports the small farmers who preserve biodiversity within both plants and animals, providing the opportunity for flexible responses to changing weather and other conditions. If the dominant food system is disrupted, access to food produced within the region will be of even greater importance.

Resource: "Glynwood's Guide to Serving Local Food on Your Menu"  
<http://www.glynwood.org/resource/GuideLocalMenu.pdf>



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