



## Support Your Community -- Buy Local (Part II in a Buy Local Series)

*Choosing to buy local helps the environment, your local community, and your local economy.*

### Why Shop Local?

#### The Environment

- Buying local means less packaging, less transportation, and a smaller carbon footprint.
- Local stores help to sustain vibrant, compact, walkable town centers, which, in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

#### The Community

- Supporting locally owned businesses helps maintain a community's diversity and distinctive flavor.
- Locally owned businesses contribute more towards local causes. A **study of charitable giving by businesses in Oregon** conducted by the Federation of Independent Business showed that when in-kind contributions were included, small firms gave an average of \$789 per employee, medium-sized firms \$172, and large firms \$334.
- Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of those decisions.

#### The Economy

- Buying local means more money stays within the local community. According to a **study** conducted by the **Institute for Local Self-Reliance**, dollars spent in locally-owned businesses generate three times the local spending as dollars spent at national chains.
- A marketplace of tens of thousands of small businesses is the best way to ensure access to a broader range of product choices.

### Community Resources

**ReDirect Guide:** A guide to sustainable, local businesses in the Greater Portland area.

**Sustainable Business Network Marketplace:** Online database of independent, locally owned businesses in the Portland metropolitan area.

**Chinook Book:** A coupon book and directory for sustainable, local businesses in the Portland metro region.

**Choose Local:** Cardholders receive reduced prices and benefits at local Portland businesses.



#### Dig Deeper

- **TIME article - Buying Local: How It Boosts the Economy**
- **Buying Local vs. Chain Stores: Studies on the Effects of Local Purchasing**
- **Business Alliance for Local Living Economies (BALLE)**
- **Sustainable Business Network of Portland**