



Frequently Asked Questions about Local First Campaigns

- **Shouldn't people just purchase the lowest priced goods and services from any source?** The main purpose of the Local First campaign is to educate consumers that when they purchase goods or services from local businesses, more of their dollars re-circulate in the local economy. This supports home-grown jobs, non-profits and vital municipal services.
- **Aren't local goods and services more expensive?** No, especially when transportation costs are factored. Consumers need to understand that local businesses provide great, personal service in tune with small town friendliness. That is priceless.
- **Don't Local First campaigns subsidize inefficient local businesses?** No. Governments sometimes impose costly requirements on those who seek to create small businesses. National companies are better able to absorb these costs and often conduct costly, multi-state marketing programs. Local First campaigns help level the competitive playing field when small, local businesses work together to market the economic and environmental advantages of thinking local first.
- **Are Local First campaigns good for the environment?** Absolutely. For instance, much less fuel is burned and pollutants produced when we purchase from a local farmer rather than buying produce shipped from thousands of miles away.
- **Is this just about shopping?** No. Creating vibrant and sustainable communities through Local First focuses not just on retail, but on supporting local arts & culture, agriculture, community banking, investment and philanthropy.