



# Buy Local, Buy Greene

## 10 Interesting Facts about the Impact of Shopping Locally

*Information provided by Waynesburg Prosperous & Beautiful*

Visit [www.waynesburgpa.org](http://www.waynesburgpa.org) for more information

- 1) \$100 spent at a local business = \$68 in revenue for the local community, chain stores only produce \$43 for the local economy<sup>1</sup>
- 2) Non profits receive on average 350% more support from local businesses then non-locally owned businesses<sup>2</sup>
- 3) The average food travels 1,300 miles from farm to table and can spent seven to fourteen days in transit before arriving at a supermarket, by supporting local farmers you are guaranteeing yourself fresh food while positively impacting your community<sup>3</sup>
- 4) A 10% shift in market share from chains to locals could result in: Nearly \$140 million in new economic activity, over 1600 new jobs, and providing over \$50 million in new wages<sup>4</sup>
- 5) Local merchants spend a much larger portion of total revenue on local labor to run the enterprise and sell the merchandise.<sup>5</sup>
- 6) Shopping locally helps to maintain downtowns character and create a vibrant community
- 7) Contrary to popular belief many small retailers are actually LOWER priced than their big box competitors
- 8) North Carolina had launched a 10% campaign where residents and businesses pledged to spend 10% of their weekly food budget at local sources, the results an impact of nearly \$14 million dollars reported.<sup>6</sup>
- 9) Small Businesses Provide Nearly 70% of all net new jobs in the country<sup>7</sup>
- 10) Just by pledging to spend a small portion of money (even \$5 or \$10) at a local small business you can have a huge impact in your community

**BUY LOCAL, BUY GREENE: Unleashing the Power of the Consumer Dollar in Greene County** Is a joint initiative of the Greene County Conservation District, Greene County Tourism, University of Pittsburgh Small Business Development Center, Waynesburg Area Chamber of Commerce and Waynesburg Prosperous & Beautiful. To join the effort, contact Lindsey Biddle at 724-627-9054.

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<sup>1</sup> Civic Economics. The Andersonville study of retail economics (Oct. 2004)

<sup>2</sup> Pennsylvania Downtown Center [www.padowntown.org](http://www.padowntown.org)

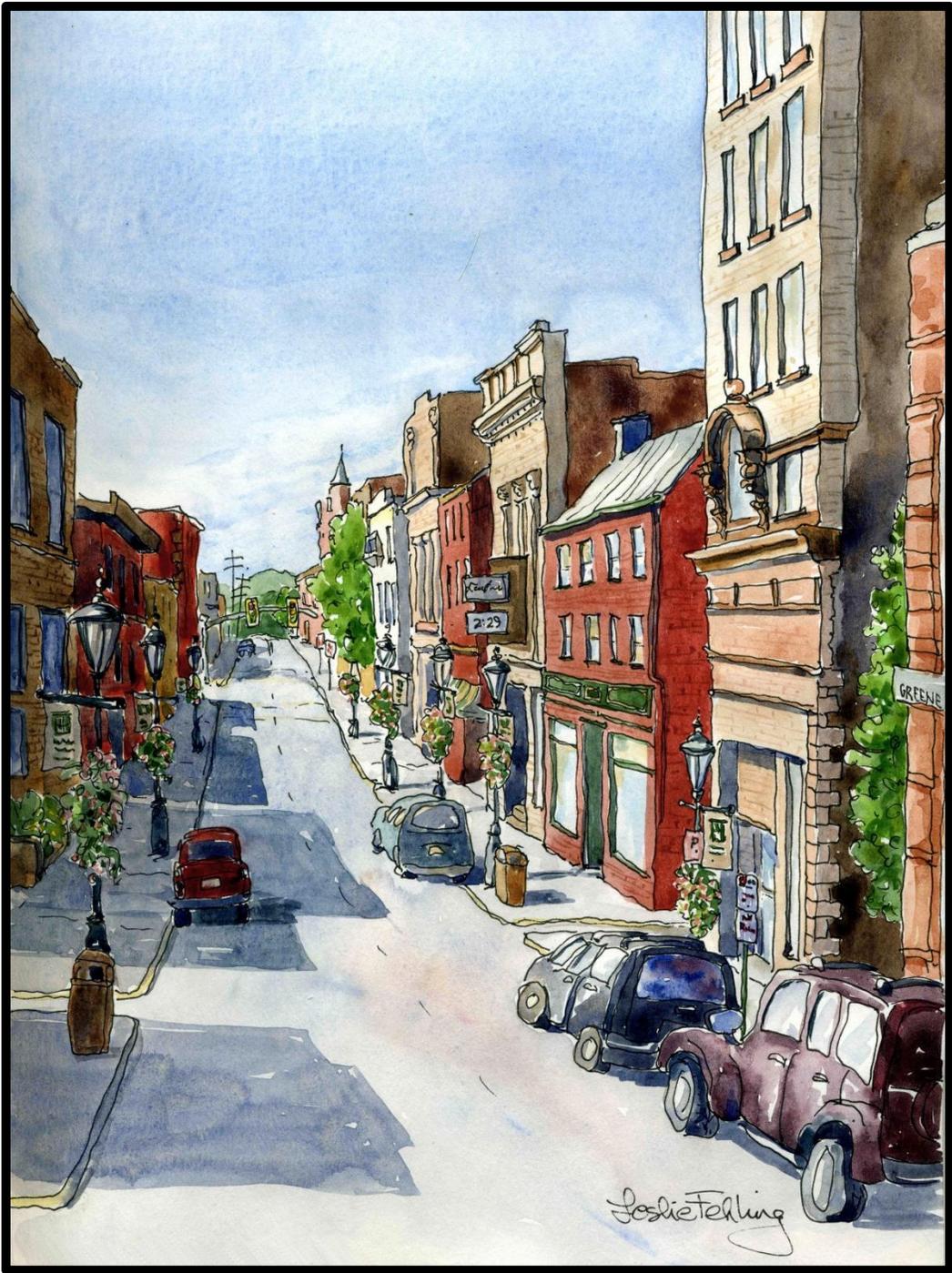
<sup>3</sup> Buy Fresh Buy Local, Food Routes, [www.foodroutes.org](http://www.foodroutes.org)

<sup>4</sup> Civic Economics study on Grand Rapids, Michigan (Sept. 2008)

<sup>5</sup> AIBA Economic Impact case study (Dec. 2002)

<sup>6</sup> <http://www.ncsu.edu/project/nc10percent/index.php>

<sup>7</sup> [www.sba.gov](http://www.sba.gov)



*Our Town*

*Courtesy of Leslie Fehling*