

# Buying local means caring for others, too

We support shopping locally. Sustainable Connections started a campaign more than a year ago called "Buy Local." It is simple. It is catchy. It is easy to do.

An example: You are hungry. You buy food at a local grocer. In turn, the local grocer buys eggs from a local farm. The local farmer spends his money at Cenex or another supplier. Cenex sends financial support to another farmer. It is a trickle-down economy demonstrated right here at home.

Significantly more money recirculates around Whatcom County when purchases are made at locally owned and operated businesses than at nationally owned shops.

For those Christmas shoppers, many local shops tend to offer customer service niceties, such as free gift wrapping or knowing your name. It is rather a nice feeling that is becoming less common and needs to be encouraged and sustained -- financially.

Locally, you can buy T-shirts, sweaters, tires, food, hardware, hand cream, coffee, tea, cars, books, lumber, videos, paintings and haircuts.

The more of each of these you buy from locally owned shops and firms, the more jobs eventually will be created for more local people.

From another perspective: Non-profits receive greater support. According to Sustainable Connections, non-profit organizations receive an average of 250 percent greater support from local business owners than they do from those based out of the area.

Buying local means we care -- for more than ourselves. We care for others in the community as well.