

We try to sell local products whenever we can for ecological, economic and community reasons. This report will help you see some of the justifications for buying local. We've estimated how much gas was burnt to transport your actual purchases to you. We've then compared that to how much gas would have been burnt if you hadn't bought local. The difference is **the gift you have already given the environment by buying local**. Similarly, we've calculated how much money from your actual purchases went into your local economy and calculated how much less would have gone in if you had not bought local. The difference is **the contribution that you have already made to the local economy by buying local**. Keep up the good work! (Visit our website to learn about our calculations, www.hawthornevalleyfarm.org/fep/fep.htm.)

Finding local or even regional organic produce can be difficult, especially during the winter months. *Watch your buying radius on the map below - it will probably expand and contract with the seasons!* As a store, it is our goal to enable you to reduce your buying radius; this is not easy. We ask you to work with us by letting us know of any local or regional organic products that are available but not sold in our store. Due to details of marketing, we cannot always buy the items that you find; however, we'll certainly look into them. Please take the time to look over your report and watch how it changes with time. Then help us work together to emphasize the local and the organic.

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Gallons of gasoline burnt to transport your purchases: 5.096 gallons

YOUR GIFT TO THE ENVIRONMENT:

How much gas was saved because you bought local: **3.071 gallons saved**

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Pounds of Carbon Dioxide generated by the transport of your purchases: 114.039 pounds

How much less Carbon Dioxide was released because you bought local: **68.725 pounds not in the air**

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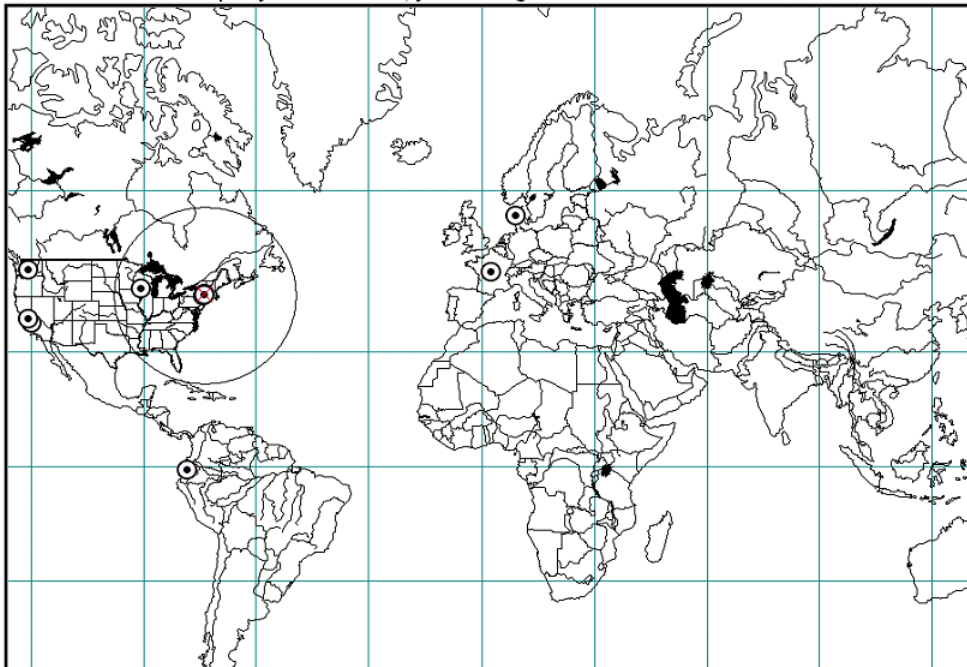
Cents on your dollar that stayed local with your purchases: 61¢ / \$1.00

YOUR ADDED CONTRIBUTION TO THE LOCAL ECONOMY:

How much of your money stayed local because you bought local products: **28¢ / \$1.00 to the local economy**

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A Map of your Purchases; your Average Food Miles = 1698 miles



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MAP INFO: The dot-in-circle symbol shows the approximate source(s) of items that you purchased; one symbol may represent several different items. The larger circle, whose circumference may be only partially visible, outlines your average buying radius as a circle with radius equal to your average transport distance. This radius is illustrated as a straight-line distance, although your transport average is often a road distance.

Understanding your GREEN BUYING REPORT

The green buying report is a tool designed to help you understand the environmental and economic effects of your buying patterns. Here are its components (#'s refer to labeled portions of report on back):

- 1 Date** – Each report shows the date it was printed. By keeping your buying reports and following them over the year, you can see how your buying evolves seasonally and can work on bettering your record.
- 2 Gallons of Gas Burned** – We calculated how far each of your items traveled, then based on how it was transported and how much it weighed, estimated the equivalents of gas used in its transport.
- 3 Pounds of Carbon Dioxide Produced** – Based upon weight, distance and shipping method, we estimated how much CO₂ was produced by the transport of your food items.
- 4 Cents on your Dollar that Stay Local** – All your purchase dollar stays local when the producer, distributor, and vendor are local. We looked at who grew, distributed, and sold your food, and then estimated what portion of your food dollar stayed in Columbia County or a neighboring county.
- 5 How much Gas was Saved by Buying Local** – We looked at each of your products and estimated how much gas would be used to transport it from the most gas-expensive sources regularly found in our Store. We then compared all your purchases to their respective “worst-cases” and calculated your savings.
- 6 How much Less Carbon Dioxide was Released by Buying Local** – We followed the same logic as above, but this time we calculated how much less CO₂ was released by your having bought locally.
- 7 How much Money you Contributed to the Local Economy by Buying Local** – A certain portion of your grocery dollar always stays local when you buy from us, because we’re a local store. However, producer and distributor might not always be local. We calculated “worst-case” scenarios for each product by assuming neither producer nor distributor were local. We then compared the local money contributed by these worst-cases to that contributed by your actual purchases.
- 8 The Map** – Each dot-within-a-circle shows roughly where one or more of your items was purchased. The larger circle centered on Harlemville has a radius of about the average distance (weighted for amount purchased) that your food traveled to reach you. The smaller that circle, the better you’re doing. Your average distance is also shown numerically atop the map.