

# There's no place LIKE HOME for the holidays

This season,  
there's no reason  
to shop  
anywhere else

## THREE REASONS to buy local for the holidays

You've finally finished drawing up your Christmas gift list and you're sure it's going to make all your loved ones happy. You also have to keep working on that endless shopping list for the various holiday gatherings you have to prepare for. But wait; don't jump into your car just yet. Have you thought about shopping locally? It's a surefire way to make even more people happy. Not convinced? Here are three good reasons to buy local.

### 1. PAMPER YOUR TASTE BUDS

Nothing beats buying locally if you want to serve your guests the ultimate in delicious food. Locally-sourced food products are fresher, more nutritious and tastier. And they aren't as likely to be treated with preservatives to make them last longer or stay fresher looking. Vegetables, cheeses, meats, beers and wines are just a few examples of things you can buy locally during the holiday season. They'll help you make your holiday meals even more delicious than usual.

And how about buying local foods as gifts for your favourite foodies? It's a great idea that will give you

the opportunity to make some beautiful and delicious discoveries.

### 2. SUPPORT THE LOCAL ECONOMY

Are you fond of your area? When you buy local it helps your community become more dynamic. That's because when you spend your money close to home, you're helping the local economy grow and open up more jobs for the people you know. Promoting economic activity in your region also helps improve the quality of life for workers.

You're encouraging local producers, entrepreneurs and merchants when you do your holiday shopping at the neighbourhood clothing store or at the artisanal butcher shop. You're strengthening the trust between producers and consumers and bolstering your sense of belonging to your community. What more could you ask for at holiday time, which is an occasion for sharing and love?

### 3. GIVE MORE ECO-FRIENDLY GIFTS

Choosing local products also means

reducing the distance between the producer (or the merchant) and the consumer. This, in turn, helps reduce greenhouse gas emissions and pollution related to the transportation of goods. And that's beside the fact that transporting

products across thousands of kilometres generally requires more packaging. In short, buying local is an environmentally-friendly gesture.

Shopping locally is also more convenient. Why go to the big shopping centre located outside of town when your own neighbourhood is full of all kinds of stores and businesses? You're more likely to find unique gifts, and you won't have to go as far if you need to exchange them later on. On top of all that, you'll save on gas and produce less pollution. The only person who could do it any better is Santa Claus.

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stores

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