

BUY WITH PRIDE

HOW A DOLLAR SPENT WITH A LOCAL FARM GOES FARTHER

Animal Welfare

Demand for humanely raised meat is crucial to improving animal welfare standards, meaning the best way to help is to buy from ethical farms. Your support sustains the farm and its ability to maintain high animal welfare. It also incentivizes other food companies to improve their own animal welfare standards to win back your dollars.



Local Economy

According to the Local Multiplier Effect, every dollar you spend with an independent business is then spent several times in your area, bolstering your local economy. In the case of a small farm, spending locally also makes your community less dependent on foreign agricultural products.

The Environment

Farms that raise animals on well-managed pasture improve soil health, build topsoil, and sequester carbon. They can also make use of steeper land that is unusable for crops. Buying directly from the farm also means your food has only traveled a few hours at most, instead of from anywhere in the US or even the world.



TRANSPARENCY

When you are in direct contact with the person who produced your food, you can find out how the animals are raised and what they are fed. The farm may have a website, newsletter, or social media page, where you can stay up to date. The farmer may even invite you to the farm.

DIRECT RELATIONSHIP

While supermarkets may sell humanely raised animal products, such as grass-fed meats and pastured eggs, you can save money by instead purchasing directly from the farm, eliminating the retail price markup. The farmer also benefits from this direct sale by not having to share the profit with the store or having to negotiate price with a retailer.

