

Buying Local: A Guide for Consumers

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Why buy local?

Buying locally offers the following advantages:

- Money re-circulates in Buffalo
- Non profits receive support from businesses that are based in Buffalo
- Local businesses have character
- Less shipping is required, creating a smaller carbon footprint
- More jobs are provided
- Higher quality customer service
- Encourages investment in Buffalo¹
- For a fuller explanation, please see “Localization,” by Kathleen Moriarty, at <http://develop.wikispaces.com/Localization>.

Which local organizations encourage localization?

Buffalo First is the primary supporter of the “buy local” campaign in Buffalo. They can be found at <http://buffalofirst.org> and have the slogan “Think Local, Buy Local, Be Local.”² Buffalo First organizes events such as

- the Eat Local event where local businesses that are members of Buffalo First set up tables for attendees to sample their food or other products.³
- Buy Buffalo Week, which encourages Buffalo residents to do their holiday shopping locally by offering discounts at all member businesses in the same week.

Buffalo Research is an umbrella site that has information on many subjects in addition to local businesses, such as buildings, genealogy, local history, snow, and public records. It can be accessed at

<http://www.buffaloresearch.com/>.⁴ Most of their interest in local business is historical. Classic Buffalo also lists many Buffalo businesses at <http://www.classicbuffalo.com/Business.htm>

What is considered a local business?

There is no universal definition of local, but Buffalo First defines a “local” business as a privately owned business that is not traded on the



stock market, with 50% of ownership in the Buffalo area, registered as a business in the state of New York, able to make its own decisions, and paying all of its own expenses.⁵

Examples of Local Businesses:

- Books
 - Rust Belt Books
202 Allen St.
<http://www.rustbeltbooks.com/>
 - Talking Leaves Books
3158 Main St
951 Elmwood Ave.
<http://www.tleavesbooks.com/>
- Food
 - Lexington Coop
807 Elmwood Ave.
<http://lexington.coop>
 - Globe Market
762 Elmwood Ave.
298 Main St.
<http://www.theglobemarket.com/>
- Electronics
 - Stereo Advantage
5195 Main St. Williamsville
<http://www.stereoadvantage.com>
- Banks
 - Buffalo Cooperative Federal Credit Union
816 Elmwood Ave. Rear
www.coopcreditunion.com
 - Buffalo Metro Federal Credit Union
62 Elmwood Ave.
www.bflometrocu.org
- Plants
 - Urban Roots Community Garden Center
428 Rhode Island St.
www.urbanroots.org
- Chocolate
 - Fowlers
7 locations through WNY
<http://www.fowlerschocolate.com/>
 - ChocoLogo
141 Broadway Ave.
<http://www.chocologo.com>
- Coffee
 - Spot
227 Delaware @ Chippewa
765 Elmwood @ Cleveland

- (and other locations)
 - <http://www.spotcoffee.com/>
 - Buffalo Coffee Roastery
350 Main St.
- Transportation
 - Buffalo Biodiesel
Recycles local fast food oil waste and creates biodiesel from it
225 Sawyer Ave.
www.buffalobiodiesel.com
 - Buffalo 66
Bicycle and scooter sales
10 E Oakwood Place
www.buffalo66.net
 - Buffalo Blue Bicycle
Bicycle lending and sharing
65 Niagara Square room 607
<http://buffalobluebicycle.org>
 - Rick Cycle Shop
Selling and repairing bicycles and scooters in Buffalo for over 100 years!
55 Allen St. (new location)
www.rickscycleshop.com
- Meats
 - Spar's European Sausage and Meats
405 Amherst St.
<http://sparseuropeansausage.com/>
- Soda
 - The Johnnie Ryan Company
3084 Niagara St.
www.johnnieryan.com

For more local businesses, check out: <http://buffalofirst.org/marketplace>

What publications specialize in buying local?

Keeping up to date with local media sources is a great way to keep on top of what local businesses are doing in the area and how they are helping the WNY region. The following publications are particularly helpful:

- Business First
<http://www.bizjournals.com/buffalo>
- Buffalo Spree
<http://www.buffalospree.com>
- Artvoice
<http://artvoice.com>
- Buffalo Rising
<http://buffalorising.com>

Other ways to find local businesses

Buffalo First has supplied a search engine on their site, but it lists only Buffalo First affiliates.⁶ Buffalo Research also has a small list of local businesses, which covers historic local businesses in Buffalo as well.⁷

The Classic Buffalo site also has lists of local businesses. This site is a useful addition to Buffalo First because it lists manufacturing and other companies that are local, but larger.⁸ They have a surprisingly large list of Buffalo companies available, some of which may not be of interest to individual consumers but would benefit local businesses that want to obtain services and products from our area.⁹

What is the easiest way to start buying local?

Local produce in season is one of the easiest and cheapest ways to start if you want to buy local. Farmers markets are accessible to most residents and are most common during the summer and fall in Buffalo because of our short growing season. The national Food Routes site, which encourages buying food locally, has posted a guide at

<http://www.foodroutes.org/howtobuylocal.jsp>.

Americans spend on average 14% of their household budget on food; if Buffalo consumers shifted even a quarter of that budget to local food, it could make a large impact on the local economy and on Buffalo's carbon footprint.¹⁰ For example, West Seneca is home to Mayer Brothers, which has been producing items such as juice, cider, and tea since 1852.¹¹ WNY is a huge apple producer, and yet most apple juice is still imported from China or Africa in concentrate and reconstituted in the U.S. by major apple juice brands.¹² When consumers purchase Chinese apple juice they are paying for the cost and carbon footprint of shipping the apple concentrate to the U.S. from China.¹³ If the juice is cheaper, that is only because the Chinese workers are paid so little.

In general, it is easier to buy local than most people think. Many local products are starting to be carried by large grocery stores, as witnessed by Johnnie Ryan Soda's recent contract with Wegmans to sell their sodas (the company has been producing soda in Western New York since 1942).¹⁴ Wegmans also carries Super Duper Salsa and Amazing Chili Starter, made and marketed by the youth of Buffalo's own Massachusetts Avenue Project.



Local Farmers Markets:

- Buffalo
 - Broadway Market
999 Broadway Ave.
Saturday 8am-3pm
July-October
 - Downtown

Main St between Court and Church Streets
Tuesday and Thursday 8am-2:30pm
Late May-November 1
www.buffaloplace.com

- Elmwood
Elmwood and Bidwell
Saturday 8am-1pm
July-Mid November
- Niagara Frontier Growers' Coop
1443-1517 Clinton and Bailey
May-October
Sunday-Friday 7am-6pm Saturday 6am-6pm
November-April
daily 7am-1pm
- Alden
13119 Broadway Ave.
Saturday 8:30am- 1pm
May-October
- Clarence
10717 Main St.
Saturday 8am-1pm
June-October
www.clarencehollow.org
- Hamburg
Village Parking lot at Main and Buffalo Streets
Saturday 8am-1pm
May-early November
www.hamburg-chamber.org
- Kenmore
2919 Delaware Ave.
Saturday 8am-12
July-October
- Williamsville
56 E Spring St.
Saturday 8am-1pm
May-October¹⁵
- If you want a table of harvest timelines for New York, visit www.prideofny.com/harvest.html to ensure that you are getting the freshest produce.
- The Edible Buffalo magazine about local foods in WNY is a great resource for eating locally www.ediblebuffalo.com
- Why not grow some of your own vegetables in a container garden (yes, even city folk can have tomatoes off the vine!) Urban Roots can get you started at 428 Rhode Island St.
- Consider community supported agriculture, which is essentially buying a share of the bounty at a local farm. The organically grown food is then delivered to a specified drop-off point each week.

- Native Offerings Farm – 8501 Maples Road. Little Valley, NY 14755. (716) 257-3006.
- Porter Farms -5020 Edgerton Road. Elba, NY 14058 (585)757-6823

How does buying locally affect someone's carbon footprint?

The “buy local” and Green movements are hugely correlated because the less distance a product has to travel, the less carbon is released from the vehicles shipping it. The following are a few tips on integrating environmentalism and localism:

- Try to buy food that was grown on a near-by farm. This creates jobs for our rural neighbors and ensures that your food is fresher and more nutritious.
- Buffalo has several types of consignment shops where used items can be purchased to reduce waste and be environmentally conscious
 - Rumpelstiltskin's consignment shop for kids at 565 Elmwood Ave
 - Peddlers clothing consignment shop at 5943 Main St. Williamsville
 - Buffalo Re-Use at 298 Northhampton St. (716) 882-2800.
www.buffaloreuse.org is a great place to buy used and almost new salvaged housing construction supplies such as doors, shelving, windows, sinks, cupboards, etc. Purchasing items at Buffalo Re-Use lowers your cost as well as funding the deconstruction and re-use of abandoned houses in Buffalo.
 - The Materials Exchange Program – Facilitates exchange of unwanted or unusable products destined for a landfill. They have already saved 79 tons of materials from reaching landfills. (800) 836-1154.
www.recycle.net/matex
 - Antique Architectural Circus; 885 Niagara St. Buffalo, NY (716)885-5555
 - Gothic City Collector's Cove; 1940 Niagara St. Buffalo, NY (716)874-4479
 - Horsefeathers Architectural; 346 Connecticut St. Buffalo, NY (716)882-1581
 - Kelly Schultz Antiques and Oriental Rugs; 11145 Main St. Buffalo, NY (800)759-2260

¹ <http://buffalofirst.org/localfirst/whylocal>

² <http://buffalofirst.org>

³ <http://buffalofirst.org>

⁴ <http://www.buffaloresearch.com/>

⁵ <http://buffalofirst.org> (follow “local first” hyperlink; then follow “What is a local business?”)

⁶ <http://buffalofirst.org> (follow “marketplace” hyperlink; then follow “search for businesses”)

⁷ <http://www.buffaloresearch.com/businesslinks.html>

⁸ <http://www.classicbuffalo.com/Business.htm>

⁹ <http://www.classicbuffalo.com/Business.htm> (follow “companies” hyperlink).

¹⁰ <http://ezinearticles.com/?What-Household-Budget-Percentage-Breakdown-Is-Typical?&id=184959>

¹¹ <http://www.mayerbros.com>

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<http://www.fas.usda.gov/http/horticulture/Apple%20Juice/Apple%20Juice%20Feature%20May%202005.pdf>

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¹³ http://www.usapple.org/consumers/juice_safety.cfm

¹⁴ <http://www.johnnieryan.com/timeline.htm>

¹⁵ <http://www.nyfarmersmarket.com/regionwesterie.htm>

Partnership for the Public Good
237 Main St., Suite 1200, Buffalo NY 14203
www.ppgbuffalo.org
