

# #GOLOCAL

## REASONS TO GO LOCAL:

MOST OF THE MONEY SPENT AT BIG BRAND LOCATIONS WILL END UP IN **THE POCKETS OF DISTANT EXECUTIVES** - AND **NOT** CIRCULATE IN YOUR LOCAL ECONOMY

BIG BRANDS HAVE **ONLY JUST** DECIDED TO INCREASE THEIR PURCHASES OF FAIR TRADE COFFEE

SOME BIG BRANDS HAVE **FINALLY** LAUNCHED A RECYCLING PILOT PROGRAM, COFFEE SHOPS AROUND THE WORLD HAVE ALREADY HAD RECYCLING AND COMPOSTING SYSTEMS IN PLACE FOR YEARS

MOST BIG BRANDS USE **NON-ORGANIC MILK** FROM **FACTORY FARMS**

BIG BRANDS ARE NEGOTIATING **"FREE TRADE"** IN **SECRET**

