

Fairfield First!

Think Local, Buy Local, Invest Local & Give Local

Eat locally.

The average bite of food in the United States travels 1,500 miles from farm to plate. Be a locavore so you can cut your "food miles" to save energy, eat seasonally, and support local farmers. **Buy Fresh: Buy Local.**

Buy locally.

Shop at locally owned businesses.

Become financially independent.

Start your own business. Attend the **Boot Camp for Entrepreneurs** on January 31, 2008 or the **Idea Bounce** on February 23, 2008.

Bank locally.

Stashing your cash in a **locally owned bank** is one more great way to keep money circulating in your local economy and to support your local businesses and community endeavors.

Invest locally.

Locally owned businesses in Fairfield are the most prosperous and stable. Investing some of your portfolio into local business or **Silicorn Valley Investors Fund** can yield high returns and give you the satisfaction of watching these business grow.

Source locally.

Your business, too, can get in on the act. What does your business buy that you could be sourcing from other independent, locally owned businesses in Fairfield?

Give back locally.

Your philanthropy can support one of the 150 non-profits or 14 foundations in Fairfield. Support for the **Fairfield Entrepreneurial Development Trust** and **Fairfield Cultural Trust** will create huge endowments and huge benefits to entrepreneurs, artists and arts organizations.

Save Energy.

Conserve. Plan for a transition to renewable energy. Go to www.nenewFairfield.com

Share Your Assets.

Participate in **Fairfield's Local Economy Summit** on Saturday, January 25, 2008 at Fairfield Public Library and the **Iowa First! Conference** in Fairfield on April 4-6, 2008.

Volunteer.

There are plenty of great opportunities for your to contribute your time. Check in with the **Fairfield Volunteer Center**, headquartered at the Fairfield Public Library.

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Use Your Imagination.

We've given you ten good ideas. We challenge you to come up with at least one more.

LOCAVORE - the 2007 Word of the Year for the Oxford American Dictionary.



"Sustainable businesses replace national and internationally produced items with products created locally and regionally, take responsibility for the effects they have on the natural world, create objects of long-term utility whose ultimate use or disposition will not be harmful to future generations, and engage in business practices that are human, worthy, dignified and intrinsically satisfying."

– Paul Hawken
Natural Capitalism

FAIRFIELD FIRST! refers to a commitment to the community. Rather than simply promoting "buying local," the campaign suggests our larger role as stewards. By thinking local first, we can make choices that have dramatic impact on our community, our economy, and our environment. While it will rarely be possible to buy everything we need or use from local independent businesses, we are advocating for people to first think local in order to maximize the impact of daily actions and purchasing decisions.

Compared to national competitors, local independent businesses return more money to the local economy and give an average of two to three times greater support to non-profit organizations. They are better positioned to respond to the special needs of the community and more invested in its future.

Local, independently owned businesses are the backbone of an economy, the lifeblood of a community. By increasing the number of independent, local-to-local economic transactions, we can:

- Support local entrepreneurs
- Sustain family farms and ranches
- Create local jobs that stay in our community
- Have greater control over environmental impacts
- Increase sales and tax receipts to finance schools, hospitals, police, arts, transportation, and open spaces

Fairfield First!

- Maintain a unique sense of place, directly contributing to what will keep our home place alive and special in the long-run
- Maximize the economic multiplier (that means every expenditure of a dollar generates more than a dollar's worth of activity and cascades into a larger number of transactions that enrich the community). Choosing local over non-local has 2-3 times more financial impact in our community, promotes more reinvestment locally, creates quality jobs, and encourages more donations to local charities and causes.

FAIRFIELD FIRST! encourages the community to be supportive of local, independently owned businesses. This will help enhance the livability of the community, the stability and diversity of the local economy, and support the retention and expansion of independent, locally owned businesses through increasing awareness about the personal, community, and economic benefits of choosing local first.

Align with these organizations and projects:

1st Fridays Art Walk
Art on Barns of Jefferson County
Big Green Summer
City of Fairfield
Fairfield Buy Fresh: Buy Local
Fairfield Convention and Visitors Bureau
Fairfield Entrepreneurs Association
Pathfinders Resource and Conservation District
Renew Fairfield
Sustainable Living Coalition

For More Information: 641.919.2163 • Burt@FairfieldIowa.biz

Coming soon: www.FairfieldFirst.biz