



Buying Local in Nova Scotia



Consumer Protection Nova Scotia [Follow](#)

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We've all heard the phrase "think globally, act locally." The idea originally began as a grassroots movement and has taken on global significance as society examines climate change and environmental health.

Promoting healthy and sustainable communities begins at home. The products we buy, how we dispose of waste, and what we contribute to natural systems all have an impact on inclusive economic growth and the well-being of the people around us. As we contribute to positive growth in our community, we promote sustainable practices that support the health of the global community as well.

The Advantages of Buying Local

At a very basic level, becoming a green consumer contributes to the community by creating jobs, supporting local food producers, increasing the nutritional value of our food, and strengthening local economies and business networks. It also narrows the intention-action gap; researchers found that when pro-environmental behaviours are social norms within a community, many people adopt environmentally-friendly habits.

An article published by the Harvard Business Review reported that our greenhouse gas footprint is impacted by which products we choose and if we use and dispose of them in a sustainable manner. One strategy that addresses this issue is transforming traditional linear economies (products are made, used and disposed) into circular economies; in these systems, communities design out waste, keep products in use, and give back to natural systems.

When applied to real-life systems, such as food production and consumption, a circular economy might look something like this:

Design out waste: buying local supports farmers, reduces packaging needs, and shortens the distance that food travels on trucks to reach markets or grocery stores.

Keep products in use: surplus food is redistributed to tackle food insecurity, food scraps are deposited into compost bins, and compost is used as a natural fertilizer.

Give back to natural systems: stores market food that is locally produced, buying local reduces the need for preservatives, and the community supports food producers who follow sustainable practices.

Many of these practices are already taking place in Nova Scotia and the province is exploring new ways to promote healthy communities that are sustainable and support environmental issues.

Join the Discussion: The Sustainable Prosperity Act Consultation

The Department of Environment, Government of Nova Scotia, launched the Sustainable Prosperity Act Consultation on August 27, 2019. The goal is to develop new legislation that promotes a sustainable and prosperous province; areas of focus include community

nutrition, sustainable development, inclusive economic growth, clean energy, climate change mitigation, and the health of the environment. Nova Scotians are invited to review the proposed areas of focus and submit comments by **September 27, 2019**. The consultation questions and submission details are available [here](#).

Work Taking Place in Nova Scotia

Besides the Sustainable Prosperity Act, there are many initiatives across the province that promote local products, businesses, and green products. Here are just a few to get you started:

- **Select Nova Scotia:** a consumer awareness program that promotes Nova Scotia food products, locally made goods, and locally owned and operated businesses.
- **The Halifax Food Policy Alliance:** works to promote locally produced food and fight food insecurity. Their vision is to build a food system where no one is hungry, everyone has access to nutritious food, and food needs can be sustained by local producers.
- **Farmers' Markets of Nova Scotia:** a non-profit cooperative of farmers' markets that promotes business, local economies, and healthy communities.

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