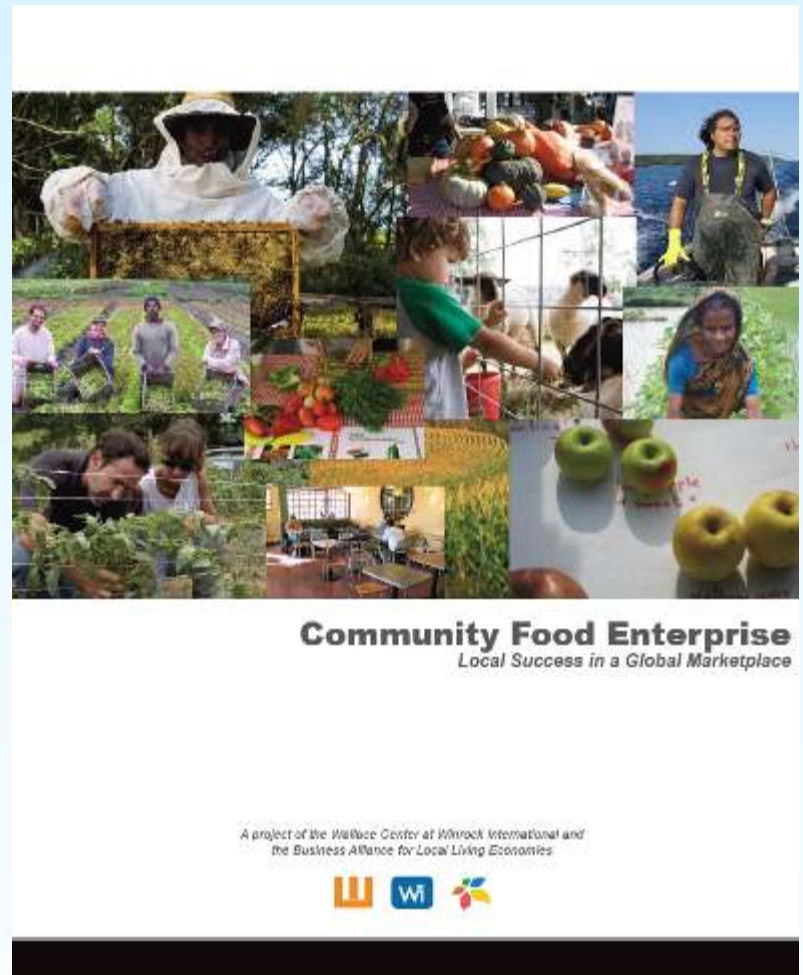


Report Overview

Michael Shuman
BALLE

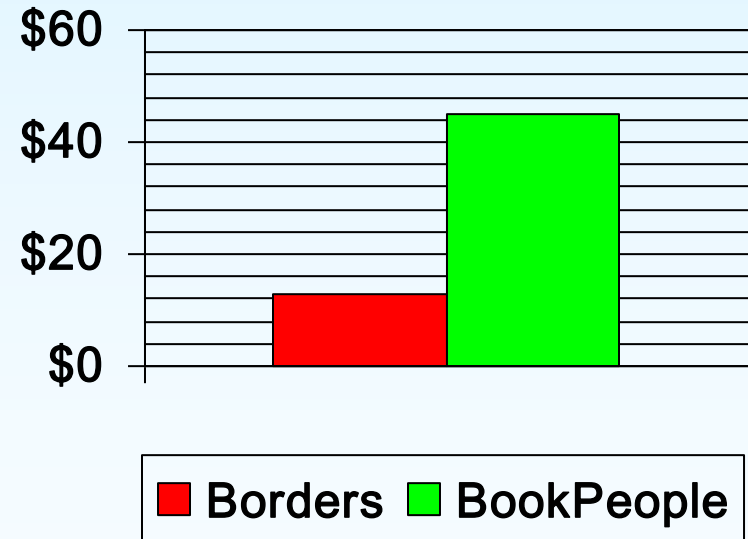
www.small-mart.org
www.livingeconomies.org
shuman@igc.org



Findings

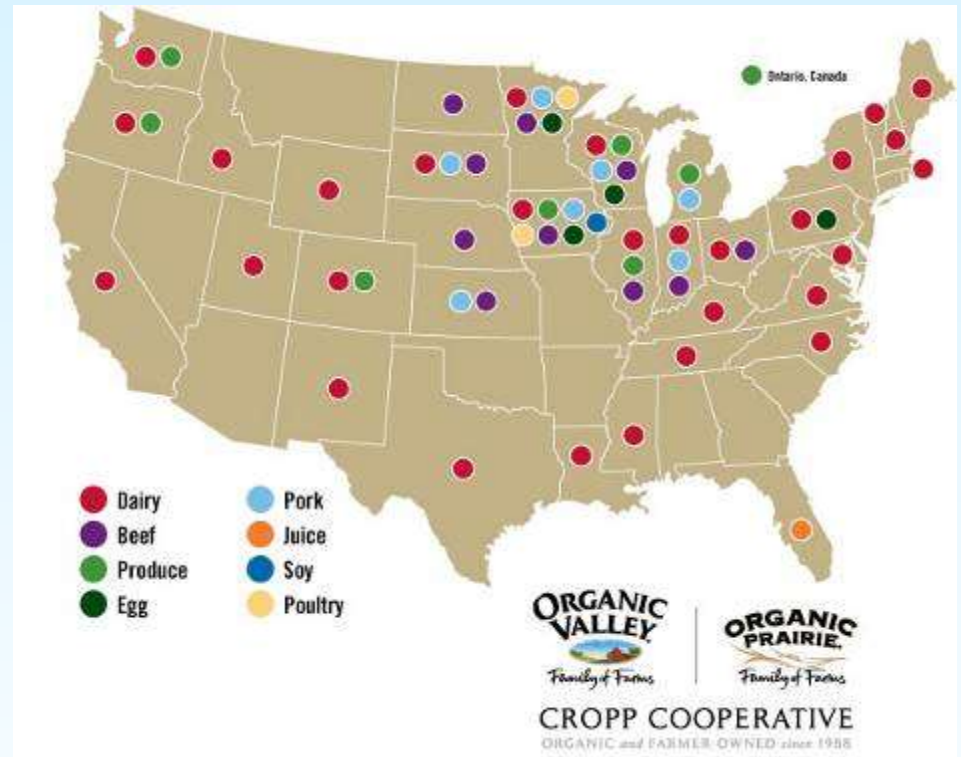
- **Ownership vs. Proximity**
- Local \neq Small
- Locals \uparrow Competitive
- Not Just American
- Economic Dev. Potential

Impact of \$100 Spending (Austin)



Findings

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CARGILLS CEYLON PLC.



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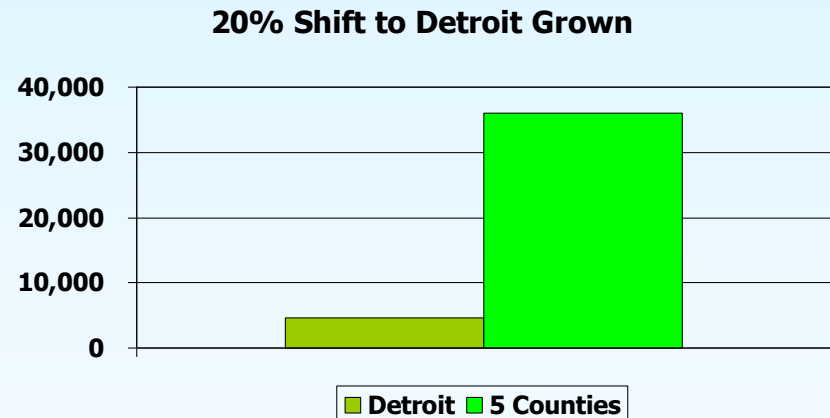
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Potential**



Hardwick, Vermont



Strategies for Competing

- **Quality**
- Aggregation
- Distribution
- Vertical Integration
- Low Income Outreach



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Strategies for Competing

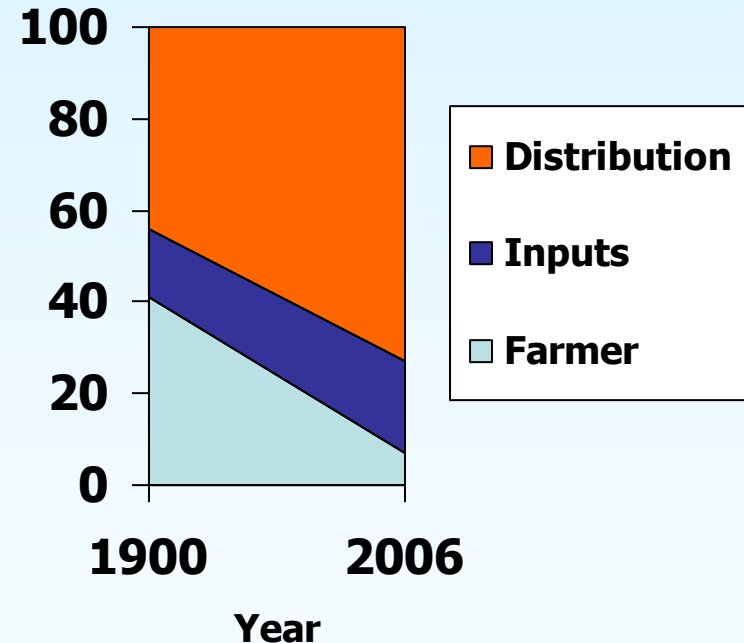
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Strategies for Competing

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Where Food Dollar Goes



Strategies for Competing

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Challenges Become Assets

- **Triple Bottom Line**
- Capitalization
- Public Policies
- Batch Size



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