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HOW PURCHASING OF LOCAL PRODUCE AFFECTS THE ECONOMY

Economic benefits of buying local produce.

Buying local produce keeps money in your community. Purchasing locally builds your local economy instead of handing over the earnings to a corporation in another city, state, or country. Instead of supporting large supermarket chains, you can support individuals in your own community and help them prosper. Also, since the food itself moves through fewer hands, more money which you will spend will end up in the pockets of those growing that food.

Also it creates jobs. By supporting local food producers, you directly contribute to helping your friends, neighbors, and other community members find sustainable employment.

It opens an external market for local produce as the quality of products is rising and our products are becoming more competitive in the global market.

It brings the community together as successful local farmers can supply their produce to other local businesses.

Ukrainian economy today: the main problems.

Specific features of Ukrainian economy include economic instability (caused by the political and social crisis), high inflation, changing foreign economic relations (shift from the CIS countries to the EU), the irregular distribution of foreign investments by regions and industry sector (in combination with reduced total investments in the country), economic crisis.

According to the recent data Ukraine imports a greater value than it exports. There is a glut of foreign products in the market. We support the economy of other countries, whereas local businesses incur losses. The level of unemployment is increasing. Ukrainians immigrate to Western Europe.

Politicians make a lot of wrong decisions, especially when they don't support the national producer. For example, today Malyshev Factory doesn't have any government orders whereas our country is at war. There is corruption among clerks. The government should contribute to the economy.

The strengths and weaknesses of Ukrainian producers.

Thanks to the turn to the EU it is necessary for manufacturers to improve product quality according to European standards and high demands of consumer markets but Ukrainian businesses are not interested in improving the quality of products. The Ukrainian producer also can not develop his company into a successful international company because of the working conditions and the quality of facilities which remain highly inadequate. Buying local helps save the environment. When you consider the carbon footprint of transporting goods long distances to consumers, it makes total sense to buy your products locally. If we are healthy and energetic, we can work a lot, since we are more able-bodied which influences the quality of our work. Everything is interconnected.

Why do people prefer foreign produce to local produce?

People choose foreign products as they are cheaper. They can't afford local produce because old technologies and obsolete equipment used at our factories don't allow our producers to manufacture cheaply.

More and more factories are becoming a resource base for foreign producers. In our situation it is more profitable to sell finished goods to other countries than sell resources to them.

Marketing is a great factor on the market due to low quality of life in Ukraine.

Is purchasing local produce a step to positive developments in Ukraine?

It could make the economy stronger. The level of unemployment would decrease. The external debts could decrease, too. It is a step to break out of the cycle of poverty and deprivation. A great economy is a basis of a highly-developed country.

Our choice and our future

All the problems at the present stage of development of Ukraine can be solved with the active participation of government and enterprise management, as well as their active cooperation.

Ukrainians should choose between buying cheaper products today and be wealthy people in the future. This is our country's fate and our choice should really be to make changes.