

When You Buy Local, You Create Local Jobs



There is an e-mail that's been making the rounds on the Internet since ABC World News' Diane Sawyer began her "Buy American" Campaign in May.

The e-mail's message is simple: "Check the cans."

The author of the e-mail was buying groceries and was surprised to see on the label that the Our Family brand of Mandarin oranges was from China. So, for a few cents more, the writer bought the Liberty Gold and Dole brands since they're from California, said Dave Zweifel, editor emeritus of *The (Madison) Capital Times*.

In his May 18 *Plain Talk* column, Zweifel wrote, "On one of the ABC News segments, Sawyer's crew removed all the items that were not made in America from a middle-class family's home. There wasn't much left in the home. Sawyer estimated that if every American spent just \$64 more each year than he or she normally spends, and purchased goods made in the U.S., it would create 200,000 more jobs.

But the upshot of the e-mail wasn't aimed at restricting imports or suspending trade privileges with countries like China.

"Simply do it yourself, America," the e-mail implored.

"Simply look at the bottom of every product you buy and if it says 'Made in China,' choose another product," the message continued. "The point is, do not wait for the government to act. Just go ahead and assume control on your own."

"Indeed, if Americans did pay better attention to where their hard-earned money is going and the impact spending locally can have on the nation's economy, we might be

able to solve a lot of what's wrong in America today," Zweifel wrote. "Our propensity to buy goods made outside the country by workers making a fraction of what American workers make has actually provided an incentive for American companies to outsource jobs to foreign countries. The excuse? They need to compete by paying lower wages."

"Buying locally, whether it's American vs. foreign or Wisconsin vs. another state, almost always makes good sense," Zweifel wrote in his column.

"Money spent locally stays here and according to economists can turn over as many as six times, benefitting the local economy. Rather than profits going to a far-flung corporate headquarters, doing business with a local merchant keeps those profits here to be spent with other local businesses.

"Sawyer actually had some good news on the 'Buy American' front. Economists have detected a trend among some American companies to move production back to the U.S., finding that while wages are higher here, the increased productivity of American workers helps offset the difference," Zweifel said.

"Yes, do check the can – and other labels as well. Let's bring jobs back to where they belong," Zweifel said.

New iBuyMoCo Businesses

The following Monroe County businesses and organizations have joined the iBuyMoCo Campaign since the Spring 2011 iBuyMoCo Quarterly Newsletter was distributed:

Creative Memories Consultant Jennifer Schwartz, Don's Plumbing, Heating, Electric & Appliance Showroom, Furs-A-Flyin' Pet Grooming, Healthy Kneads Massage Therapy, Main Street Ink & Toner, McClurg-Stroh Enterprises, Tomah Area Farmers Market Association, Tomah Area Historical Society Museum, Turtle Rock Bodywork & Classes and Veterans Assistance Foundation, all of Tomah.

Also, Star Valley Orchards, The Neighborhood Skatepark and Woodland Decks & Gardens, all of Warrens; Esta's Mobile Veterinary Service and Stanley Home Products & Fuller Brush Products Distributor Louise Bucholz, both of Wilton; and Sue'z Quilts of Cashton.

All participants in the iBuyMoCo Campaign are listed at www.ibuymoco.com.