Report Overview

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Findings

- **Ownership vs. Proximity**
- **Local ≠ Small**
- **Locals ↑ Competitive**
- **Not Just American**
- **Economic Dev. Potential**

Impact of $100 Spending (Austin)

- $0
- $20
- $40
- $60

<table>
<thead>
<tr>
<th></th>
<th>Borders</th>
<th>BookPeople</th>
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<tbody>
<tr>
<td>Influence</td>
<td>$0</td>
<td>$40</td>
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20% Shift to Detroit Grown

Detroit 5 Counties
Hardwick, Vermont
Strategies for Competing

• Quality

• Aggregation

• Distribution

• Vertical Integration

• Low Income Outreach
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Where Food Dollar Goes

Year
1900
2006
0
100
20
40
60
80
100

Distribution
Inputs
Farmer
Strategies for Competing

- Quality
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Challenges Become Assets

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