

nutrition

- ↑ min processing
- ↑ humane conditions
- ↑ sustainably harvested
of grown seafood
- ↑ restrictive diet
- ↓ contains additives
- ↓ "transgenics, GMO,
- irradiated, BtG

can't
or ~~part~~
deny

Value

- ↑ market basket
(define)
- ↑ bulk staples
- ↓ waterweight
- ↑ distributor's
specials

Demand

- ↑ not readily available
elsewhere
- ↑ seasonal
- ↓ too little turnover
- ↓ special order alternative

local

- ↑ Seasonal, in season
- ↑ fewer miles travelled
- ↑ local grower/producer/origin
- ↓ unknown place of origin
- ↓ compete w closer alternative
(foreign vs domestic)

Env.

- ↑ $\frac{\text{food value}^{\text{cal}}}{\text{package wt.}}$
- ↑ hi package
- ↑ locally recyclable
- ↑ reusable product or package
- ↑ sustainable production
- ↓ hidden packaging
- ↓ deplete sensitive ecosystems
- ↓ uses toxics in production

Social

- ↓ Product lines owned by multinationals
- ↑ Provide info (transparency) origins, scale
bus. price
- ↑ small, independent businesses
- ↑ fair trade

+ PPP

Phase in w/ more criteria to be met down the road.

Jan