

Instructions: Sort out the essay into the correct order. Write down the numbers 1-4 next to the excerpts.

The first of these is a public service advertising campaign. This would alert people to the many benefits of buying local goods. The campaign could be supported by labelling products as locally made. While this would almost certainly lead to a greater level of awareness of the advantages of buying locally, more could still be done to make local goods more competitive in terms of price.

A second tactic could be to offer subsidies so that goods can be sold more cheaply. There are some drawbacks to this approach, however. Where, for example, is the guarantee that the producers would use this funding appropriately? This issue can be addressed by introducing a system of quality control. The public could thus rest assured that the local products offer good value for money.

In my view, advertising and subsidising local products must go hand in hand. Once awareness has been raised, community spirit might well lead people to choose local products. If, into the bargain, they see that they are superior in terms of quality and price, there will be far less temptation to buy products from abroad.

Promoting locally produced goods

Members of the local business community often complain about the lack of support for locally produced goods. The public's indifference to local products is both the result of a lack of awareness and the huge variety of imported goods available. There is clearly scope for the government to do something about this situation. In this essay I will discuss two possible approaches that could be taken.