For the second project, there are two topics that I am considering that could be approached from different angles. The first topic is “Powell’s City of Books,” which is a large independent bookstore in Portland Oregon that has become one of the city’s main attractions. According to the book store’s website, there are five bookstores that are part of the “Powell’s Books” chain, all of which are in the Portland area. In addition to these stores, Powell’s has an online store that serves customers that live miles away from Portland. With this in mind, I might explore to what extent Powell’s Books can be considered a local business, and if possible, if it still mainly benefits and serves the local people despite its expanded range of consumers.

Another topic that I am considering is the impact of urban agriculture in Los Angeles. Urban agriculture is a relatively new activity/social movement in which city dwellers utilize small plots of unused urban land to grow their own produce. This produce can then either be consumed immediately by the people in the area, who may not have access to healthy foods (especially in poorer communities, which can become “food deserts,” or areas without easy access to stores that sell healthy foods), or sold in local grocery stores as “locally-grown” products. For this topic, I might discuss urban farming as an example of the positive effects of localism, and also see if there are any downfalls/ways that that this activity might be improved to further benefit the residents of Los Angeles. One source that I might use is an article I found that discusses the regulations imposed on urban agriculture in Los Angeles.

In researching this topic, I also found an interesting article about grocery stores in the Los Angeles area that sell “local” produce. This article explores the way that produce are labeled, and what exactly is meant by “local” (This label may be misleading!). I might expand on this article, and use varying definitions of what it means to be “local” (Such as that of David J. Hess) to explore what can truly be considered a local business or industry, and what motivations a businesses might have for stretching the definition of “local”. On this note, it might be interesting to investigate how the term “locally-sourced” can be used as an advertising tool.

sources:

<http://www.powells.com/info/about-us>

<http://cultivatelosangeles.org/2013/07/16/download-entire-report/>

<https://cultivatelosangeles.files.wordpress.com/2013/07/ua-infographic.pdf>

<https://cultivatelosangeles.files.wordpress.com/2013/07/pilot-study.pdf>