

BigMac vs. SmallMac

exploring the benefits of a cheeseburger made from locally sourced ingredients

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Background

Studies suggest Americans eat 150 billion burgers each year.

The energy required to produce these burgers is equivalent to 87 billion gallons of crude oil.

Much of this energy goes to high-intensity farming and fossil-fueled transportation.



The Project

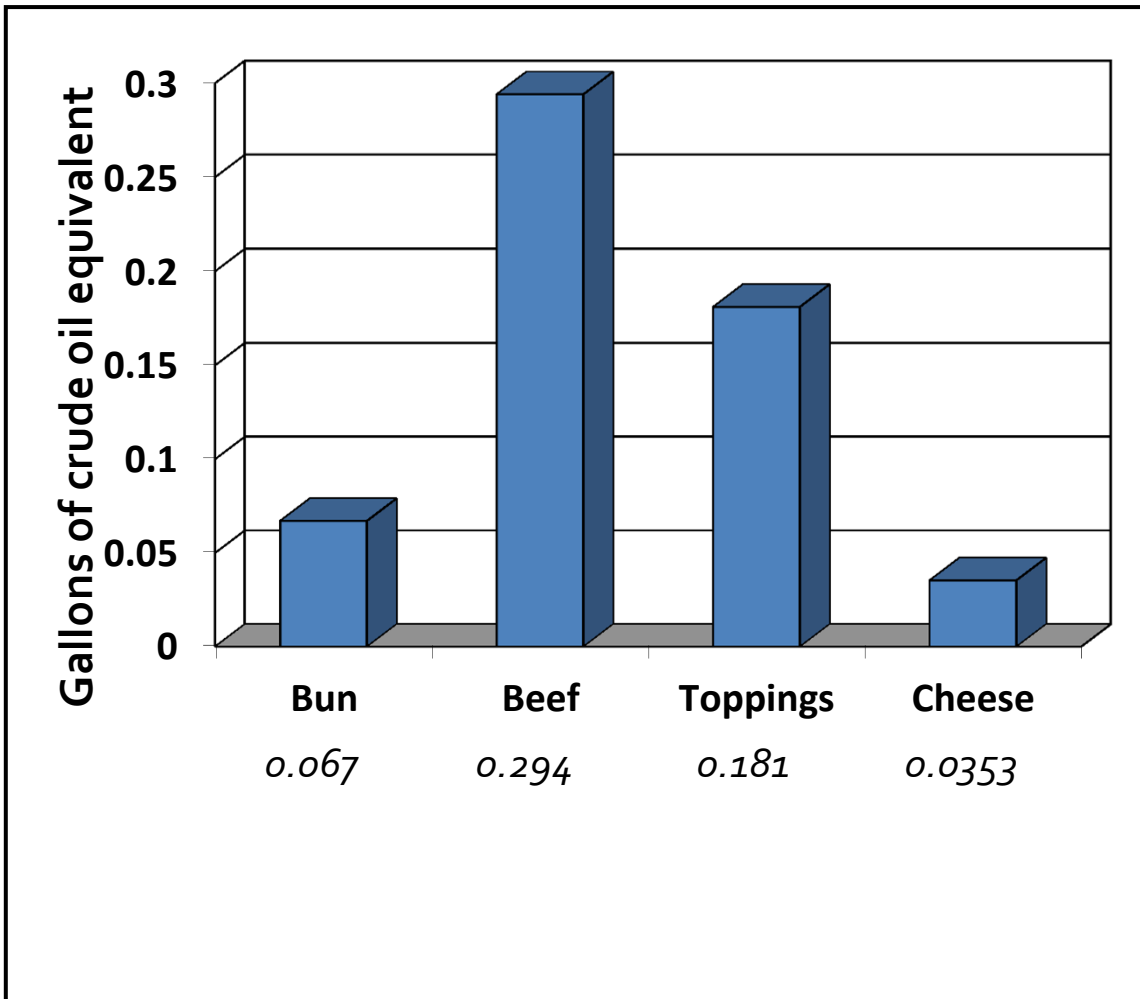


**How much energy
can we save by
eating locally
produced burgers?**

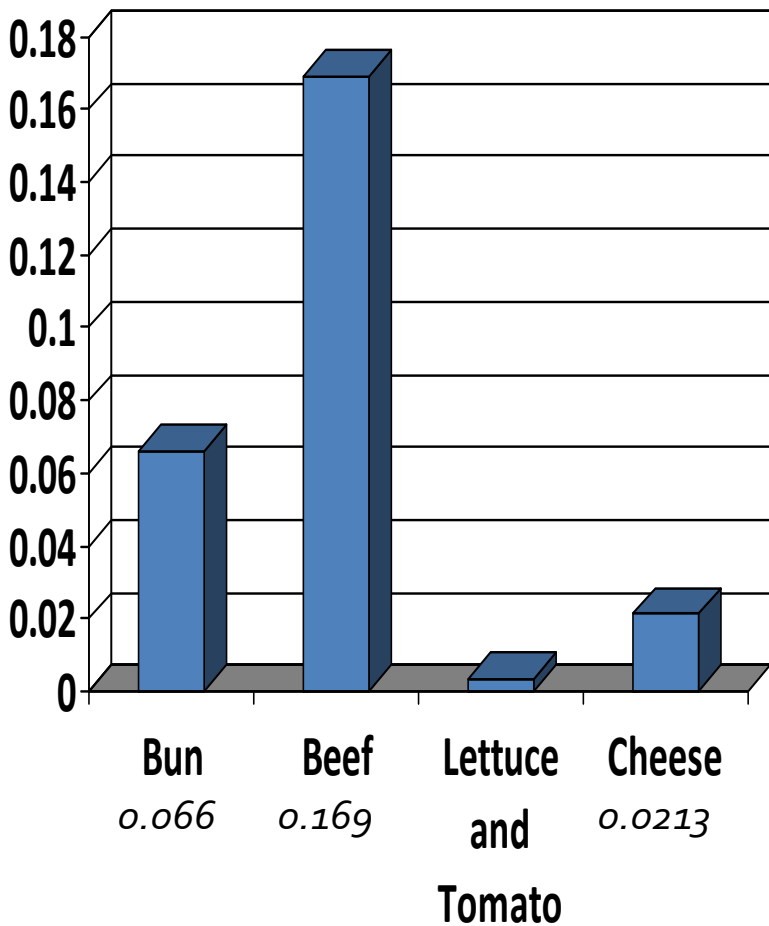
Other benefits to eating local:

- Fresher, more nutritious
- Promote healthy eating habits
- Support the local economy

BigMac



Local Burger



- **Bun**

- *Avenue Bread and Deli, Bellingham*

- **Beef**

- *Bennett Farms, Everson*

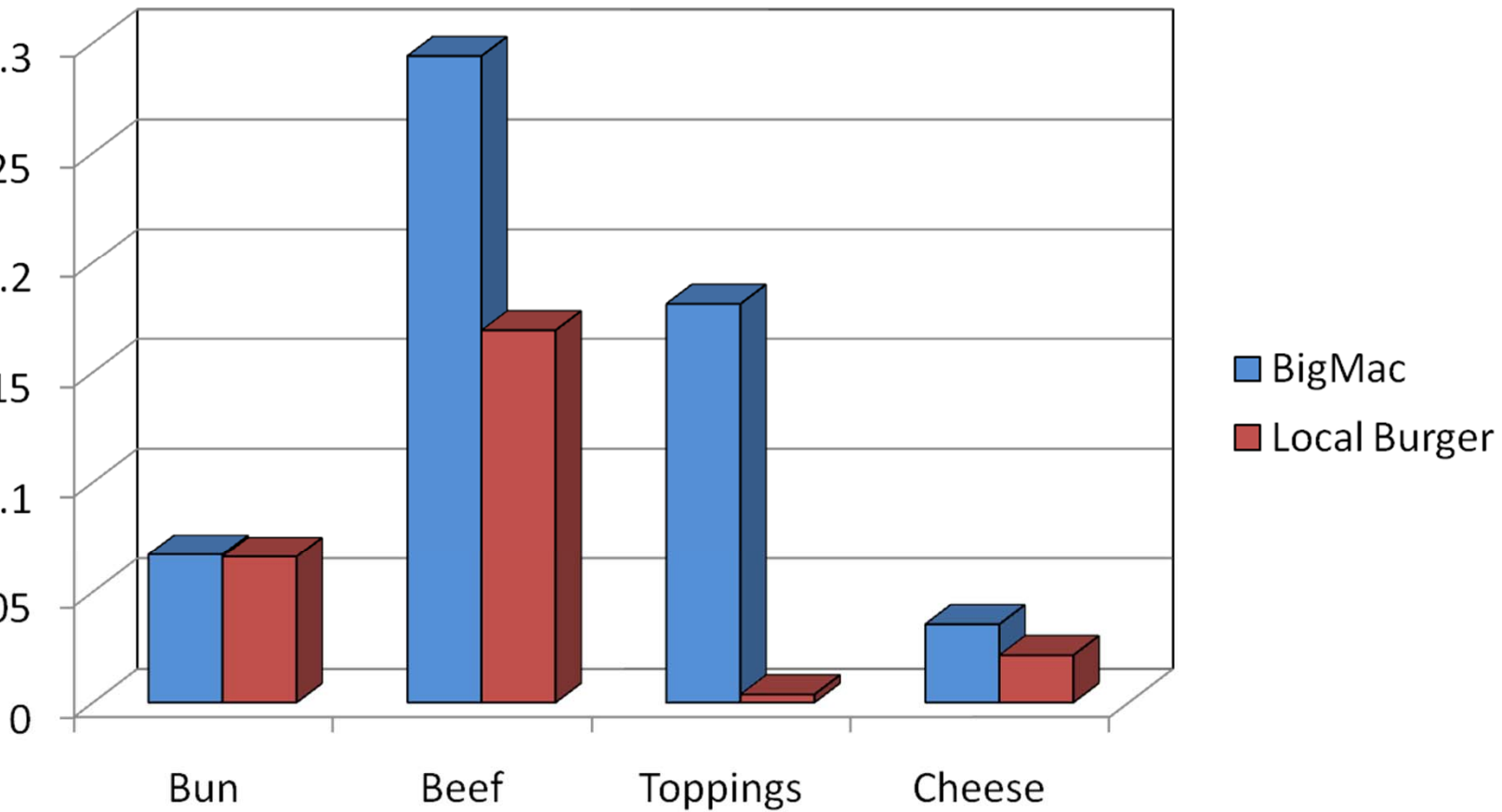
- **Lettuce and Tomato**

- *Holistic Homestead, Everson*

- **Cheese**

- *Samish Bay Cheese, Bow*

Comparison



Results

BigMac

Total Energy: 0.58 gallons crude oil equivalent

Local Burger

Total Energy: 0.26 gallons crude oil equivalent



Eating a local burger uses 55% less energy than a BigMac!

Questions?



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