

## **Abstract**

The main theme of this work is the local food and local multiplier, which is an indicator of sustainable development. The aim of this indicator and as well as this work is to determine how much local money stay in this area. By way of local food is outlined the impact of the economic localization on social, environmental and also economic aspects of sustainability. The theoretical part covers topics such as the Anthropocene, globalization, economic growth, localization and promotion of local food in the Czech Republic. Further is described the local multiplier and its use. The research includes a brief assessment of the situation of sales of local food in Pilsen and in particular, the calculations of local multiplier of farm shop in Pilsen. Furthermore this method and the results are evaluated. The thesis is combination of social and cultural ecology and Keynesianism with emphasis on the concept of the multiplier. Firstly, the aim is to calculate the value of the local multiplier and also evaluate the use of this tool. Since assuming positive influence of the farm shop on the local economy, the result of the indicator could be another argument for strengthening efforts in promoting local food and localization.