

Even more reasons why the (STILL) MADE HERE trend will continue to grow: the [GENERATION C](#) (creative consumers) and [MINIPRENEUR](#) trends are still going strong, adding hundreds of thousands of local, independent artists, producers and manufacturers to the production pile and flooding the market with millions of truly authentic, niche goods and services.



Which can then be discovered by authenticity-seeking consumers through ever more sophisticated local indexes and search engines. Ranging from [Google Local](#), which is taking on the Yellow Pages and TomToms of this world, to small players like San Francisco-based [Green Zebra Guide](#), a combined shopping guide and coupon book that offers consumers savings of over USD 12,000 at more than 250 local organic restaurants, shops, spas, yoga and Pilates studios, independent bookstores, bike shops, museums and more. To add to Green Zebra's (STILL) MADE HERE effect, many of the participating businesses are local independents whose brands aren't as recognizable as their larger chain competitors.