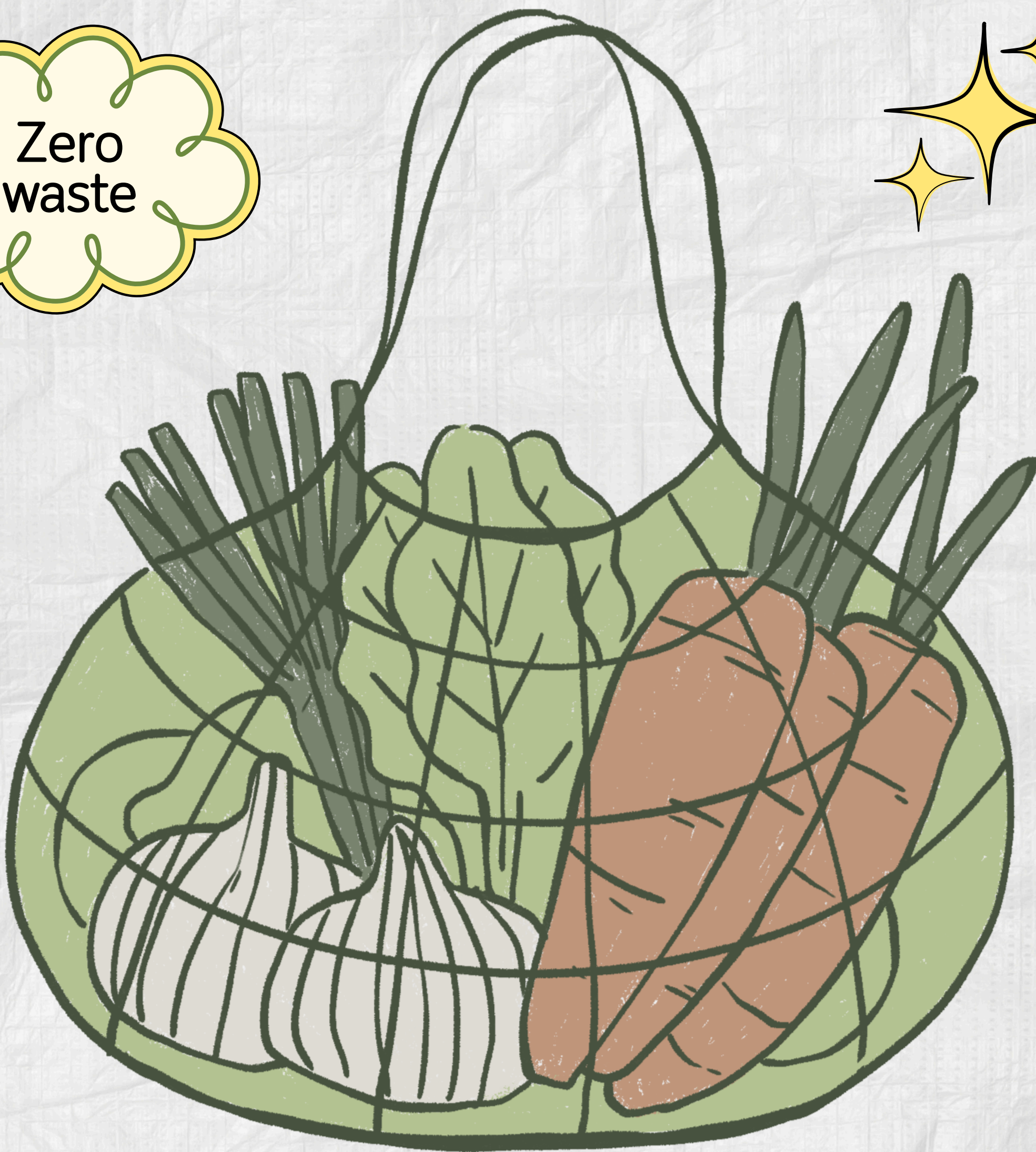


Save the Earth

ECO

friendly shopping

Zero  
waste




Shopping Tips




# Why Shop Local ?


## 1. Support the Local Economy

-  Keeps money within the community
- Creates jobs and supports local entrepreneurs
- Strengthens small businesses and stimulates economic growth
- 


## 2. Reduce Environmental Impact

-  Less transportation → lower carbon footprint
- Often means fresher, seasonal products
- Promotes sustainable practices by local producers
- 




## 3. Build Community & Connections

-  Personal service and stronger customer relationships
- Fosters a sense of community pride
- Encourages social interactions and local events
- 

## 4. Unique Products & Experiences

-  Access to handmade, one-of-a-kind goods
- Discover local culture, traditions, and artisans
- More diverse and authentic shopping options
- 

### Key Takeaway




Shopping local =  environmental benefits +  economic growth +  community connection.

✨ **Every local purchase makes a difference!**






# Why Buy Fairtrade & Organic ?




## 1. Support Ethical Practices

-  Fair Wages: Ensures farmers and workers are paid fairly
-  Safe Working Conditions: Promotes health and safety standards
-  Community Development: Supports local schools, healthcare, and infrastructure




## 2. Protect the Environment

-  Organic Farming: Reduces chemical pesticides and fertilizers
-  Biodiversity: Supports pollinators and healthy ecosystems
-  Soil & Water Protection: Encourages sustainable land use and water conservation

## 3. Ensure Quality & Health

-  Chemical-Free Produce: Fewer pesticides and additives
-  High-Quality Products: Often fresher, tastier, and nutrient-rich
-  Traceable Ingredients: Transparency from farm to shelf

## 4. Promote Global Justice

-  Encourages ethical trade and reduces exploitation
-  Supports farmers in developing countries
-  Contributes to fair, sustainable global supply chains

## Key Takeaway

Buying Fairtrade & Organic =  ethical support +  environmental protection +  healthier products +  global justice

 **Your choices have a positive impact from farm to table!**



# Food Miles & How to Reduce Them in Jersey

## What Are Food Miles?

- Definition: Distance food travels from production to plate.
- Impact: Longer distances = higher carbon emissions.
- Example: Imported tropical fruits vs local seasonal vegetables.
- 

## Why It Matters in Jersey

- Many foods are imported from the UK and Europe.
- High food miles = more energy use & greenhouse gases.
- Reducing food miles supports local farmers, freshness, and sustainability.
- 

## How to Reduce Food Miles in Jersey

1. Buy Local Produce
  - Farmers' markets, roadside stalls, local shops.
  - Seasonal fruits, vegetables, dairy, and meats grown on the island.
2. Choose Seasonal Foods
  - Example: Jersey potatoes in summer, Jersey apples in autumn.
  - Less reliance on greenhouses or imports.
  -
3. Support Local Suppliers & Co-ops
  - Farm shops, co-op schemes, and Jersey online delivery services.
  -
4. Grow Your Own
  - Herbs, vegetables, and container plants reduce imported food.
  -
5. Plan Meals & Reduce Waste
  - Fewer discarded foods = fewer unnecessary food miles.
  -

## Key Takeaway

**Eating local and seasonal in Jersey = fresher food + lower carbon footprint + support for the island's economy.**



# SCOOP – The Sustainable Cooperative (Jersey)

## What is SCOOP?

- A consumer-led cooperative set up in 2018 to promote a more sustainable food supply on the Island of Jersey.
- Not for profit. Based on cooperative values and principles.
- Supports local producers, reduces packaging, encourages organic / regenerative farming and minimises waste.

## Farm Shop

A shop located at Bienvenue Farm, St Lawrence, JE3 1GZ, selling produce from local growers, ethical / sustainable goods etc.

## Production Kitchen

They prepare food, likely using local/regenerative produce, aiming to reduce supply chain waste.

## Re-use / Zero Waste

Facility for reusing glassware, plastic containers; removing unnecessary packaging.

## Education & Community Events

Programmes with local schools; cultural events; raising awareness of sustainable practices.

- Website: [scoop.org.je](https://scoop.org.je)





# Eco-Friendly Packaging

## Key Issues

### **Single-Use Plastics**

Persist in the environment for hundreds of years, polluting land & sea.

### **Excessive Packaging**

Wastes resources, increases carbon footprint of shipping & production.

Mixed Materials (e.g. plastic-lined paper cups)

Difficult or impossible to recycle; end up in landfill.

### **Toxic Inks & Dyes**

Can leach harmful chemicals into soil or water during breakdown.

### **Microplastics**

Break down into tiny particles, entering food chain and harming wildlife.

## Solutions

### **Use Compostable or Biodegradable Packaging**

Breaks down naturally, reducing landfill waste.

### **Switch to Refillable or Returnable Systems**

Encourages a circular economy, reduces resource demand.

### **Choose Recyclable, Single-Material Designs**

Makes recycling easier and more efficient.

### **Use Plant-Based or Recycled Materials**

Reduces carbon footprint and reliance on fossil fuels.





### **Eco-Friendly Printing (Soy/Water-Based Inks)**

Safer for environment and easier to recycle.

### **Design for Minimal Packaging**





Cuts production and transport emissions.

## Why It Matters

-  Supports circular economy
-  Protects oceans & wildlife
-  Reduces carbon emissions
-  Meets growing consumer demand for sustainable products

# Why Use a Canvas Shopping Bag?

## The Problem with Plastic Bags

-  8 million tonnes of plastic enter oceans every year.
-  Wildlife mistake bags for food – leading to injury or death.
-  Most plastic bags take 500+ years to decompose.
-  Less than 10% are actually recycled.

## Benefits of Canvas Bags

### **Durable & Reusable**

Lasts for years – replaces hundreds of single-use plastic bags.

Lower Carbon Footprint (when reused)

After about 50–100 uses, the footprint becomes lower than plastic.

### **Plastic-Free**

Helps reduce microplastic pollution in oceans & soil.

### **Washable**

Easy to clean and keep hygienic.





### **Customisable**

Can be stylish, branded, or personalised – encourages reuse.

### **Supports Circular Economy**

Can be repurposed or recycled at end of life.

## Tips for Maximum Impact

-  Keep a few in your car or near the door so you never forget them.
-  Wash regularly to keep bags clean and safe for food use.
-  Use until worn out – the environmental benefit grows with every reuse.
-  Upcycle old bags into rags, cushion covers, or craft projects.



# Borrowing and Secondhand

## ✓ Environmental Benefits

### **Reduces Waste**

Keeps clothes, furniture & goods out of landfill.

### **Cuts Carbon Footprint**

No new production means fewer emissions & less energy used.

### **Saves Water**

Fashion industry is water-intensive – reusing saves thousands of litres.

### **Lowers Demand for Raw Materials**

Prevents overuse of cotton, timber, and rare earth minerals.

### **Promotes Circular Economy**

Goods stay in use for longer, reducing need for new items.

## ⚠ Green Issues / Challenges

### **Transport Emissions**

Online second-hand shopping can involve shipping – choose local when possible.

### **Quality & Lifespan**

Lower quality second-hand items may wear out faster – buy durable.

### **Chemical Safety**

Some older goods (e.g. furniture, toys) may not meet current safety standards.

### **Energy for Cleaning/Repair**

Washing, refurbishing or dry-cleaning uses water & energy – do it efficiently.

## 🌱 Tips for Maximum Benefit

- 🛒 **Choose Local** – charity shops, swap events, and lending libraries reduce transport emissions.
- 🛠 **Repair Before Replacing** – extend life even further.
- 🧼 **Wash Smart** – cold water, eco-detergent, full loads.
- 📺 **Share & Donate** – keep items circulating and out of landfill.
- 🌍 **Think Quality Over Quantity** – buy items that will last through multiple owners.





# OLIO – Share More, Waste Less

## Jersey Community Food & Item Sharing App

### What is OLIO?

- A free app that connects neighbours & local shops to share surplus food and household items.
- Helps cut food waste, save money, and protect the environment.
- Supported by the Channel Islands Co-op – surplus food from local stores is listed daily.

### OLIO in Jersey

- 139,000+ items shared in 2024 across Jersey & Guernsey.
- Equivalent to 81,000 meals saved and 146,000 kg of CO<sub>2</sub> prevented.
- Volunteers (“Food Waste Heroes”) collect from shops and post items for free collection.

### Why Use OLIO?

#### Reduce Food Waste

Stop edible food going to landfill.

#### Lower Carbon Footprint

Fewer emissions & resources wasted.

#### Support Community

Help neighbours and local families.

#### Save Money

Collect free food and household items.


### Volunteer Opportunity

Be part of the solution!

 Get the App

Download Free:

 [iOS – App Store](#)

 [Android – Google Play](#)

Or visit [🌐 olioapp.com](https://olioapp.com)

### How It Works

Browse – See free food & items nearby.

Request – Reserve what you want.

Collect – Meet & pick up locally.

Share – Add your own surplus and keep the cycle going!

