

# Local sourcing

Our members are keen for us to build our innovation, range and choice of local products. They tell us that provenance, quality and trust are important to them, so our local sourcing programme covers the whole of the UK.

In 2020, we introduced 57 new local suppliers and 325 local products. We have a market-leading local and craft beer offer along with local ambient and bakery products in over 2,240 of our stores, bringing more than 546 local suppliers to our members, customers and communities.

We launched a Local Scottish range with a dedicated space in 26 of our Scottish stores, introducing 40 locally sourced products and supporting 15 new suppliers. We sent 5,000 'Love Local' boxes to organisations in Scotland to strengthen our relationship with local communities, including locally sourced treats and brochures showcasing our Local Suppliers and Producers. We plan to roll this out in Wales in 2021.

We partnered with the Quality Food Awards again this year to search for the nation's Small Producer of the Year, a national competition to support and champion smaller suppliers and their locally loved products. We've also committed to supporting the winner towards gaining a listing at the Co-op.

2020 winner Dapur Mariae with their Malaysian Meat Curry Paste will be listed in around 65 Co-op stores this year, their first ever retail listing.

Our investment in celebrating local producers helps us get closer to what our members and customers want, need and care about in the communities in which they live and work.

Our approach builds deeper relationships with our smaller suppliers who tell us that our work with them helps to raise awareness of their brand and supports their business development.

It's important to us to see local businesses grow and thrive in our communities, create jobs and benefit the local economy.

**We sold £215m<sup>1</sup> worth of locally sourced products across the UK**  
(2019: £206m)



<sup>1</sup>Includes local bakery.