

# [Unfortunately, retailers to be friendlier towards the](https://assignbuster.com/unfortunately-retailers-to-be-friendlier-towards-the/)

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Unfortunately, retailers are sourcing foodfrom wherever it is cheapest around the globe at the touch of a computer key.

Foodis being transported longer and longer distances – food miles – from producerto consumer. In the UK, comparatively little of the foodwe consume comes from local producers; and much will have been transported overgreat distances. Cheap non-renewable fossil fuel energy makes intensiveagriculture and long-distance transportation economically viable, and hasallowed food production and distribution to become global industries. Prices inshops do not reflect the full cradle-to-grave environmental and social costs (Paxton, 2011).

Retailers should reduce their pollution impactto the environment by avoiding unnecessary import of goods, reducing the carbonfootprint and promoting better quality. retailers should work with local famersto supply their inventory, by working with local farmers it allows theretailers to be friendlier towards the environment. buying local foods supportlocal farmers. This gives those with farms and pastures a reason to stayundeveloped. The more land that is cultivated organically decreases the overallusage of chemical pesticides, herbicides, fungicides, and fertilisers andincreases biodiversity in our local ecosystem. by retailers selling locallyproduced food it allows the company to have a good reputation with the generalpublic and media.

having local foods available in store allows retailers to sellmore seasonal, fresh and ripped foods, as well as providing nutrients for yourbody such as fibre, vitamins and minerals with low added sugar and fat.  Getting closer to farmers allows bettertransmission of market signals, fostering innovation and new market developmentas well as better consistency and quality of raw materials. by producinglocally farmed goods it allows there to be a security of supply, especiallygiven ongoing market volatility and concerns about global trade flows which aremoving increasingly away from Europe. There is thus a compelling risk reductionrationale for retailers. Stronger, more trusting supply chainrelationships which give farmers longer term security stimulate investment byfarmers and by banks who increasingly require security with regard tocontracts. there being a demand on locally produced foods, allows the expansionof the retail industry to provide local people to farms more jobs, this is apositive impact on the local council as it lowers the amount of peopleunemployed(Künast, Graeff and Whitmore, 2017).     Conclusion   Contemporary food retailers are increasinglyinterested in integrating sustainability principles into their businessdevelopment plans due to the pressure from media and the increasingsustainability awareness of stakeholders and consumers.

In order for food retailers to be more efficientwith their food waste, certain sacrifices have to be main in order to remainsustainable. In order for retailers to have sustainable production patternsthey need to start with where the food is being sourced to how it will have environmentallyfriendly impact once produced, and finally how they can maintain the effect instore until it sells. retailers can also encourage their customers to reuse andrecycle products in order to maintain the cycle of consumption patterns.