

Unfortunately,
retailers to be
friendlier towards the

[Business](#), [Industries](#)



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

Food is being transported longer and longer distances - food miles - from producer to consumer. In the UK, comparatively little of the food we consume comes from local producers; and much will have been transported over great distances. Cheap non-renewable fossil fuel energy makes intensive agriculture and long-distance transportation economically viable, and has allowed food production and distribution to become global industries. Prices in shops do not reflect the full cradle-to-grave environmental and social costs (Paxton, 2011).

Retailers should reduce their pollution impact to the environment by avoiding unnecessary import of goods, reducing the carbon footprint and promoting better quality. Retailers should work with local farmers to supply their inventory, by working with local farmers it allows the retailers to be friendlier towards the environment. Buying local foods support local farmers. This gives those with farms and pastures a reason to stay undeveloped. The more land that is cultivated organically decreases the overall usage of chemical pesticides, herbicides, fungicides, and fertilisers and increases biodiversity in our local ecosystem. By retailers selling locally produced food it allows the company to have a good reputation with the general public and media.

Having local foods available in store allows retailers to sell more seasonal, fresh and ripened foods, as well as providing nutrients for your body such as fibre, vitamins and minerals with low added sugar and fat. Getting closer to farmers allows better transmission of market signals, fostering innovation and

new market developments as well as better consistency and quality of raw materials. By producing locally farmed goods it allows there to be a security of supply, especially given ongoing market volatility and concerns about global trade flows which are moving increasingly away from Europe. There is thus a compelling risk reduction rationale for retailers. Stronger, more trusting supply chain relationships which give farmers longer term security stimulate investment by farmers and by banks who increasingly require security with regard to contracts. There being a demand on locally produced foods, allows the expansion of the retail industry to provide local people to farms more jobs, this is a positive impact on the local council as it lowers the amount of people unemployed (Künast, Graeff and Whitmore, 2017).

Conclusion Contemporary food retailers are increasingly interested in integrating sustainability principles into their business development plans due to the pressure from media and the increasing sustainability awareness of stakeholders and consumers.

In order for food retailers to be more efficient with their food waste, certain sacrifices have to be made in order to remain sustainable. In order for retailers to have sustainable production patterns they need to start with where the food is being sourced to how it will have environmentally friendly impact once produced, and finally how they can maintain the effect in store until it sells. Retailers can also encourage their customers to reuse and recycle products in order to maintain the cycle of consumption patterns.