

Co-op Fortnight

True Food is proud to be a co-operative, but what does that actually mean?

The first commercially successful co-op was founded in 1844 in Rochdale, Lancashire. A group of 28 men, now known as ‘The Rochdale Pioneers’, raised the funds to set up a co-operative shop that provided good quality products to the community at a fair price.

A co-op is a business or organisation that’s owned and controlled by its members to meet their shared needs. The members can be its customers, employees, residents or suppliers, who have a say in how the co-op is run.

Every co-op across the world shares the same co-operative principles and values.



True Food is a ‘community co-operative’.

It’s a social enterprise where members of the co-operative own the business equally. At True Food, all members have a £1 share in the business and, through an elected committee and five paid staff, run the business together. There are no other shareholders and any profits are re-invested.

Co-op quick facts

- There are 3 million co-ops around the world - with 1.2 billion members, that’s 12% of the people on Earth.
- In the UK, more than 7,000 co-ops contribute over £40bn to the economy
- 14 million people in the UK are members of a co-op.

Other co-operatives

Reading Hydro, a Community Benefit Society

Reading Hydro CBS was set up to generate renewable, low-carbon electricity from the power of the River Thames. To achieve this they designed, financed, built and now operate a hydropower scheme beside Caversham Weir in Reading. Construction started in Autumn 2020, and the plant has been generating electricity since September 2021.



Suma, a Workers Co-operative

You may have noticed that True Food stocks many products from Suma. Suma’s mission is to supply vegetarian and sustainable products. It is also one of the largest workers co-operatives in the UK, a business owned and run by the 200 people who work there. Everyone has an equal say and everyone gets paid the same wage.

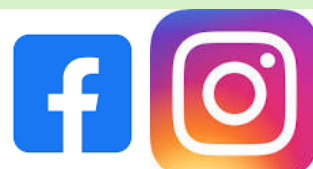


Opening Times

Tuesday to Saturday
9 am to 6 pm

61 Grove Road, Emmer Green, RG4 8LJ

Tel: 0118 946 1188 Web: www.truefood.coop



New products for a range of diets

Buyer Simon has been very busy recently sourcing a huge range of new products (over 20 in a month!) Many of these new products have been chosen for those with specific dietary requirements.

- Suma Oat Linguine Pasta
- Kinda Vegan Cheeses: Blue and Summer Truffle
- Bonsan Vegan Spreadable Cheeses: Chive and Toscana
- Dillon Organic Gluten Free Breads: Olive and Seeded



Remember if you have an idea for a product then ask for the 'Ideas Book' which is kept by the till. We can also order specific products on customer request, please ask for an Order Form.

New plastic free products



We know our customers appreciate having a large range of loose and refill products to choose from and so in July we are adding even more!

- Firstly, loose leaf tea 'Black Diamond' which is supplied by local, award-winning, social enterprise Tea People. Tea People, is a social enterprise, founded by husband wife duo Neeraj and Vishaka to address the issue of poverty in tea growing regions of the world.
- With the Summer Holidays fast approaching we have chosen a loose food we think our younger customers are going to love- Vegebears! Organic, vegan friendly and with reduced sugar these are sure to go down a treat!
- Further loose food options will be added throughout July, follow us on social media to find out first about new products.

Plastic Free July

Plastic Free July is a global movement that helps millions of people be part of the solution to plastic pollution by cutting down on single-use plastics.

Did you know?

- Despite rising consumer awareness, corporate attention, and regulation, there is more single-use plastic waste than ever before - an additional 6 million metric tons generated in 2021 compared to 2019 - still almost entirely made from fossil fuels. (Plastic Waste Makers Index)
- Today, single-use plastics account for over a third of plastics produced every year, with 98% manufactured from fossil fuels. (SEI.org)
- Approximately 36% of all plastic produced is used to create packaging, 85% of which ends up in landfills. (World Economic Forum)

Shopping loose food and liquid refills is a great way of reducing single-use plastic, other ways you can reduce single-use plastic include:

- Avoiding pre-packed fruit and vegetables
- Opting for natural sponges and brushes for washing
- Choosing reusable sanitary protection
- Avoiding plastic in tea by choosing loose leaf.



July Members' Offer: 10% off all loose nuts

Our loose nuts are great value, plastic free and consistently feature in our list of top sellers.

Become a Member

Membership is a great way to be more connected with what's going on at True Food. You'll be the first to know about new products and events and there's a monthly member discount on specific products. Membership costs £5 and is open to anyone aged 16 and over. Ask staff member for a form or apply online: www.truefood.coop/get-involved/