

SUSTAINABLE SHOPPING GUIDE: With this guide, East Riding of Yorkshire Council shows how you can be a smarter shopper while helping to save money and the environment

How to be a smart, sustainable shopper

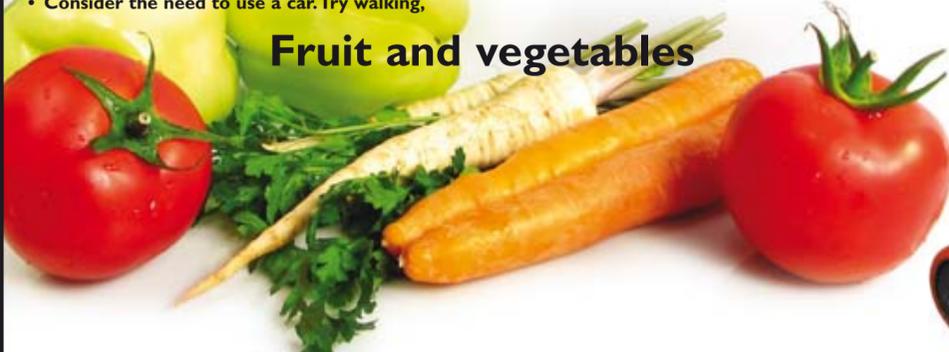


We spend hours every month shopping for food, clothes and household goods. But do you know the damage your shopping does to the environment? For example, 26 items that feature on your regular shopping list can have travelled 250,000 km, that's six times around the world, to reach your trolley. We have developed this shopping guide to demonstrate how you can become a smart shopper by adopting a few sustainable and practical tips. As well as becoming more environmentally aware you could also save money.

Before you shop

- Make a list and stick to it so you only buy what you need.
- Check your cupboards to avoid buying something you already have.
- Eat before you go. Shopping on an empty stomach can result in impulse buying of food.
- Consider the need to use a car. Try walking, cycling, using public transport or car share with friends.
- Remember to take your re-useable bags.
- Think about ordering online. Having your shopping delivered takes cars off the road and reduces CO² emissions.

Fruit and vegetables



Too much of the fruit and vegetables bought in the UK end up in the waste bin. Worse still, some of them have been flown thousands of miles to end up in landfill sites.

By adopting the following steps you could reduce food waste, save money and minimise food miles.

- Buy only the quantities you need and can use before the expiry dates.
- Buy loose rather than pre-packaged products, this should save you money, allow you to select the best produce, as well as reduce waste.
- Buy fruit and vegetables in season as they are less likely to be

imported or heated during production. See www.bbc.co.uk/food/in_season

- Avoid the temptation of multi-purchase offers. They may seem like good value at the time but are a waste of food if it is not all used by the expiry date.
- Buy from local markets. Generally there is less packaging on locally produced produce.
- Think before you buy: every year, the average household throws away £424 worth of food.
- Consider growing your own fruit, vegetables and herbs in the back garden.

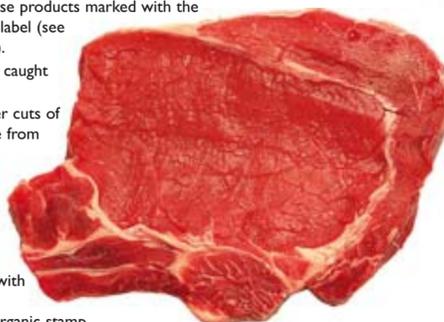
Meat and fish



The production and transportation of meat and fish results in significant carbon emissions in the UK.

You can help reduce the impact by:

- Avoiding meat that is excessively packaged.
- Buying meat locally from butchers and farmers markets. Generally these also have less packaging and offer great value for money.
- Choosing those products marked with the tractor mark label (see symbol guide).
- Buying locally caught fish.
- Trying cheaper cuts of meat available from your butcher.
- Trying to reduce your meat and fish consumption altogether.
- Buying meat with the Soil Association organic stamp.



Clothing and shoes

Keeping up with fashion can damage our environment. Think of all that global production, processing and transportation! Did you know that 25 per cent of the pesticides used across the world are used in cotton production?

You can do your bit by:

- Buying second-hand clothing from specialist vintage shops, charity shops and online auctions like ebay.
- By keeping clothes in circulation through passing them on to family and friends, or by donating them to charity shops, jumble sales or recycling banks.
- Buying to last. Quality clothes and shoes may cost more initially but they will last longer.
- Choosing clothing that is machine washable in preference to those that must be dry cleaned.
- Avoiding the use of the tumble dryer and turn the thermostat on the washing machine to 30 degrees.

- Ragging old clothes and household items which have reached the end of their useful life. Rags always come in handy, such as for cleaning cloths or for the car.

Clothing made from organic and recycled materials is becoming increasingly available, as well as Fairtrade clothing.



Symbol guide



The mobius loop indicates the product, or part of the product, can be recycled. When a number is included with the % symbol it indicates the percentage of recycled material used to make the product.

Electrical goods

The first thing to check when buying electrical goods is the energy-rating label. The rating ranks the appliance by efficiency, with 'A++' being the most efficient.

The more efficient the appliance the less energy it will use, reducing your energy consumption and being more environmentally friendly. Consider whether you need to buy new. Perhaps you can get old items repaired. The council has set up a

reuse and repair register which can be accessed via www.target45plus.org.uk

New regulations mean waste electrical equipment must not go in your green bin. Electrical waste is now accepted by the supplier of your new goods, or take it to your household waste and recycling site.



This symbol certifies that the product complies with assured standards. The mark also incorporates environmental considerations into food production.

Cleaning detergents

Every home has its cupboard full of cleaning detergents but they have a highly negative impact on the environment.

Instead, look for:

- Brands that contain natural cleaning agents – the ingredients will be on the package. These are available in most supermarkets.
- Concentrated products. Buying concentrate helps to reduce packaging and the energy to transport it.
- Rechargeable, re-usable and refillable products. While disposable products may seem the cheaper option, in the longer term you save money and help the environment.



The Fairtrade symbol indicates the product meets international fairtrade standards. These include long-term trading contracts and a price that covers the cost of sustainable production and living.

Practice the 3R principles

Smart, sustainable shopping does not end as you leave the store.

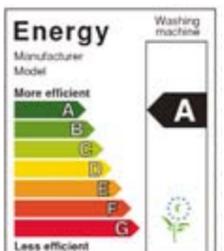
By following the suggestions in this guide you will reduce waste and better manage what you do produce. Remember to practice the 3R principles:

- REDUCE** waste by buying only what you need and avoid over packaged products. **RE-USE**, for example carrier bags and clothing.
- RECYCLE** as much as possible, for example glass,

paper, cans, plastic bottles, batteries, energy saving lightbulbs.

Try home composting. Bins are available from the council at reduced cost. Compost kitchen waste such as fruit and vegetable peelings and eggshells.

For more information visit the council's Target 45+ website at www.target45plus.org.uk or contact Stephen Hall, senior sustainable environment officer, on (01482) 391752 or stephen.hall@eastriding.gov.uk



When purchasing white goods always check for this label, which tells you how efficient the product is.

ENJOY Local Food from the East Riding of Yorkshire

GUIDE 08-09

This excellent guide is free and can be obtained at the council's customer service centres, libraries and tourist information centres. It lists local farm shops, farmers markets, local food restaurants and more. The guide enables us to discover the delicious local food and drink available on our doorsteps. The guide has been produced by East Riding Rural Partnership in association with COMBINE. The aim of the food guide is to encourage more people to try high quality local food and therefore contribute to the sustainability of the East Riding countryside, its market towns and the independent producers who offer each local speciality.

Share your own favourite tips on smarter shopping by contacting Stephen Hall on (01482) 391752, stephen.hall@eastriding.gov.uk or write to him at Room JF78, County Hall, Beverley HU17 9BA