

## [International Supermarket News - Co-op to promote British Farmers](#)

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### Co-op to promote British farmers



The Co-op is promoting British farming by producing packaging for fresh produce featuring British growers.

Over the next 12 months the supermarket will roll out the new packaging, featuring a large Union Jack and photographs and comments from the British farmers who grow the fruit and vegetables available at the grocer.

Christine Tacon, MD of The Co-operative Farms, commented: "The Co-operative has a long heritage in farming and we supply significant volumes of produce from our own farms to our food stores. Research told us that our customers trust British farmers to deliver great quality produce and they value our support of UK farming."

The launch will feature promotional lines of Cox's apples, Conference pears, Maris Piper potatoes and onions, which are also grown on The Co-operative Farms' estates in Tillington in Herefordshire, Highland Court in Kent, Coldham in Cambridgeshire and Goole in East Yorkshire (UK).

A new QR (Quick Response) code will also appear on packs of pears, potatoes, apples and onions that will link to a website with more details on the product, the growers and recipes.

The supermarket underlined that its farms are among Britain's largest farmers, which have farmed the land for more than 100 years, and those will play a key role in the re-brand of all its British primary produce packaging.

The new packaging will replace the "Grown By Us" range.

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