

Chaddesley cares about Planet Earth

Last month I referred to buying locally and make no apology for returning to the subject.

Another newspaper article – yes, I do believe them if supported by the facts!

This was about supermarkets and how certain foodstuffs are so displayed as to make us think they are fresh, attractive, and just as good as we would get in a small local shop. This way they can truly say “you can make this a one stop shop”

But what does this not tell us?

First bread – “freshly baked in store” was proclaimed by Tesco not so long ago. However, it was subsequently shown that the bread was made from scratch in only 504 stores out of a total of 2362, just over 20%, and in the rest they were using part baked or frozen loaves and only finishing them on site. The Advertising Standards Authority was not best pleased, and banned Tesco’s adverts. The Real Bread Campaign, which had raised the matter, says that most supermarket bought loaves are a mix of hidden additives, cheap fats, and short fermentation. Think of that in your tummy!!

Then there is the fish counter – looks inviting, but supermarkets often sell thawed frozen fish that may well have been caught up to ten days before. Well, they cannot afford to go into the fish market every day. Though I gather from my other half that a supermarket in Kidderminster has a notice claiming that their fish is “freshly bought”. I wonder?! There is a jolly good fish shop in Kidderminster...!

Meat counters display foreign beef and pork, often butchered elsewhere. Fruit and vegetables are usually sourced locally by market stalls and farm shops, but supermarkets truck “fresh” produce, many polluting miles, to depots and then again to the stores, by which time it is rather less than fresh. How about local shops in Chaddesley or farm shops nearby?

Here are two for the book – The above mentioned campaign says that “in many cases what is called an in-store bakery is little more than a tanning salon for baguettes”. And a food writer and critic described supermarkets as “nothing but a bogus retail theatre” A little harsh perhaps, but I return to my basic tenet – buying fresh and local is good for our health, our taste buds, for the local economy and for the environment

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For the Working Group set up by the Parish Council