

CASE STUDY: VILLAGE VEG

Located near Caernarfon, Village Veg have grown and delivered seasonal vegetables to over 100 local customers within 15 miles of their 13 acre farm since 2009. Their success is based on providing locally grown vegetables that taste better and last longer because they are delivered as soon as they are picked.

Being an environmentally friendly company is another part of their marketing mix - and they've found that reusing packaging saves them money. They tried doing deliveries using more conventional packaging such as cardboard boxes but ran up costs in replacing them once they got wet. They found wooden boxes to be ok, but - at £3-4 each along with the additional cost of fitting racking in the delivery van - they were simply too expensive, particularly if their customers didn't return them for reuse.



Hessian sacks - a renewable and natural material – provided a cost effective solution. ‘Veg sacks’ are delivered weekly to customers and collected the next. In 3 years many of these sacks are still lasting. Running a regular delivery service means it's simple to collect and reuse packaging, but the company has also found that it helps build loyalty with their customers and attracts others.

“Environmentally friendly packaging doesn't have to be more expensive – in fact for us it is a much cheaper alternative.”

Emma Duffy, Village Veg

