

## Supermarkets – did you know?

### Supermarkets rip us off

They fool us by pushing down prices of some items while inflating prices of others. SOS Hebden Bridge found that a basket of basic groceries in a Sainsbury's Local cost more than in Oasis or The Co-op!

### Supermarkets take money out of our economy

Most of what's spent in supermarkets is swiped by the bosses and shareholders. It doesn't go around and around town, creating wealth for us all, like a pound spent in an independent shop often does.

### Supermarkets destroy jobs

Job creation is an empty promise. For each new job created, up to five local jobs are lost. Independent shops employ five times as many people per unit of turnover.

### Supermarkets create extra traffic

The food system accounts for up to 40% of all UK road freight. The delivery trucks would create havoc and danger on Hebden Bridge's narrow, crowded streets.

### Supermarkets are bad for the earth

They produce mountains of packaging waste, truck stuff around the country instead of sourcing local, and support intensive, chemical-heavy agriculture.

### Supermarkets don't care about health, or welfare

They throw away obscene amounts of food, while people go hungry and food banks proliferate. They also encourage us to buy unhealthy food, and lots of it. Trans-fats, GMOs, sweeteners, pesticides and additives – do we want 2-for-1 of these?!

### Supermarkets treat farmers badly

Supermarkets force down prices; the farmer gets little of what you spend. To maximise profit, they increasingly source food from the global South, where wages are low, working conditions poor and pollution laws lax. This is definitely not fair trade.

### Supermarkets undermine community, create clone towns

By using loss-leader offers and aggressive marketing, supermarkets lead to the closure of local shops. This means less choice, not more, and a real loss of community and local distinctiveness.

[www.soshebdenbridge.org.uk](http://www.soshebdenbridge.org.uk)

## SOS: Save Our Shops! No More Supermarkets In Hebden Bridge...

... was set up by local residents, in December 2013, to fend off an application by Sainsbury's to build a store on Valley Road, next to our current Market Place.

Residents have expressed many reasons for resisting this application, ranging from harm to locally-owned small businesses and our local economy... to concern about additional traffic and trucks on our narrow, congested streets... to harm to the tourist trade in our distinctive town known for its 'little independent shops'... to environmental damage, with the extra food miles, food wastage and excess packaging that is part and parcel of supermarket culture.

Some residents suggested there could be pros as well as cons to a Sainsbury's store: "Shopping local is expensive, we can't all afford to do that. Supermarkets are cheap."

SOS Hebden Bridge wondered if that were really the case. In a bid to find out, we embarked on a shopping basket comparison.

**The proposed store would be a Sainsbury's Local, so we compared the cost of a basket of basic items in a nearby Sainsbury's Local with the cost of a basket of basic items in the Hebden Bridge Co-op, One Stop and Oasis.**

**We went about it scientifically, taking into account brands, grammes and ounces. And the result? It surprised us!**

**Cheapest was The Co-op, then Oasis, then One Stop.**

**Taking the prize for most expensive of all, was... ta dah... Sainsbury's Local!**

This comparison left those of us fighting Sainsbury's feeling confident that we are doing the right thing for our town *and* our pockets.

The facts on the other side of this flyer speak for themselves – supermarkets aren't going to help our community, they'll simply suck it dry for the benefit of their bosses and shareholders.

We've won the battle against Sainsbury's so far – both our local Hebden Royd council and Calderdale council voted against the application.

But Sainsbury's may appeal.

**We need to show them that they're NOT WELCOME in Hebden Bridge.**

**Sainsbury's profits are down, they're cutting the number of stores being built. Let's persuade them to drop this one.**