

## The Go Local initiative

### Promoting the sale of local produce in convenience stores across Scotland

A funding programme to promote the sale of local produce in convenience stores across Scotland is underway following a successful pilot phase that exceeded expectations.

**The Go Local initiative**, funded by the Scottish Government, will see at least 21 grants paid to convenience store operators, allowing increased sales of fresh, healthy, locally sourced products to customers.

The overall fund of £190,000 will be used to develop retail space in shops and to appoint a retailing and sourcing specialist to help maximise display space and the range of products available to customers.

The programme will be administered by the Scottish Grocers Federation (SGF), with local sourcing support provided by Scotland Food & Drink.



Data from the pilot phase found stores participating in the Go Local initiative each –

- added an average of 30 square meters of extra retail space
- increased the number of local products stocked by over a third
- increased sales of local produce by 40%

The estimated additional local economic benefits were in excess of £157,000 per store.

The fund comes at a time when there is increased interest by consumers about where their food comes from, how it is produced and how far it has travelled. The growth and diversity in the convenience store sector during the pandemic has helped deliver greater choice of healthy, local produce to consumers while helping to achieve Government net zero targets by reducing food miles.

Scottish Grocers Federation - <https://www.sgfscot.co.uk/>

Scotland Food & Drink - <https://foodanddrink.scot/>

If you need further information regarding this initiative, please email [info@thomsoncooper.com](mailto:info@thomsoncooper.com).

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