

Dear Managing Director of Tesco,

I am writing to urge you to take stronger action in reducing plastic packaging across your stores. As one of the UK's leading supermarkets, Tesco has the influence and responsibility to set a powerful example in tackling environmental issues. Plastic waste continues to harm our oceans, wildlife, and communities, and many customers are increasingly concerned about the long-term impact of excessive packaging. It is time big companies led the way!

Firstly, reducing plastic packaging would significantly benefit the environment. Did you know that 8-11 million tonnes of plastic enter the ocean every year- that is roughly a truckful every minute? In addition, this plastic then takes hundreds of years to decompose. This is unacceptable. It not only damages ecosystems but also threatens marine life, with animals often mistaking plastic for food. By switching to more sustainable materials, such as paper or sugar-cane based packaging, or offering more unpackaged options, Tesco could play a major role in reducing this growing problem. Without a doubt, Tesco has a responsibility to help lead the way in tackling these, often preventable, environmental issues.

Secondly, taking bold steps to cut down plastic would improve Tesco's reputation and meet customer expectations. More shoppers are actively choosing to support businesses that demonstrate environmental responsibility. For instance, a recent survey found that 66% of shoppers would be willing to pay more for products from companies that are committed to positive environmental impact. By leading the way in reducing plastic packaging, Tesco could strengthen customer loyalty and attract environmentally conscious consumers who value sustainable practices.

In conclusion, reducing plastic packaging is both an environmental necessity and a smart business decision. I strongly encourage Tesco to continue innovating and investing in sustainable alternatives. By doing so, you would not only protect the planet but also reinforce your position as a responsible and forward-thinking retailer.

Yours sincerely,

Ted Baker