







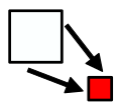


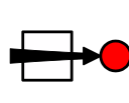



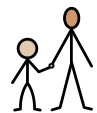




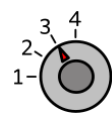




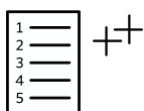

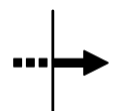
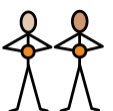
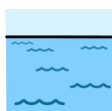

 Dear  Managing  Director of Tesco,


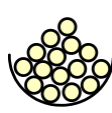




 I am  writing to  urge you to  take  stronger  action in

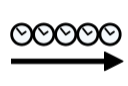

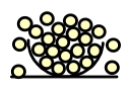



 reducing  plastic  packaging  across  your  stores. As one of the


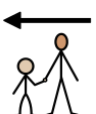
 UK's  leading  supermarkets, Tesco  has the  influence and

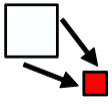





 responsibility to  set a  powerful  example in  tackling  environmental




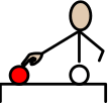


 issues.  Plastic waste  continues to  harm  our  oceans,  wildlife, and


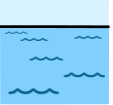
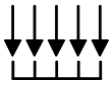

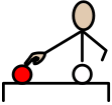
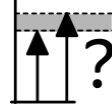
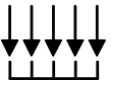
 communities, and  many  customers are  increasingly  concerned  about

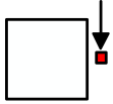
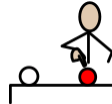
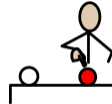

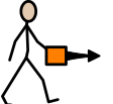

 the long-term  impact of  excessive  packaging. It is  time  big

 companies  led the way!








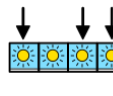
Firstly,  reducing  plastic  packaging  would  significantly  benefit the









 environment.  Did you  know  that **811** <sup>000,000</sup> **M**  tonnes of  plastic

 enter the  ocean  every  year-  that is  roughly a truckful  every


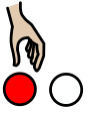
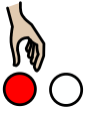





 minute? **++**  In addition,  this  plastic then  takes **100**  years

 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


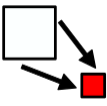
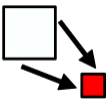



are actively choosing to support businesses that demonstrate




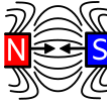


environmental responsibility. For instance, a recent survey found






that 66% of shoppers would be willing to pay more for

products from companies that are committed to positive




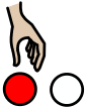





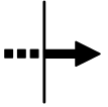
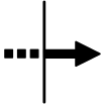





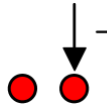
 leading  the way in  reducing  plastic  packaging,  Tesco could

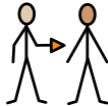
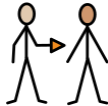




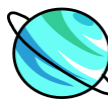

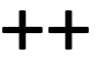
 strengthen  customer  loyalty and  attract  environmentally  conscious

 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