

# GO GREEN WITH ECO FUNERALS

By Kat Baldwin  
STAFF REPORTER

**ECO funerals are coming to the Midlands – including coffins made of wool and carpets in funeral homes made from goat hair.**

They are part of the Midcounties Co-operative's plans to build on its green credentials and help people minimise the impact their funeral has on the environment.

Options for eco-coffins include designs made from wool or willow as well as a solid pine style made from Forestry Stewardship Council certified pine meaning coffins have a lower environmental impact than the more traditional options.

A green funeral home in King'swinford has also established, containing carpets made from goat hair and timber sourced from sustainable forests.

Simon Fisher, group general manager at Midcounties Co-operative Funeralcare said: "The Midcounties Co-operative have always held an interest in eco products and helping preserve the environment, so following extensive research into this area of the business it has become apparent just how great a demand there is to offer a truly green funeral service.

"With so many people out there passionate about the world around them, it makes sense to extend this to their burial options

and the Greener Goodbyes range allows them to plan for a greener funeral to uphold and reflect their environmental values."

The Midcounties Co-operative Funeralcare is the first Co-operative to offer a greener funeral service and as part of Greener Goodbyes there is also the option for natural memorials in the form of a plant, donation or sponsored tree and a community legacy which offsets the funeral's carbon footprint.

Simon added: "Our focus is on bringing together a caring and professional service for families in the community, ensuring funeral arrangements meet their requests.

"We invested heavily in staff training to support the new range and we pride ourselves in being able to provide a complete and sensitive service, to offer a funeral care package that meets the needs of the individual."

■ Would you consider an eco funeral? Email letters@birminghammail.net