

# Funerals that offer a greener goodbye

A West Midlands funeral business with offices in Walsall, Dudley and Birmingham is building on its green credentials by becoming the first co-operative to offer a new service for customers.

The Midcounties Co-operative Funeralcare has launched Greener Goodbyes, designed to help people make simple choices, through a clear set of options, to minimise the environmental impact of their funeral.

Options for 'eco-coffins' include a solid pine style made from Forestry Stewardship Council (FSC) certified pine, as well as a willow or wool design, along with the option for natural memorials in the form of a plant, donation or sponsored tree, as well as a community legacy which offsets the funeral's carbon footprint.

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."

Along with offering a range of greener funerals the Midcounties Co-operative has also established a green funeral home in Kingswinford which includes carpets made from goat hair and timber sourced from sustainable forests.

Midcounties is the second largest co-operative society in the UK, with 450 supermarkets, travel agents, pharmacies and other businesses across the region.