

Midcounties the first to offer a range of eco-friendly funerals

The Midcounties Co-operative Funeralcare will be building on its green credentials, becoming the first Co-operative to offer a new greener funeral service to its consumers.

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

Introducing the new range is a major step to help towards building a greener vision for the overall business, providing environmentally structured packages which are suitable for any funeral service, increasingly popular with people that are conscious about their carbon footprint.

Options for the 'eco-coffins' include a classic solid pine style made from Forestry Stewardship Council (FSC) certified pine, as well as a willow or wool design, offering reassurance to

consumers that all coffins have a lower environmental impact than a more traditional option.

With *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 Fisher, Group General Manager at Midcounties Co-operative Funeralcare said: "The Midcounties Co-operative has 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.

"Our focus is on bringing together a caring and professional service for families in the local 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. The Co-operative believes that everyone is different and that is why every funeral should be."

Along with offering a range for 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.

The Midcounties Co-operative Funeral Group is the largest funeral director in the region, carrying out more than 8,000 funerals each year across the group.