



SPRoUT Product Sourcing & Buying Guide

How We Choose Wholesome, Healthy Products for Leicester

This guide outlines the standards we use to select food and household products for SPROUT. It is designed to inform our customers, partners, and community about how we evaluate products based on "healthiness," minimal processing, and ingredient integrity.

1. Core Principles of Wholesomeness

Our buying policy is anchored in **Wholesome, Healthy Consumption**. We believe that what we eat should support long-term well-being and be sourced with integrity. To achieve this, we prioritize:

Minimal Processing: We favour foods in their most natural state over highly processed, refined, or chemically altered products.

Maximum Nutritional Value: We choose products that retain their natural fibre, vitamins, and minerals.

The Wholefood Priority: We always favour whole grains (brown/wholemeal) over refined grains (white), and whole fruits and vegetables over juices or extracted isolates. While we stock a small number of refined "convenience" items for accessibility, our goal is to nudge our range toward nutrient-dense wholefoods.

Wholesome Foods, Not "Superfoods"

While our range is designed to nourish, **we do not sell dietary supplements, vitamins, or health products**, and we avoid marketing-driven "superfoods" or food fads until they become stable, affordable staples. We also avoid stocking ranges whose packaging or branding is heavy with excessive health claims, as we believe good health comes from a diverse diet of simple, honest foods.

2. Sourcing, Affordability & Economics

We aim to make healthy, wholesome food accessible to the Leicester community, which means balancing ethical provenance with affordability. We do not view ethical sourcing and accessible prices as mutually exclusive. Our co-operative and operational structure keeps our pricing competitive with supermarkets through:

Direct Sourcing: Wherever possible, we buy direct from growers, co-operatives, and producers, cutting out unnecessary intermediaries.

A Focused Range: By stocking fewer lines and avoiding slow-moving inventory, we keep handling costs low and minimise waste.

Co-operative Supply Chains: We prioritise values-aligned co-operative wholesalers who operate on fair margins rather than maximising profit for external shareholders.