



Mission Statement

We Pledge to operate our business in an ethical, responsible, and sustainable way for the benefit of the local community and community projects as appropriate.

We will endeavour to source produce and products from sustainable sources grown, raised or made within a 30 mile radius of our shop or in the County of Norfolk whenever possible.

We will obtain meat and meat products only from suppliers who have assured products and take animal welfare seriously.

Our values

- a) **Honesty:** Our business is all about building strong relationships based on trust, so we speak honestly and communicate clearly among ourselves, our suppliers, and with the local community.
- b) **Responsibility:** We actively encourage and empower everyone to explore new ways of improving our service. We take responsibility for our actions making sure they are in the best interests of the local community.
- c) **Quality:** We aim to provide and continually improve a quality service to all our stake holders.
- d) **Awareness:** We acknowledge the social importance of a shop to the community, especially the elderly and rurally isolated hamlets. We will continually liaise with the community to ensure we are meeting the majority of their needs.
- e) **Ethics:** We strongly believe in Animal Welfare, Fair Trade and social involvement and will strive to source products at prices that are fair, of the highest animal welfare standards and will actively encourage input from any person within the community without prejudice. We will operate within the “Red Tractor Assurance Scheme” as this dovetails with our own principals.

Signed by all members of the management committee

Dated: 1st August 2013