

UK may soon allow "Buy British" button for online grocers

UK online shoppers for produce may soon be able to filter out foreign goods with a "Buy British" button. The decision is part of a post-Brexit plan, MPs have said. This would allow online grocers to allow shoppers to select locally grown food instead of buying imported produce.

At present it can be difficult for online shoppers to find out where their food has been grown as they are relying on small on-screen images of items. By contrast buying British food is far easier for in-store shoppers, who can look out for distinctive Union Jack logos on packs.

Yesterday in a Westminster debate the Environment Minister, George Eustice, revealed he has met with senior figures at the National Farmers' Union to discuss the possible labelling revolution.

The idea has been backed by MPs, who are now urging the Government to introduce a policy to encourage supermarkets to launch Buy British buttons, which they argue could provide a welcome boost for UK farmers once the UK leaves the EU.

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