

A MEMBER-OWNED SUPERMARKET FOR THRIFTY LONDONERS



RETAIL

Though the first food co-op opened in the UK back in 1844, [according to Google](#), such cooperatives have not been a familiar sight in Europe in recent years, despite a certain popularity in the United States. Until now, that is. In fact, with the recent launch of the [People's Supermarket](#), Londoners recently gained a new place to find affordable food. Only members can shop at the People's Supermarket, but they all get a 10 percent discount on prices as well as a say in how the store is run. In exchange, members pay an annual membership fee of GBP 25, and they also pledge to volunteer four hours of their time per month working as store staff. Because the supermarket's workforce is nearly all volunteers, staff costs are kept low this way — an advantage that can be passed on in lower prices. Any profits that are earned, meanwhile, get put back into the store to bring down prices even further. Food co-ops are not uncommon in the US, but it's interesting to see their reemergence in the UK following a bout of unusually tough times. Could this be the beginning of a widespread comeback...? (Related: [Sustainable urban campground to be crowd-funded & managed — Crowdfunded breweries.](#)) Spotted by: R.E.

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