



February 3, 2003

Harvesting a healthy future

A community fruit and vegetable shop is reaping the rewards of a neighbourly gesture by Whitefriars Housing Group.

2T Fruity, a non-profit-making enterprise based in Riley Square, Bell Green, Coventry, has gone from strength to strength since it was set up seven months ago to encourage more residents to eat healthily.

The fruits of its efforts were boosted recently when Whitefriars Housing Group, which has offices next to the shop, donated 1,000 specially-printed carrier bags in a bid to help the shop promote itself.

And the gesture has paid off – with trade as brisk as ever and plans in the pipeline to expand the shop's produce range to include home-grown fruit and vegetables. The enterprise enjoyed a bumper Christmas and shop volunteers will soon begin to sow the seeds for self-sufficiency after finding a plot of land to cultivate off Henley Road.

Trevor Worwood, who runs the shop, said: "We have been incredibly busy and we're expecting it to get busier as the new year goes on.

"The carrier bags have really helped to promote the shop within the community and we're seeing more and more customers through our doors.

"We will soon be growing our own produce which will benefit the community further, as it will enable us to lower our prices."

Sue Howarth, Whitefriars' tenant participation officer for the New Deal for Communities area, which covers Henley Green, Wood End and Manor Farm, said: "We're only too happy to help such a worthwhile project.

"It is our aim to try and support social enterprises like 2T Fruity and be part of the economic revival and social regeneration of the area."

2T Fruity was set up as a community greengrocer in July with the support of the city council's Community Based Economic Development (CBED). Profits raised by the shop are ploughed back into the running of the business.

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