



MISSION ZERO
BUSINESS HUB
Isle of Wight

MAKING SUSTAINABLE SHOPPING SIMPLER

We're shining a light on Ryde business Her Whey in our latest feature from the Mission Zero Business Hub Isle of Wight.

Owners Annie and Yve talk to us about why shopping in a sustainable way is so important to them, and how simple it is to switch.

"You don't have to be perfect to help make a big difference."

Sisters-in-law Annie Smith and Yve Woodfield are on a mission to make it simpler to shop sustainably.

For the last two-and-a-half years, the pair have been running Her Whey, a business committed to helping people protect the planet.

Their award-winning shop in Ryde - soon to be online too - sells everything from pantry items and body products to household goods and everyday essentials. There are vegan, organic and gluten free options too.

All products are made from sustainable alternatives to plastic and they are only sourced from ethical, UK based suppliers, including many from the Island, helping to keep their carbon footprint low.

"We want to make you feel good about choosing sustainable, eco-conscious and high quality products," said Annie.

"All of our suppliers have a strong ethical footprint and protecting our forests and oceans is at the heart of what they do."

The 'reduce, reuse and recycle' mantra is really important to Her Whey, with shoppers encouraged to use their own containers to reduce single use plastic.

"Shopping at a zero waste store is different," said Yve.

"The whole concept of zero waste is it's package free. We have paper bags for dry goods and we always have recycled bottles and jars our customers can take for free if they haven't got their own.

"You can buy as much or little as you want so you can get the exact amount you need for a recipe and have no waste.

"Most importantly, you can buy to suit your budget, so if all you can afford is one pound's worth of lentils, you can buy them without being dictated to by the supermarket giants.

"Our liquid refill suppliers are also part of the Circular Economy, which means all the containers they provide are sent back to them, cleaned, refilled and redistributed,

so the very fact that people are refilling means they are reducing waste.

"When you put all that together, it becomes a very bespoke and personal shopping experience where everyone is connected by the common goal of helping the planet."

Since relocating to the new premises, Annie and Yve feel the high street presence has enabled them to influence more people to shop sustainably.

"The whole idea behind moving was to connect with more people," said Annie.

"Generally, we've seen how more people really do want to make more conscious choices, especially with regard to single use plastics and food waste.

"We think consumers are fed up with greenwashing and by using a zero waste store like us, they know they are getting genuinely ethical, sustainable products.

"We believe if everyone made a few waste-free changes, together, we can stop so much waste



from littering our precious planet.

"It's something we are extremely passionate about and our ethos is you don't have to be perfect to help make a big difference.

"It's important to remember we can't do everything but we can do something. Just start with one bottle!"

Her Whey is one of over 50 Island businesses to have signed up to the Mission Zero Business Hub Isle of Wight.

The aim of the hub is to grow awareness and educate businesses about net zero, circular economy and biosphere, supporting them to overcome obstacles in their net zero journeys.

To join them or to find out more, visit [Mission Zero Business Hub | Isle of Wight](https://missionzerohub.co.uk) missionzerohub.co.uk ■

