

TEA & COFFEE – ethical comparison table

| TEA & COFFEE BRAND NAME | ENVIRONMENT | | | ANIMALS | | | PEOPLE | | | OTHER | | | Company group | |
|----------------------------|----------------------|----|---------|---------------|----------------|---------------------|-----------|------------|---------|--------------------------|-----------------------|-----------------------|----------------|----------------------------------|
| | ENVIRONMENTAL REPORT | GM | ORGANIC | NUCLEAR POWER | ANIMAL WELFARE | POLITICAL DONATIONS | ARMAMENTS | FAIR TRADE | BOYCOTT | PUBLIC RECORD CRITICISMS | ETHICAL ACCREDITATION | ETHICAL COMPANY INDEX | | |
| COFFEE: | | | | | | | | | | | | | Coffee: | |
| CAFÉDIRECT | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | 100 | Cafédirect |
| TAYLORS OF HARROGATE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 96 | Bettys & Taylors Group |
| TRAIIDCRAFT | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 96 | Traidcraft |
| EQUAL EXCHANGE | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | Equal Exchange |
| PERCOL | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | Food Brands Group |
| RED MOUNTAIN | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | Typhoo / Apeejay Surrendra Group |
| CLIPPER | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 87 | Clipper Teas Ltd |
| ILLY | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 78 | Gruppo illy SpA |
| LAVAZZA | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 70 | Luigi Lavazza SpA |
| CARTE NOIR | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 61 | Kraft Foods Inc. |
| KENCO | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 61 | Kraft Foods Inc. |
| MAXWELL HOUSE | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 61 | Kraft Foods Inc. |
| DOUWE EGBERTS | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 52 | Sara Lee Corporation |
| NESCAFÉ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 52 | Nestlé |
| TEA: | | | | | | | | | | | | | Tea: | |
| CAFÉDIRECT TEA | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | 100 | Cafédirect |
| TRAIIDCRAFT | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 96 | Traidcraft |
| YORKSHIRE TEA | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 96 | Bettys & Taylors Group |
| EQUAL EXCHANGE | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | Equal Exchange |
| RIDGWAYS | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | Typhoo / Apeejay Surrendra Group |
| TOPQUALITEA | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | TopQualiTea |
| TYPHOO | ○ | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 91 | Typhoo / Apeejay Surrendra Group |
| CLIPPER | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 87 | Clipper Teas Ltd |
| JACKSONS OF PICCADILLY | ○ | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ○ | ○ | 61 | ABF / Wittington Investments |
| PG TIPS | ● | ● | ● | ● | ● | ● | ● | ● | ● | ● | ○ | ○ | 61 | Unilever |
| TWININGS | ○ | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ○ | ○ | 61 | ABF / Wittington Investments |
| GOOD EARTH | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ○ | ○ | 57 | Tata Group |
| TETLEY | ● | ● | ● | ● | ● | ○ | ● | ● | ● | ● | ○ | ○ | 57 | Tata Group |

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation (2010)