

Bottled water

In the mineral industry, the multinationals are in charge – even when it comes to brands such as Malvern and Buxton. In fact, all the world-wide market leaders (Evian, Volvic, Perrier and San Pellegrino) are under the control of either Danone or Nestle. However there are some local UK brands which do score highly on the Ethical Company Index.

GO LOCAL

Try and choose the most local brand you can find - those that are sourced in the UK and therefore have a much smaller carbon footprint.

Every bottle of Perrier sold around the world is bottled at source in Vergèze, France. Readers in, say, Glasgow, could be drinking water that has travelled over 900 miles.

An environmental packaging solution is the re-usable glass bottle. In other European countries, such as Germany, higher proportions of all drinks come in returnable bottles. The bottled water producers are members of a pool system, with their brands being distinguished by label but the bottles shared, allowing short transport distances from consumer to refiller.

In the UK, it seems that the big national breweries, soft drinks producers and supermarkets are reluctant to use refillable glass bottles because of the extra effort (floor space and staff time) it would cause them. They would rather deal with plastics and prefer to encourage recycling, which hands the work over to the consumer. Most councils will collect bottles bearing the numbers one (PET) or two (HDPE), but it is still difficult to find a recycling point for any other type of plastic.

PURE, BUT HOW PURE?

Although bottled water claims a natural, pure and healthy image, all waters must meet strict quality requirements. The area surrounding a Natural Mineral Water spring requires protection against pollution, and although Natural Mineral Water is legally 'pure', this is not true of all water that is sold in bottles.

When you look at the rows of bottled water in supermarkets (there are up to forty varieties) whose purity is emphasised by waterfalls and mountains, it's easy to forget the complexity of treatment that some water from a source goes through before being bottled.

Those with high blood pressure, or others who need to follow a low sodium (salt) diet should check the mineral content of their water carefully. Natural mineral waters can only claim they're suitable for a low sodium diet if they contain less than 20mg per litre. Current advice from the Food Standards Agency is that some bottled waters shouldn't be used for babies: 'Waters to avoid are those with high levels of nitrite, sodium, fluoride and sulphate. There are limits for these in tap, spring and other bottled drinking waters, but not in natural mineral waters.'

CHOOSE THE RIGHT BRAND!

The only bottled waters we recommend are Highland Spring and Campsie Spring as they have a very clean ethical record, are local to the UK, and score very highly on the Ethical Company Index (especially when compared to other leading brands like Evian, Buxton and Volvic). Highland Spring are also the only bottled water brand to join the Ethical Accreditation scheme.

There has been much cynicism about the bottled water industry from some quarters. A report by the Canadian non-governmental Polaris Institute (www.polarisinstitute.org) argued that the big companies pay next to nothing for water they take from rural springs or public water systems, and, after turning water into water through elaborate treatment processes, sell a product that is not as well-regulated as tap water, but is vastly more expensive.

For instance, in 2004 Coca Cola launched Dasani, a new brand of bottled water. Although the water was actually drawn from the mains (Thames Water in fact), Coca Cola talked of a ‘highly sophisticated’, Volvic spacecraft technology. It emerged, however, that this was simply reverse osmosis, used in many domestic water purification units. Then, to complete the PR catastrophe, 500,000 litres of the brand had to be recalled from British supermarkets because of high levels of bromate, a cancer-causing chemical which is not found in Thames Water.

MIX IT UP

The Drinking Water Inspectorate has warned that if opportunities are not taken to improve public perception of tap water, consumers will never appreciate the plentiful low cost water supplied to their taps. So don't be afraid to ask for tap water as it is very healthy too.



- Ballygowan
- Campsie Spring
- Highland Spring
- Strathmore
- Thirsty Planet



- Badoit
- Deeside Mineral Water
- Evian
- Harrogate Spring Water
- Hildon
- Isklar
- Lakeland Willow
- Volvic



- Aqua Pura
- Buxton
- Icení
- Malvern
- Perrier
- San Pellegrino
- Vittel

BOTTLED WATER BRAND NAME		ENVIRONMENT			ANIMALS	PEOPLE	OTHER			Company group			
		ENVIRONMENTAL REPORT	GM	ORGANIC	NUCLEAR POWER	ANIMAL WELFARE	POLITICAL DONATIONS	ARMAMENTS	BOYCOTT		PUBLIC RECORD CRITICISMS	ETHICAL ACCREDITATION	ETHICAL COMPANY INDEX
HIGHLAND SPRING		●	●	●	●	●	●	●	●	●	●	100	Highland Spring Group
CAMPSIE SPRING		●	●	●	●	●	●	●	●	○	●	95	Highland Spring Group
BALLYGOWAN		●	●	●	●	●	●	●	○	○	●	86	Britvic Plc
PENNINE SPRING		●	●	●	●	●	●	●	○	○	●	86	Britvic Plc
STRATHMORE		●	●	●	●	●	●	●	●	○	●	86	A G Barr
THIRSTY PLANET		●	●	●	●	●	●	●	●	○	●	86	Waterbrands
DEESIDE MINERAL WATER		○	●	●	●	●	●	●	●	○	●	81	The Deeside Water Co. Ltd.
HARROGATE SPRING WATER		○	●	●	●	●	●	●	●	○	●	81	Waterbrands
HILDON		○	●	●	●	●	●	●	●	○	●	81	Hildon Ltd.
ISKLAR		○	●	●	●	●	●	●	●	○	●	81	Sabco / Siva Group
LAKELAND WILLOW		●	●	●	●	●	●	●	●	○	●	76	Willow Water Ltd.
BADOIT		●	●	●	●	●	●	●	●	○	●	67	Groupe Danone
EVIAN		●	●	●	●	●	●	●	●	○	●	67	Groupe Danone
VOLVIC		●	●	●	●	●	●	●	●	○	●	67	Groupe Danone
AQUA PURA		●	●	●	●	●	●	●	●	○	●	48	Princes / Mitsubishi Corporation
BUXTON		●	●	●	●	●	●	●	●	○	●	48	Nestlé
ICENI		●	●	●	●	●	●	●	●	○	●	48	Hutchison Whampoa
PERRIER		●	●	●	●	●	●	●	●	○	●	48	Nestlé
SAN PELLEGRINO		●	●	●	●	●	●	●	●	○	●	48	Nestlé
VITTEL		●	●	●	●	●	●	●	●	○	●	48	Nestlé
MALVERN		●	●	●	●	●	●	●	●	○	●	38	The Coca Cola Company

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation (2011)

Proud to protect
our No.1 spot
for another year



It's a great feeling knowing that nothing has touched the water you're drinking but nature itself. That's because Highland Spring is drawn from organic land we work hard to protect, deep in the Ochil Hills, Perthshire. But knowing you've chosen the bottled water brand that's made it to the No.1 spot of the Good Shopping Guide – there's something to put a real spring in your step.

www.highland-spring.com

Full of the *Joys*



Bread

From such simple ingredients as flour, water and yeast, an industry of amazing complexity has risen. What was once a simple loaf of bread can now be white, wholemeal, granary, farmhouse, organic or any combination of the above – and probably contains an abundance of additives as well. Home baking is the only sure way to guarantee your bread is free from artificial ingredients, but organic bread from a local bakery comes a close second.

CHEMICALS AND ADDITIVES

Sliced and wrapped loaves are by far the biggest-selling kind of bread in the UK, representing 80 per cent of bread consumption. The main manufacturers are Allied Bakeries and British Bakeries, each controlling about a third of the market. Allied make Kingsmill, and British Bakeries make Hovis. The biggest bakery specialist is Greggs, which controls the Bakers Oven, Olivers, Bartletts and Crawfords outlets, as well as Greggs stores.

Since 1961, plant bakeries have used a fast-track production system known as the Chorleywood Bread Process (CBP). It replaces traditional slow fermentation with a short burst in a high-speed mixer, using a much greater quantity of yeast. More water is absorbed into the dough, which rises up and reaches its desired volume more quickly. Many additives are used in this type of bread, including chemical ‘improvers’ which oxidise newly-milled flour. As the bleaches used to whiten and sterilise the flour manage to strip it of

much of its nutritional value, vitamins and minerals have to be added back in.

The drawback of conventional wholemeal bread, in which the whole of the wheatgrain is retained, is that higher residue levels of fertilisers, pesticides and post-harvest storage treatment chemicals are present in wholemeal than in ordinary white or brown flour. This is a very good reason to choose the organic option when buying bread.

QUESTIONABLE INVESTMENTS

Until recently Doughty Hanson owned RHM, the manufacturer of the Hovis, Mother’s Pride, Granary and Nimble brands. Doughty Hanson also invests in SAFT. This multinational company is a major manufacturer of batteries for military applications including intercontinental and ballistic missiles, torpedoes and aircraft, and is a supplier to the US army. Doughty Hanson also owned Dunlop Standard Aerospace, which services military aircraft engines.

Although RHM has since been floated on the stock market, Doughty Hanson still retains a 30 per cent share.

ALTERNATIVES

One alternative to the major brands is bread from a local bakery. However, many bakers are now using technology similar to CBP, which can render the bread rather tasteless, lightweight and insubstantial.

The fashion for eliminating potentially aggravating foods such as wheat and dairy from the diet has brought increased publicity for food intolerance, and led to many supermarkets stocking gluten-free breads. There are some concerns, however, that people are being persuaded to cut foods from their diet unnecessarily, and without proper nutritional advice. Low salt, wholemeal bread is perfectly healthy for most people, but those who

do have a diagnosed intolerance can now find the products they require outside the specialist shelves. Even so, the greatest variety of breads is still to be found in health food stores.

Organic bread is now widely available in major UK supermarkets as well as the smaller specialist stores. For those with an interest in purchasing locally baked goods, Goswells produces organic bread on behalf of Doves Farm and Whole Earth Foods in London and the South East, while in the North West there's Sakers and in the Gloucestershire region there's Hobbs House.

Good bread only needs to contain flour, yeast, water and salt and can easily be made at home, either in a breadmaker or by hand. If making bread by hand, look out for recipes that only require one rising, as this will reduce the time it takes to prepare – and don't forget that a standard dough can also be used for pizza bases and other meals.



- Authentic Bread
- Doves Farm
- Village Bakery



- Granary
- Greggs
- Hovis
- Mother's Pride
- Nimble
- Vogel
- Warburtons
- Whole Earth
- William Jackson



- Allinson
- Burgen
- Kingsmill
- Sunblest

BREAD BRAND NAME	ENVIRONMENT				ANIMALS				PEOPLE				OTHER				Company group
	ENVIRONMENTAL REPORT	GIM	ORGANIC	NUCLEAR POWER	ANIMAL WELFARE	VEGETARIAN	POLITICAL DONATIONS	ARMAMENTS	FAIR TRADE	BOYCOTT	PUBLIC RECORD CRITICISMS	ETHICAL COMPANY INDEX	ETHICAL ACCREDITATION	ETHICAL COMPANY INDEX			
DOVES FARM	●	●	●	●	●	●	●	●	●	●	●	○	96	Doves Farm Foods			
VILLAGE BAKERY	●	●	●	●	●	●	●	●	●	●	●	○	96	The Village Bakery Melmerby			
AUTHENTIC BREAD	●	●	●	●	○	●	●	●	●	●	●	○	83	Authentic Bread Co Ltd			
WARBURTONS	●	●	●	●	○	●	●	●	●	●	●	○	75	Warburtons Ltd			
WHOLE EARTH	○	●	●	●	●	●	●	●	●	●	○	○	75	Wessanen Group			
GRANARY	●	●	●	●	●	●	●	●	●	●	●	○	71	Premier Foods Plc			
GREGGS	○	●	●	●	○	●	●	●	●	●	●	○	71	Greggs Plc			
HOVIS	●	●	●	●	●	●	●	●	●	●	●	○	71	Premier Foods Plc			
MOTHER'S PRIDE	●	●	●	●	●	●	●	●	●	●	●	○	71	Premier Foods Plc			
NIMBLE	●	●	●	●	●	●	●	●	●	●	●	○	71	Premier Foods Plc			
VOGELS	○	●	●	●	○	●	●	●	●	●	●	○	71	Goodman Fielder			
WILLIAM JACKSON	●	●	●	●	○	●	●	●	●	●	●	○	67	William Jackson & Son Ltd			
ALLINSON	○	●	●	●	○	●	●	●	●	●	●	○	46	Wittington Investments			
BURGEN	○	●	●	●	○	●	●	●	●	●	●	○	46	Wittington Investments			
KINGSMILL	○	●	●	●	○	●	●	●	●	●	●	○	46	Wittington Investments			
SUNBLEST	○	●	●	●	○	●	●	●	●	●	●	○	46	Wittington Investments			

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation (2011)



Breakfast cereals

There was a time when a bowl full of sugar-drenched cornflakes and cold milk was thought (at least by the breakfast cereal manufacturers) to be the ideal start to the day. The high levels of salt and sweeteners in many of these products have since come under close scrutiny by healthy eating campaigners, and the companies themselves have been criticised for persistently targeting the least nutritious of these brands at children.

A HEALTHY START?

Breakfast cereals have long been a neat way for the food companies to take perfectly healthy food apart and put it back together again for profit. Inevitably, these foods lose much of their nutritional benefit in the process, which is why the companies have to put all those vitamins back in again at the end. They can then claim that these ‘added vitamins’ make their products healthier and more nutritious than any others.

Some companies make healthy eating claims about their products which are not, according to the Food Commission, substantiated with proper evidence. There was concern when Kellogg’s claimed that they were ‘serving the nation’s health’, while their Corn Flakes had been found to contain one of the highest salt levels on the cereals market. In July 2006, *Which?* published a report which found that over three quarters of the 275 cereals it tested rated ‘high’ for sugar content if measured according to the Food Standards Agency’s guidelines. Many products which were marketed as healthy contained alarmingly high levels of salt.

SWEETENING THE KIDDIES

The children’s sector makes up about a third of the British market for breakfast cereals, and that is why many products such as Quaker’s Sugar Puffs are deliberately packaged to attract children. Such cereals can be high in salt as well as low in fibre. One food author has complained that with sugar accounting for up to half the weight of the ingredients, some products are ‘twice as sweet as a jam doughnut’.

It is for this reason that the Food Standards Agency has made efforts to introduce more transparent labelling on foods such as breakfast cereals. The system is becoming more familiar as it is adopted by the major supermarkets, and often involves the companies giving percentage values for each of the main ingredients in the cereal. These will usually include salt, fat and sugar, as well as recommended daily amounts of vitamins and minerals.

Be warned though – the figures may be skewed according to what the company decides is a ‘recommended serving’ of their

product. Suffice to say that 30g of cornflakes may be enough for a child, but the average adult might fill their bowl with twice that amount.

OTHER CONCERNS

Pesticide residues are regularly detected in corn-based cereals even after processing, and research has shown that these residues find their way into 10-30 per cent of conventional breakfast cereals.

Until the tide turned against GM products, there was considerable doubt about the GM content of products made from soya or maize. Now Kellogg's products are reportedly free from proteins from GM crops. Weetabix Ltd stated that no GM ingredient, additive or derivatives are used in any of its processes. Quaker Oats Ltd claimed that it does not use ingredients containing GM material in any Quaker product and that it had tested all lecithin used in its products to ensure freedom

from any such material. The company also said it would only consider using ingredients derived from GM crops in the longer term if they had been fully approved by the relevant regulatory and scientific authorities.

A HEALTHIER START

There are now a number of companies offering organic cereals, such as cornflakes and bran flakes, which use reduced quantities of pesticides and are free from GM ingredients. Most of these are easiest to find in specialist health food shops, although some are slowly making their way into the mainstream retailers.

Many nutritionists believe that one of the best ways to start the day is not with cereal but a hearty bowl of porridge. Look for organic oats from one of the companies with a good ethical rating on the table opposite, heat with a little water or organic milk and serve with a sliced (fair trade) banana on top.



- Doves Farm
- Infinity
- Jordans
- Mornflake



- Kallo
- Kashi
- Kellogg's
- Weetabix
- Whole Earth



- Shredded Wheat
- Quaker Oats

BREAKFAST CEREALS BRAND NAME		ENVIRONMENT				ANIMALS		PEOPLE			OTHER		Company group
		ENVIRONMENTAL REPORT	GM	ORGANIC	NUCLEAR POWER	ANIMAL WELFARE	VEGETARIAN	POLITICAL DONATIONS	ARMAMENTS	FAIR TRADE	BOYCOTT	PUBLIC RECORD CRITICISMS	
DOVES FARM		●	●	●	●	●	●	●	●	●	○	92	Doves Farm Foods
INFINITY		●	●	●	●	○	●	●	●	●	○	80	Infinity Foods Co-operative
JORDANS		○	●	●	●	○	●	●	●	●	○	76	W Jordan & Son
KALLO		○	●	●	●	●	●	●	●	○	○	72	Wessanen Group
KASHI		○	●	●	●	○	●	●	●	○	○	60	Kellogg Co
KELLOGG'S		○	●	●	●	○	●	●	●	○	○	60	Kellogg Co
MORNFLAKE		○	●	●	●	○	●	●	●	○	○	76	Morning Foods
QUAKER OATS		○	●	●	●	○	○	●	●	○	○	40	PepsiCo
SHREDDED WHEAT		○	●	●	●	○	○	●	●	○	○	40	Nestlé/General Mills
WEETABIX		○	●	●	●	○	○	●	●	○	○	64	Weetabix
WHOLE EARTH		○	●	●	●	○	○	●	●	○	○	72	Wessanen Group

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation

Butter & margarine

The world has long been divided into lovers of pure butter, who defy the risks of too much cholesterol, and those who search for a palatable alternative. Although butter is still holding its own in the market, there have recently been huge advances in the development of nice-tasting margarines, dairy spreads and vegan butters. The drawback is that these tend to use a wide variety of different ingredients and additives.

WHAT'S IN THEM?

Butter is a simple product. It consists mainly of the fat found in cows' milk and it is not highly processed, beyond the churning that makes it solid. Some of the 'spreadable' butters, the ones that stay soft in the fridge, may be blended with vegetable oil. Others are processed by breaking down the hard fats.

Margarine is usually more complex. It contains at least 80 per cent oils and fats – which can be of animal, fish or vegetable origin – as well as ingredients such as whey, vegetable colouring, flavouring and emulsifiers. Vitamins are also often added.

Any product with less than 80 per cent oils or fats has to be called a 'spread'. To be labelled as 'reduced fat' a spread may contain up to 60 per cent fat, and to be labelled as 'light' or 'low fat' it may have up to 40 per cent fat. Spreads contain at least as many added ingredients as margarine and some of the lower fat ones have added gelatine and water. The dairy spreads – the ones marketed as being 'butter-like' – contain added cream or buttermilk.

Major supermarkets have now begun stocking vegan-friendly spreads such as Pure, although for a greater choice of products, wholefood shops are still the best option.

THE SEARCH FOR HEALTH

During the 1980s, fears over the health risks of saturated fat convinced many people to switch from butter to margarine. However, in the 1990s it was discovered that trans fatty acids (TFAs) in margarine could raise the level of LDL, the 'bad cholesterol' in the blood, by as much as saturates, while decreasing the level of HDL, the 'good cholesterol'. This is why some products, including some of the dairy spreads, are now marketed as having 'virtually no TFAs'.

ORGANIC BUTTER

Organic cows receive better treatment than most, because they are never kept permanently indoors, which keeps them healthier, and their calves are suckled for around nine weeks.

GM ISSUES

Some spreads and spreadable butters contain soya oils, which may be labelled simply as vegetable oil or fat. Many of these may be from GM soya beans. That's why it's better to look for products labelled as GM-free or organic.

Lecithin is a common additive derived from soya, and if it is of GM origin it need not be labelled as such on the grounds that there will be no DNA present.

Butter may not be unaffected by the GM issue, as the cows may have been given GM feed. Only organically certified products will avoid GM entirely.

PACKAGING

Butter normally comes wrapped in a single piece of paper, and this is clearly better than the plastic tub packaging used for margarine and spreads. Although the tubs are marked as recyclable, very few of us actually recycle them.

The main reason for this is that polypropylene (identified by a number five on the packaging), the substance used to make margarine tubs, is difficult and expensive to recycle, and there is currently little demand for the resultant materials. Until this changes, few authorities are likely to provide facilities for recycling.



- Pure
- Suma
- Yeo Valley



- Anchor
- Castle Dairies
- Clover
- Country Life
- GranoVita
- Lurpak
- St Ivel Shirgar
- Utterly Butterly
- Vitalite
- Willow



- Benecol
- Flora
- I Can't Believe It's Not Butter
- Kerrygold

BUTTER & MARGARINE BRAND NAME	ENVIRONMENT				ANIMALS		PEOPLE			OTHER		Company group	
	GM	ENVIRONMENTAL REPORT	ORGANIC	NUCLEAR POWER	ANIMAL WELFARE	VEGETARIAN	POLITICAL DONATIONS	ARMAMENTS	FAIR TRADE	BOYCOTT	PUBLIC RECORD CRITICISMS		ETHICAL COMPANY INDEX
BUTTER:													
ANCHOR	○	●	●	●	●	○	●	●	●	●	○	68	Arla Foods AMBA
CLOVER	○	●	●	●	●	○	●	●	●	●	○	60	Dairy Crest Group
COUNTRY LIFE	○	●	●	●	●	○	●	●	●	●	○	60	Dairy Crest Group
LURPAK	○	●	●	●	●	○	●	●	●	●	○	68	Arla Foods AMBA
PURE	○	●	●	●	●	●	●	●	●	●	○	80	Matthews Foods Ltd
ST IVEL SHIRGAR	○	●	●	●	●	○	●	●	●	●	○	60	Dairy Crest Group
SUMA	●	●	●	●	●	●	●	●	●	●	○	92	Suma Wholefoods
UTTERLY BUTTERLY	○	●	●	●	●	○	●	●	●	●	○	60	Dairy Crest Group
YEO VALLEY	●	●	●	●	●	○	●	●	●	●	○	80	Yeo Valley Organic Company
MARGARINE:													
BENECOL	●	●	●	●	●	○	●	●	●	●	○	40	Johnson & Johnson
CASTLE DAIRIES	●	●	●	●	●	○	●	●	●	●	○	64	Castle Dairies
FLORA	●	●	●	●	●	○	●	●	●	●	○	44	Unilever
GRANOVITA	●	●	●	●	●	○	●	●	●	●	○	64	De-Vau-Ge Gesundkostwerk
I CAN'T BELIEVE...	●	●	●	●	●	○	●	●	●	●	○	44	Unilever
KERRYGOLD	●	●	●	●	○	○	●	●	●	●	○	52	Irish Dairy Board Cooperative
VITALITE	○	●	●	●	●	○	●	●	●	●	○	60	Dairy Crest Group
WILLOW	○	●	●	●	●	○	●	●	●	●	○	60	Dairy Crest Group

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation

Cafés

The demand for premium coffee has led to a rapid increase in the number of coffee shops in the UK, with 2,299 branded outlets open in June 2004. Major companies' influence on the world coffee market has contributed to the weak bargaining position of the small-scale producers, many of whom face debt and poverty. However, supporting ethical schemes such as fair trade can reconcile our enjoyment of coffee shops with the needs of the producers.

UK COFFEE SHOP MARKET

The retail coffee market is worth over £2.2 billion. Branded cafés account for £700 million of this business, and the three main players (Starbucks, Caffè Nero and Costa Coffee) make up over half of the branded market – and that market is still growing. Predictions that demand for premium coffee would only be a short-lived trend in Britain have been discredited, as the country embraces a European-style café culture. An annual growth rate of at least 5 per cent is expected in this sector for the foreseeable future.

The growth of chain cafés throughout Europe and North America has made a small number of companies very influential in the coffee market as a whole. Most notably, Starbucks now buys 2.2 per cent of the world's coffee. Large companies are able to dictate terms to smaller producers and force down the price of coffee, pushing many small producers below the poverty line. This is a serious problem that all coffee drinkers should be aware of.

FAIR TRADE

The fair trade scheme is the most effective and well-known way to help the 20 million people involved in the production of coffee. Fair trade protects small producers from fluctuating prices and acquisitive middlemen by guaranteeing a minimum price for their coffee and ensuring that farmers are paid regularly. The scheme also charges a premium of 15 US cents per pound of coffee to fund future development. The growing popularity of coffee shops means that cafés can make a significant difference by embracing fair trade. For example, Café Revive's decision to buy only fair trade coffee in 2004 led to a 14 per cent increase in the UK's consumption of ethically sourced coffee.

Developments in the coffee shop sector show what can be achieved by considerate consumerism. In 2004, AMT announced that the reason for their change to fair trade was 'due to your demand'. As more and more consumers seek out fair trade coffee, it is likely that other cafés will also

consider ethical purchasing as a means of improving their profits.

CAFÉ WARS

The growth of branded coffee shops has contributed to the growing monotony of Britain's high streets. In spite of now serving mainly fair trade coffee, Starbucks in particular has been criticised for its aggressive expansion. The resources of the company enable it to sacrifice immediate profits in order to ensure that the brand is visible in prime locations and town

centres. Starbucks has also been accused of deliberately locating branches near other established cafés in order to force competitors out of the market. Readers who are concerned about these tactics, and those who value diversity on the high street, can easily vote with their wallet by supporting the smaller coffee shops, which (at the moment) are still more common than their branded rivals.

Tea drinkers may want to support their local tea rooms rather than buying from branded coffee shops.



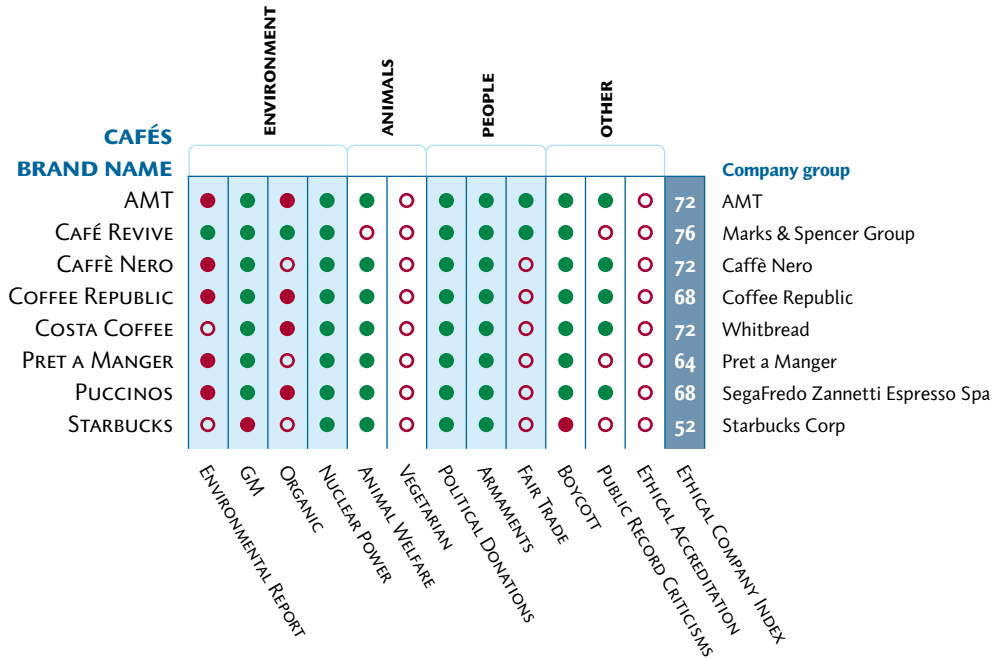
- AMT
- Caffè Nero
- Café Revive
- Costa Coffee



- Coffee Republic
- Puccinos



- Pret a Manger
- Starbucks



Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation

Trophy Holistic Premium Dog Food



A premium, complete, holistic food offering superior nutrition, quality British ingredients and full certification from BAHNM; for lifelong health and vitality.

A natural holistic food with the added benefit that it is made from sustainable raw materials, produced in the U.K. with the environment in mind to complement our green policy.

Benefits:

- Unique holistic formula
- Whole grains for energy and stamina
- Quality animal protein sources
- Natural Omega 3 & 6
- Naturally Hypo-Allergenic & wheat gluten free
- Balanced nutrition
- No fillers, artificial colours, flavourings or preservatives
- Fortified with Glucosamine, Chondroitin, Cranberry & MOS
- Available in two bite sizes



Quality Petfoods, Accessories and Petcare Products

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BRITISH MADE



Proudly made in the U.K.
Supporting British Agriculture

Call our Nutritional Hotline 01367 240333 for advice, a free sample of Trophy Holistic and an information pamphlet or visit

www.trophypetfoods.co.uk

Cat & dog food

The choice of cat and dog foods in the main supermarkets tends to be rather limited, because most of them source their products from only two manufacturers: Mars and Nestlé. Organic brands are beginning to appear alongside these big names, although they are still easiest to find in specialist shops. Animal testing is an important issue in the manufacture of pet foods, and some owners even consider vegetarianism for their animals.

ORGANIC

Buying organic pet food is a way of avoiding factory-farmed meat, especially where a vegetarian diet is unsuitable. Yarrah is one of the organic brands which is available within supermarkets. New foods should always be introduced slowly, as they may not be readily accepted at first.

To avoid shop-bought feeds altogether, it is possible to give pets home-cooked food. However, it is advisable to consult the vet before embarking on a new diet, as there is a risk of the animal developing imbalances in vitamins and minerals. Dogs need the right phosphorous/calcium ratio to maintain healthy bones, and without taurine (an amino acid that comes almost exclusively from animal sources) cats can go blind. Feeding them too much raw fish can cause neurological problems.

Just like humans, animals are increasingly suffering from weight problems. An estimated 40 per cent of pet cats and dogs in the UK are obese.

ANIMAL TESTING

The British Union for the Abolition of Vivisection (BUAV) has discovered serious cases of animal testing by the pet food industry. The big four pet food companies include Purina Petcare (Nestlé), Hills Pet Nutrition (Colgate Palmolive), Iams (Procter & Gamble), and Pedigree (Mars). Investigation by the BUAV has shown that all of these companies provide funding for, or carry out their own, animal testing.

Procedures in the UK may involve some of the following: isolation of animals for long periods, endoscopy, periods of complete fasting or food restriction, application of skin irritants, frequent changes of diet during trials and plucking hair from near the base of the tail, as well as regular sedation, anaesthetics and enemas. Many animals become too sick as a result of the testing and have to be withdrawn from trials. The fate for others can be worse still; according to the BUAV, an experiment supported by Iams artificially induced kidney failure in cats, resulting in the death of two animals.

Alternative brands to try are Lily's Kitchen, Burns Pet Nutrition, OrganiPets and Trophy Pet Foods and Pure Dog – none of whom test on animals. These brands have also been accredited by the Ethical Company Organisation, which indicates that they are ethically and environmentally sound.

BUY DRIED FORMULATIONS

Some dried food formulations are thought to be healthier than tinned food. Pets need to eat more tinned food than dried to gain the same amount of nutrition.

The environmental evidence is also in favour of dried food. Tinned foods are at least 60 per cent water, making the transported volume and weight much greater. Paper bags are obviously a lower

environmental impact choice than tins. Bulk buying is preferable, whether in the form of large sacks or tins.

The new innovation of single-serve portions in plastic pouches and foil trays is utterly wasteful of resources.

VEGETARIAN PETS?

It is highly controversial, but some argue that dogs can be fed a vegan diet, and some companies like Yarra (Roelevink Beheer BV) make vegan and vegetarian dog food.

Cats, however, do need meat because they require taurine. If they are deprived of it they will soon turn to hunting birds and mice for meat. The Vegan Society imports something called Vegecat from the US, a supplement designed to be added to home-cooked cat food.



- Burns
- Din Dins
- Feelwell's
- Fish4Dogs
- Lily's Kitchen
- OrganiPets
- Pooch & Mutt
- Pure Dog
- Trophy Pet Foods
- Yarra



- Butcher's
- Hi-Life
- Pascoe's
- Wagg
- Webbox



- Bakers Complete
- Eukanuba
- Felix
- Friskies
- Hill's Science Plan
- Iams
- Pedigree
- Whiskas

CAT & DOG FOOD BRAND NAME	ENVIRONMENT				ANIMALS		PEOPLE		OTHER		Company group	
	ENVIRONMENTAL REPORT	GM	ORGANIC	NUCLEAR POWER	ANIMAL WELFARE	VEGETARIAN OR VEGAN APPROVED	POLITICAL DONATIONS	ARMAMENTS	BOYCOTT	PUBLIC RECORD CRITICISMS		
CAT & DOG FOOD:												
LILY'S KITCHEN	●	●	●	●	●	●	●	●	●	●	100	Lily's Kitchen
YARRAH	●	●	●	●	●	●	●	●	●	○	95	Yarra Organic Petfood BV
BURNS	●	●	●	●	●	●	●	●	●	●	91	Burns Pet Nutrition
FEELWELLS	●	●	●	●	●	○	●	●	●	●	86	Feelwells
FISH4DOGS	●	●	●	●	●	○	●	●	●	●	86	Fish4Dogs
ORGANIPTS	●	●	●	●	●	○	●	●	●	●	86	OrganiPets
TROPHY	●	●	●	●	●	○	●	●	●	●	86	Trophy Pet Food
DIN DINS	○	●	●	●	●	○	●	●	●	●	82	Din Dins Holistic Kitchen LLP
HI-LIFE	●	●	●	●	●	○	●	●	●	○	64	Town & Country Petfoods
PASCOE'S	●	●	●	●	●	○	●	●	●	○	64	C & D Foods
FRISKIES	●	●	●	●	●	●	●	●	●	○	55	Nestlé
HILL'S SCIENCE PLAN	●	○	●	●	●	○	●	●	●	○	50	Colgate-Palmolive Company
EUKANUBA	●	○	●	●	●	○	●	●	●	○	27	Procter & Gamble
IAMS	●	○	●	●	●	○	●	●	●	○	27	Procter & Gamble
CAT FOOD:												
FELIX	●	●	●	●	●	●	●	●	●	○	55	Nestlé
WHISKAS	○	●	●	●	●	○	●	●	●	○	41	Mars
DOG FOOD:												
POOCH & MUTT	●	●	●	●	●	○	●	●	●	●	86	Pooch & Mutt
PURE DOG	●	●	●	●	●	○	●	●	●	●	86	Pure Dog Ltd
WAGG	○	○	●	●	●	○	●	●	●	○	73	Wagg Foods
WEBBOX	●	○	●	●	●	○	●	●	●	○	68	Pet's Choice Inc.
BUTCHER'S	○	○	●	●	●	○	●	●	●	○	64	Butchers Pet Care
PEDIGREE	○	●	●	●	●	○	●	●	●	○	55	Mars
BAKERS COMPLETE	●	●	●	●	●	●	●	●	●	○	41	Nestlé

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation (2011)



Chocolate

Consumers in the Western world are much more interested than they used to be in where their favourite foods come from and how they are grown. They need to be, because the processes behind the trading of the most important commodities, such as cocoa, can be very ugly indeed. Major concerns include the use of child labour and exposure of workers to dangerous pesticides such as lindane. As ever, one solution is to buy fair trade.

CHILD LABOUR

Thanks to press investigations and television documentaries, the issue of child labour in cocoa farming has been revealed as a serious problem in several countries. One survey carried out by the International Institute of Tropical Agriculture in Ivory Coast, Cameroon, Ghana and Nigeria found that the majority of children working on cocoa farms were under 14, and that approximately one-third of school-age children living in cocoa-producing households had never been to school.

The chocolate industry has developed a Global Industry Protocol (also known as the Harkin-Engel Protocol), and initially promised a method of certifying that cocoa had been grown 'under appropriate labour conditions'. The Protocol also aimed to eliminate the worst forms of child labour on cocoa farms in West Africa. Unfortunately, although some progress has been made, www.labourrights.org states that the industry is not doing enough to address labour and associated issues, and consequently the

commitments of the Protocol have not been met. Illegal labour may still be prevalent on many farms.

In normal times, Ivory Coast produces nearly half of the world's cocoa, but, according to a report published in the *Earth Island Journal*, it is hard to ensure that Ivory Coast cocoa is 'slavery free'. The country's cocoa industry has a history of human rights problems. For example, in 2002 most of the foreign workers in the cocoa plantations were driven away by thugs encouraged by the ruling party. Mars and Nestlé have tended to buy large amounts of cocoa from Ivory Coast, whereas Cadbury's has said that it buys 90 per cent of its cocoa from Ghana, which is a signatory to a tough code of conduct against trafficking of child workers.

FAIR TRADE

Buying fair trade chocolate is currently the best way to avoid support for child labour and commodity traders. All of Traidcraft and Day Chocolate Company's chocolate is

fair trade marked, as is Green & Black's Maya Gold. Traidcraft's organic chocolate contains fair trade sugar as well as cocoa, and so has the highest proportion of fairly traded ingredients. Another great ethical choice is Chococo from The Purbeck Chocolate Company which has full Ethical Accreditation.

Plamil, a vegan company, now has one product certified Fair Trade (Plamil Organic Dairy Free Alternative to Milk Chocolate) and their cocoa is all sourced from the Dominican Republic and fulfils the social standards set out by the Fairtrade Labelling Organisation.

The biggest shake ups in the chocolate industry have been the controversial Cadbury Schweppes take over of Green & Black's in May 2005, closely followed by the Kraft take-over of Cadbury's in February 2010. It has been promised however that Green & Black's will be run as a standalone business and to take the brand's ethical agenda seriously. Cadbury's Dairy Milk range in Britain and Ireland is now entirely Fairtrade, meaning that 15% of chocolate sold in Britain will now bear the mark.

TRICKY ISSUES

One major concern about the cocoa industry is how many chemical fertilisers and pesticides the farmers use. The best protection for the cocoa trees is for farmers to do mix planting, which also enables them to provide their own food, as well as using the income from cocoa to pay for health care, education and other costs. The Day Chocolate Company highlights how prone cocoa is to diseases. Therefore, in order not to threaten the livelihoods of the farmers and also the Ghanaian economy, the company has made a choice not to be organic.

The pesticide lindane has been banned from agricultural and horticultural use in the EU, on the grounds that it is a hormone disrupter linked to health problems such as breast cancer. It is still used on cocoa plantations, exposing the workers to potential health risks. Chocolate companies say they have no way of knowing whether their cocoa is sprayed with lindane, as they don't buy direct from the growers. They should be encouraged to do their own tests.



- Chococo
- Divine
- The Organic Seed & Bean Co.
- Plamil
- Traidcraft



- Ferrero Rocher
- Kinder Egg
- Lindt
- Ritter Sport
- Thornton's



- Dairy Milk
- Galaxy
- Green & Black's
- Kitkat
- Mars Bar
- Terry's Chocolate Orange

CHOCOLATE BRAND NAME	ENVIRONMENT				ANIMALS		PEOPLE			OTHER			Company group	
	ENVIRONMENTAL REPORT	GM	ORGANIC	NUCLEAR POWER	ANIMAL WELFARE	VEGETARIAN	POLITICAL DONATIONS	ARMAMENTS	FAIR TRADE	BOYCOTT	PUBLIC RECORD CRITICISMS	ETHICAL ACCREDITATION		ETHICAL COMPANY INDEX
THE ORGANIC SEED & BEAN CO.	●	●	●	●	●	●	●	●	●	●	●	●	100	The Organic Seed & Bean Co. Ltd.
TRAIIDCRAFT	●	●	●	●	●	○	●	●	●	●	●	○	92	Traidcraft
PLAMIL	●	●	●	●	●	●	●	●	○	●	●	○	88	Plamil Foods
DIVINE	●	●	●	●	●	○	●	●	●	●	●	○	85	Divine Chocolate Ltd.
CHOCOCO	●	●	●	●	●	○	●	●	○	●	●	●	81	The Purbeck Chocolate Company
THORNTON'S	●	●	●	●	●	○	●	●	○	●	●	○	77	Thornton's
LINDT	●	●	●	●	●	○	●	●	●	●	●	○	69	Lindt & Spruengli
FERRERO ROCHER	○	●	●	●	●	○	●	●	●	●	●	○	65	Ferrero S.p.A.
KINDER EGG	○	●	●	●	●	○	●	●	●	●	●	○	65	Ferrero S.p.A.
RITTER SPORT	○	●	●	●	●	○	●	●	●	●	●	○	65	Alfred Ritter GmbH & Co.
DAIRY MILK	●	●	●	●	●	○	●	●	○	●	●	○	54	Kraft Foods Inc.
GREEN & BLACK'S	●	●	●	●	●	○	●	●	○	●	●	○	54	Kraft Foods Inc.
TERRY'S CHOCOLATE ORANGE	●	●	●	●	●	○	●	●	○	●	●	○	54	Kraft Foods Inc.
KITKAT	●	●	●	●	●	○	●	●	○	●	●	○	50	Nestle SA
GALAXY	○	●	●	●	●	○	●	●	●	●	●	○	35	Mars Inc.
MARS BAR	○	●	●	●	●	○	●	●	●	●	●	○	35	Mars Inc.

Key

- Top rating
- Middle rating
- Bottom rating

Source: The Ethical Company Organisation (2011)