

ethical consumer

£4.25 188 Jan/Feb 2021
www.ethicalconsumer.org

Still trapped in poverty



How to give
chocolate workers
a fair share

SHOPPING GUIDES TO

- Chocolate
- Fruit Juice
- Soft Drinks
- Perfume & Aftershave

ISSN 0955-8608



9 770955 860011

the path
your financial revolution

Looking for an ethical pension?

We are ethical financial advisers who grow your wealth and invest in people and planet.

MARKET-LEADING
EXPERTISE

ETHICAL
INVESTMENT

WEALTH
PERFORMANCE

Contact us to arrange your free consultation:

0333 050 3300

thepath.co.uk

Authorised and regulated by the Financial Conduct Authority, reference 827270.



Organic
Fair Trade
Vegan
Palm oil free
Soy free
Gluten free
Ethically, Socially & Environmentally responsible
100% made in Ecuador (in origin)

ethicalconsumer.org
BEST BUY

pacarichocolates.uk

CAPITAL AT RISK. INVESTMENTS ARE LONG TERM AND MAY NOT BE READILY REALISABLE.
ABUNDANCE IS AUTHORISED AND REGULATED BY THE FINANCIAL CONDUCT AUTHORITY (525432).

Making money is great.
But so is having a planet
for your kids to live on.

abundanceinvestment.com

abundance.
Mobilise your money for good

WHO'S WHO

THIS ISSUE'S EDITORS Josie Wexler, Ruth Strange, Tim Hunt, Rob Harrison

PROOFING Ciara Maginness (Little Blue Pencil)

WRITERS/RESEARCHERS Jane Turner, Tim Hunt, Rob Harrison, Anna Clayton, Josie Wexler, Ruth Strange, Mackenzie Denyer, Clare Carlile, Francesca de la Torre, Alex Crumby, Tom Bryson, Billy Saundry, Jasmine Owens

REGULAR CONTRIBUTORS Simon Birch, Colin Birch

DESIGN Tom Lynton

LAYOUT Adele Armistead (Moonloft), Jane Turner

COVER Tom Lynton

CARTOONS Marc Roberts, Mike Bryson, Richard Liptrot, Andy Vine

AD SALES Simon Birch

SUBSCRIPTIONS Elizabeth Chater, Francesca Thomas, Nadine Oliver

PRESS ENQUIRIES Simon Birch, Tim Hunt

ENQUIRIES Francesca Thomas

WEB EDITOR Sophie Billington

THANKS ALSO TO Marlou Veldt, Merle Büter, Emma Kerrison, Katy Davies, Catherine Harbour, Jane Darling

All material correct one month before cover date and © Ethical Consumer Research Association Ltd. ISSN 0955 8608

Printed with vegetable ink by RAP Spiderweb Ltd, c/o the Commercial Centre, Clowes Centre, Hollinwood, Oldham OL9 7LY. 0161 947 3700

PAPER 100% post-consumer waste, chlorine-free and sourced from the only UK paper merchant supplying only recycled papers – Paperback (www.paperbackpaper.co.uk)

RETAIL DISTRIBUTION is handled by Central Books on 0845 458 9911. Ethical Consumer is a member of INK (independent news collective), an association of radical and alternative publishers. www.ink.uk.com

We are a Living Wage employer, a multi-stakeholder co-op, and Fair Tax Mark accredited.



ABOUT THE ADVERTISERS

ECRA checks out advertisers before accepting their ads and reserves the right to refuse any advert.

COVERED IN PREVIOUS PRODUCT GUIDES Abundance (177), Co-operative Bank (186), Flaya (188), Green Stationery (185), Infinity Wholefoods (178), Kingfisher Toothpaste (184), Pacari Chocolates (188), Plamil (188), Vegetarian Shoes (185).

Other advertisers Green Building Store, Investing Ethically, Medical Aid for Palestine, Practical Action, The Path.

In this issue, we bring you some guides you might want for the Christmas season – chocolate, perfume, fruit juice and soft drinks.

Disgracefully, poverty and exploitation are a theme, which makes it all a bit reminiscent of Charles Dickens's Christmas full of ghosts. But there is some positive change happening – in the cocoa industry, governments are starting to step up to tackle the low prices which underlie the poverty, and companies such as Fairafric are developing more innovative ways of addressing it.

A couple of guides also address issues around stereotypes and body image. The perfume industry's TV advert budget is astronomical, and as you can't convey a smell through a TV screen, they basically sell nothing but pure fantasy and dreams. Luckily, there are brands that are less over the top.

Alternatively, if buying a selection box or bottle of eau de toilette seems a little passé in these times of crisis, why not inspire your friends and loved ones with a gift subscription to Ethical Consumer magazine? It's a gift that lasts a whole year, you'll be helping to support our work and we'll plant an olive sapling in Palestine for every new subscriber.

Tax and the digital giants

We also update on our ongoing campaign to make digital giants such as Google, Facebook and Amazon pay their way.

While these companies were already failing to pay their share even before the pandemic, COVID has pushed things into a 'taking the absolute mick' situation – society faces a financial crisis, while they are doing simply marvellously out of it all. We have recruited a

new part-time member of staff to help us – Nabila Ahmed, and plan to make a submission to the Treasury Select Committee on tax.

Ethical Consumer has also joined #MakeAmazonPay – a new coalition demanding change from the online giant. Other members include War on Want, the Tax Justice Network, and Greenpeace. The coalition has published a list of common demands, from "raising workers' pay in all Amazon warehouses in line with the increasing wealth of the corporation" and "ending union busting"; to "stopping all sponsoring of climate change denial" and "paying taxes in full".

Finally

You may notice that we are getting less prosaic and have a new poetry corner: Poetic Justice. That's now going to be a regular feature, so we hope you're something of a rhyming creature!

Our next magazine is going to be devoted to green technologies, including heat pumps, solar panels and solar thermal. Which is timely, given that the government has announced as part of its recently released 10-point climate plan that it intends 600,000 heat pumps to be installed every year by 2028. As only 30,000 were fitted last year, that is quite the increase – 20-fold, in eight years.

But for that you will have to wait until 2021. In the meantime, Merry Christmas and Happy New Year from all at Ethical Consumer.



JOSIE WEXLER
EDITOR

WHAT IS ETHICAL CONSUMER?

We are an independent, not-for-profit, multi-stakeholder co-operative founded in 1989 and based in Manchester. Our primary goal is making global businesses more sustainable through consumer pressure. Our mission is to:

1 Help consumers to challenge corporate power by using their economic vote every time they go shopping.

2 Democratise the market by enabling consumers to assert their own ethical values by using our shopping guides.

3 Have a fully transparent ranking system. All our data is available to subscribers.

4 Engage with companies by telling them why we are buying or not buying their products. We also send them detailed questions about their policy and practice on ethical issues.

5 Push for wider political action and legislative change. Ethical consumerism is not a replacement for other forms of political action. But it is an important additional way for people to exert their influence.

HOW TO CONTACT US

Unit 21, 41 Old Birley Street, Manchester, M15 5RF
 ☎ 0161 226 2929 – 10-5pm
 ✉ enquiries@ethicalconsumer.org – general
 📧 shop@ethicalconsumer.org – subscriptions

Infinity Foods
WHOLESALE
Organic & Natural Foods

A Workers Co-operative,
Supplying Ethically Traded
Organic & Natural
Wholefoods, Since 1971.

..... Naturally good!

* An Unparalleled
Range Of Branded Goods...

* An Extensive And Varied Range Of
Infinity Foods Own Brand Products.

* Local, National And
International Delivery.

info@infinity.coop

feelgood windows

Enjoy the comfort and energy efficiency
of triple glazed timber windows and doors

green
building
store

Options to
suit all
budgets

Friendly personal service and technical support
from the low energy and Passivhaus experts

www.greenbuildingstore.co.uk
t: 01484 461705

KINGFISHER MINT
NATURAL TOOTHPASTE

KINGFISHER MINT
NATURAL TOOTHPASTE

KINGFISHER FENNEL
NATURAL TOOTHPASTE

KINGFISHER FENNEL
NATURAL TOOTHPASTE

KINGFISHER ALOE VERA
TEA TREE FENNEL
NATURAL TOOTHPASTE

KINGFISHER ALOE VERA
TEA TREE MINT
NATURAL TOOTHPASTE

KINGFISHER CHARCOAL
NATURAL TOOTHPASTE

KINGFISHER BAKING SODA
NATURAL TOOTHPASTE

the
Green
Stationery
company

Protect the oceans, go plastic free at work.

Use Recycled
Degradable
Paper
Packaging.
Avoid Short
Life Plastic
Office
Products. Try
Beautiful
Sustainable
Wooden Desk
Accessories.

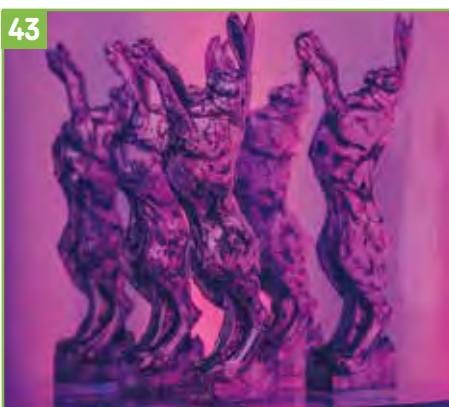
www.greenstat.co.uk
01225 480556

NEWS

- 06 Food & Home**
Dirty dozen pesticides, Beer & biscuit brand sales, Plastic-free periods campaign, Boulder art to stop bottom trawling in North Sea
- 08 Climate**
Ogoni 9 anniversary, Smart tariffs, Ground Up event, 10 point green plan



- 38 Ethical Novice**
Chocolate
- 38 Poetic Justice**
Christmas Vexation
- 39 Clothes**
Garment workers' crisis, Made in Britain, Clothes factories' safety
- 42 Boycotts**
Facebook hate speech, Amazon greenwash, AXA financing Israeli settlements
- 43 Lush Prize 2020**
Can big data replace animal testing? Report on this year's virtual conference and awards.
- 47 Money**
Community Shares thrive



FEATURES

- 44 Taxing Big Tech**
How to wrestle tax from Big Tech



- 40 Ethical Consumer Week**
Reflections on our online event



REGULARS

- 46 Christmas gift subscriptions**
Give a gift subscription to Ethical Consumer
- 48 Letters**
A regular forum for readers' views



- 50 Inside view**
French food revolution

SHOPPING GUIDES

Chocolate

- 10 Introduction
12 **Score Table & Best Buys**
14 Going beyond certification
17 Nestlé profile



Fruit Juices

- 18 Introduction
20 **Score Table & Best Buys**

Soft Drinks

- 26 Introduction
28 **Score Table & Best Buys**



- 23 Juice & Soft Drinks**
packaging
- 24 Juice & Soft Drinks**
company profiles
- 25 Spotlight on Coca-Cola**

Perfumes and aftershaves

- 32 Introduction
34 **Score Table & Best Buys**

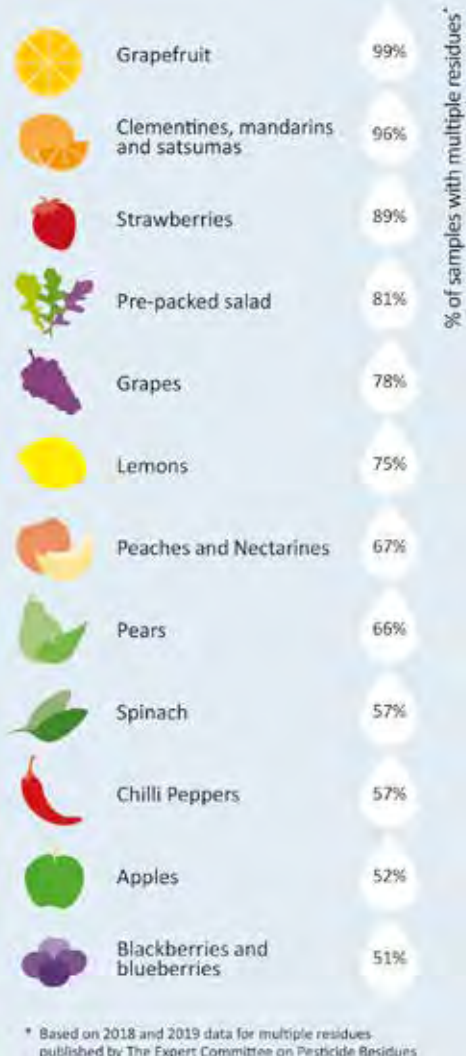
THE DIRTY DOZEN

Pesticides used in agriculture can often leave detectable traces of chemicals in, or on, our food known as 'residues'. Crops are not sprayed just once during a growing season; multiple applications of different pesticides can be applied – as many as 20 different chemicals can be applied to winter wheat for example.

Pesticides Action Network has analysed government data on residues on fruit and veg and has come up with a dirty dozen list – 12 fruits to avoid as a top priority if you can't access a fully organic diet.

It lists the 'dirtiest' fruit and vegetables based on what percentage of samples revealed residues of more than one pesticide. Our regulatory system is only set up to assess the safety of one pesticide at a time, and so misses what is often called 'the cocktail effect'.

More details from www.pan-uk.org/dirty-dozen



Beer and biscuit news

Fox's biscuits has just been bought by chocolate company Ferrero. It used to score 8.5 but that now drops to 5. See the chocolate guide on page 10.

Beer company Greene King is now owned by Hong Kong's richest family, CKA Group, which already owns Superdrug and mobile operator Three. It also owns 20% of rolling stock firm UK Rail, 16% of Northumbrian Water and 12% of Wales and West Gas Networks. Greene King's score drops from 5.5 to 1.

Greene King is one of the companies that pledged to make slave trade reparations in June to address their founders' roles in the trans-Atlantic slave trade. Records archived by researchers at University College London (UCL) show that one of Greene King's founders, Benjamin Greene, held at least 231 human beings in slavery and became an enthusiastic supporter of the practice. Greene was given the equivalent of about £500,000 at today's rate in compensation when he surrendered rights to plantations in Montserrat and Saint Kitts when slavery was abolished in the British empire in 1833.

Greene King's sale follows Fuller's and craft brewer Meantime having been bought by Japanese drinks giant Asahi.

Other craft brewers have also proved attractive to multinationals – AB Inbev, which supplies nearly a third of the world's beer, bought London brewer Camden Town.

Carlsberg bought London Fields brewery whilst Heineken bought a stake in Beavertown.

Meanwhile, Kirin Ichiban lager is on the Burma Campaign's boycott list for being in business with the Burmese military which is facing charges of genocide at the International Court of Justice.



Organic food sales boom during lockdown

According to the Soil Association, sales of organic food and drink grew by 6.1% – almost double the 3.2% growth of non-organic food and drink products – in the year ending May 2020. It also reported an 18.7% increase in organic sales in the 12 weeks to the end of May – which included 10 weeks of lockdown – compared with a 14.2% increase in non-organic equivalents.

“Organic farming is a whole-system approach that nurtures the soil, biodiversity and our planet,” said Louisa Pharoah of the Soil Association. “The COVID-19 pandemic has meant more people appreciate where food comes from and, with the increased interest in growing veg in our gardens and home baking, there's never been a better time to talk to people about the benefits of organic farming.”

MAKE MENSTRUAL PRODUCTS PLASTIC FREE



Ella Daish, pictured left, is running a campaign to try and get plastic out of menstrual products. So far she has convinced Aldi, Sainsbury's and Superdrug to ditch plastic applicators for biodegradable, cardboard alternatives in their own-brand products.

Now she is targeting brand leader Tampax. To get their attention, she created a giant plastic tampon from abandoned plastic applicators sent to her by supporters, 87.5% of which were Tampax. But Tampax has, so far, declined to ditch the plastic.

Our Menstrual Products guide in EC179 and on the web recommended reusable products like menstrual cups or reusable applicators like the Dame brand (right).

Support Ella's campaign here – www.change.org/p/make-all-menstrual-products-plastic-free



North Sea boulder barrier art installation

In October, Greenpeace completed its boulder barrier to prevent destructive bottom trawling in part of the North Sea.

Activists on board the Greenpeace ship *Esperanza* deployed the final two boulders, worked into 'full stops' by Turner Prize nominated artist Fiona Banner. They were placed in 47 square miles of the Dogger Bank protected area which is meant to be off limits to all destructive bottom trawling.

An Oceana analysis revealed that 97% of the UK's marine protected areas are being bottom trawled, despite most being set up specifically to protect the seabed.

Greenpeace was forced to take action to protect Dogger Bank after documenting extensive illegal bottom trawling taking place in the area. No action has been taken by the UK Government against these vessels operating illegally since this was revealed.

The installation features three sculptural full stops, made from inert granite, which form an ellipsis. Two of the three full stops have been placed in Dogger Bank by Greenpeace activists on board the *Esperanza*, while one was placed outside Defra, blocking the entrance of the Home Office where Defra is housed: a message to the Environment Secretary George Eustice, calling out his failure to protect our ocean environment.



Left: Artist Fiona Banner, aka The Vanity Press, with 'Klang Full Stop' sculpture outside DEFRA in London



Below: Fiona with her sculptures 'Peanuts Full Stop' (left) and 'Orator Full Stop' (right) while aboard the Greenpeace ship *Esperanza*, at Tower Bridge in London.

© Chris J Ratcliffe / Greenpeace

© Suzanne Plunkett / Greenpeace

NEWS IN BRIEF

The return of the dreaded patio heater

A recent article in *The Guardian*, which we contributed to, raised the issue of the increase in the sale and use of patio heaters because we are being encouraged to socialise outdoors.

Heating up the outside is inherently wasteful of energy, with up to 40% of the heat from an outdoor gas heater going straight up into the air. Infrared electric heaters are more efficient but there are even better options – clothing! Layers of clothing, blankets, flasks of hot drinks, windbreaks, awnings and gazebos all do a much more climate-friendly job

Who's eating all the soya?

According to Greenpeace, soya represents 47% of Europe's deforestation footprint. It's a leading driver of deforestation in South America and is linked to

violence and human rights abuses of local communities. But there are a lot of misconceptions about who's eating all this soya.

According to the Vegan Society, the number of vegans in the UK quadrupled between 2014 and 2019. Vegans and vegetarians are being blamed more often because they appear to consume more soya than your average meat eater. But only 6% of soya grown globally was for human consumption.

Watch the video here <https://www.youtube.com/watch?v=ki9PoTWiMTk> which shines a spotlight on how industrial meat is the biggest threat to the world's forest.

Solid shampoo goes mainstream

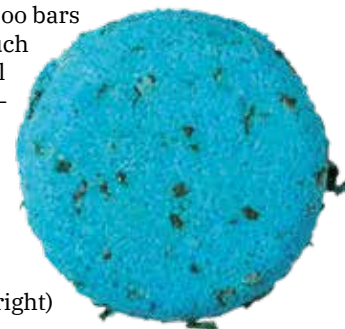
Mainstream shampoo brand Garnier has caught up with ethical shampoo companies and has just launched a plastic-free solid shampoo bar. Garnier

is owned by L'Oréal which appears in our perfume guide on page 32 and is part owned by Nestlé.

Louise Edge, Global Corporate Campaigner at Greenpeace said: "Garnier is showing how brands can shift their consumers away from unnecessary plastic packaging. They could go further still with a naked shampoo bar or reusable container, removing the cardboard and eliminating throwaway packaging completely."

In our guide to shampoo in EC184, we recommended the following brands of solid shampoo bars

made by much more ethical companies – Lush, Faith in Nature, Friendly Soap and Badger. Lush solid shampoos (right) are naked.



Anniversary of the death of the Ogoni 9

The 10th November marked the 25th anniversary of the hanging of Ken Saro-Wiwa and 8 other Nigerians - “the Ogoni 9” – for protesting against the environmental destruction wreaked by Shell in Ogoniland, Southern Nigeria.

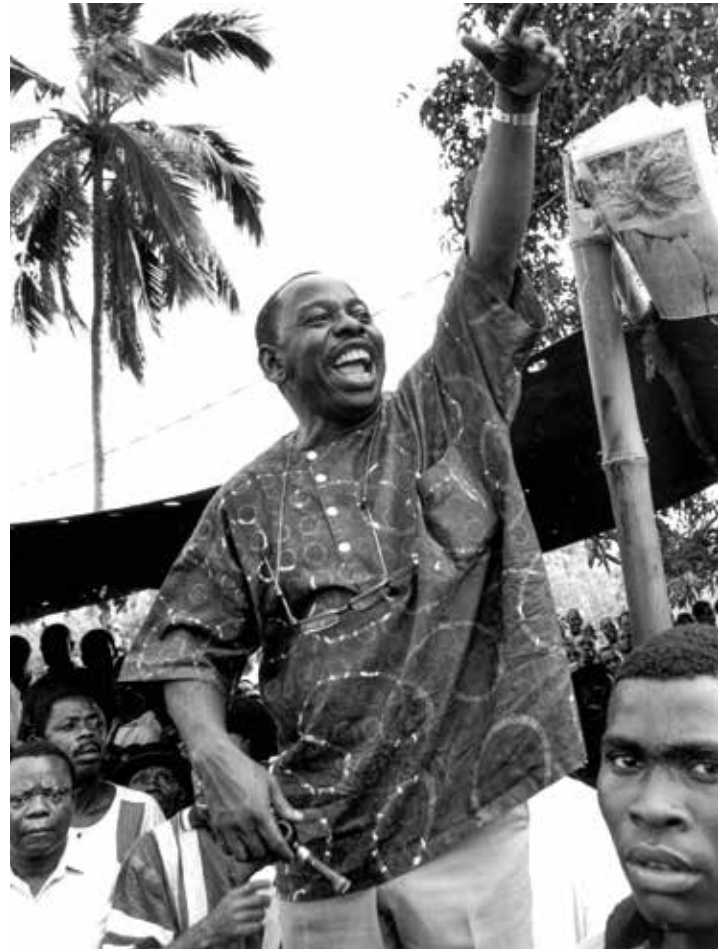
There was considerable evidence even at the time that Shell were complicit in the executions, that they had encouraged the Nigerian military dictatorship to take action against Ken Saro-Wiwa and his organisation Movement for the Survival of the Ogoni People (MOSOP), knowing full well what that would mean.

In commemoration, Extinction Rebellion activists mounted demonstrations at Shell’s headquarters in both London and The Hague, and in Nigeria MOSOP organised a candle-lit procession.²

Protesters said that Shell is still not taking responsibility for its large-scale contamination of the water and soil in Ogoni communities, and that the company’s failure to clean up has left hundreds of thousands of Ogoni people with damaged health, struggling to access safe drinking water, and unable to earn a living.

Legal cases regarding the executions continue to this day. In 2009 Shell paid the Saro-Wiwa family \$15.5 million in an out-of-court settlement. Another case, brought by four of the executed men’s widows, has been ongoing in the Netherlands since 2017.³ It has led to some further shocking revelations - witnesses have claimed that they were bribed to testify against the Ogoni 9, by Shell representatives.

Shell is also facing legal action in the Netherlands for the pollution in Ogoniland, where four Nigerian farmers have been suing the company for over a decade for leaking pipelines on their land.



Ken Saro-Wiwa, president of the MOSOP and one of the Ogoni 9.

© Tim Lambon, Greenpeace

From the Ground Up event

The annual UN climate conference, COP26, was originally due to be held in November 2020, but was postponed for 12 months due to the pandemic.

The COP26 Coalition - a UK-based civil society coalition of groups and individuals from trade unions, climate justice groups, environmental NGOs, faith and student groups - marked the COP26 that didn’t happen with a four-day online gathering, attended by global movements working for climate justice.

Discussions were held on many topics, including trade deals and their role in climate change, the role of trade unions in a just transition, feminism and the climate emergency, and how indigenous knowledge can aid in strategies for resistance. 8,000 people registered for the event. Translations were provided in Spanish and French, and sessions included speakers from many countries including Mozambique, Colombia and Brazil.

Some of the sessions were recorded, and can be viewed online. For more information, see the COP26 Coalition website <https://cop26coalition.org>

THE GOVERNMENT’S 10 POINT GREEN PLAN

The government has recently unveiled its 10 point green Covid 19 recovery plan, as has been widely covered in the newspapers. Measures include a ban by 2030 on the sale of new petrol and diesel cars (previously this was set for 2040), and providing around £4 billion of new funding for a variety of emissions-cutting proposals.

It has received a mixed response from campaigners. Some parts have been welcomed, but many have pointed out how paltry it is compared to what is needed.

Carbon Brief’s Simon Evans said “adding them up, it looks like the new measures would only close 55% of the gap to meeting UK’s [legally binding] 4th/5th carbon budgets...even before thinking about net zero ambition.”

Caroline Lucas of the Green Party compared the £4 billion of new money for this plan with the £27 billion that is earmarked for roads and the £36bn being invested in a green recovery in Germany.¹

Others pointed out that many of the measures, including a quadrupling of offshore wind, and support for tree planting, are actually just repeating things that had already been announced.

References: **1** www.carbonbrief.org/media-reaction-boris-johnsons-10-point-net-zero-plan-for-climate-change **2** www.energyvoice.com/oilandgas/africa/ep-africa/277996/shell-london-hague-protests **3** <http://priceofoil.org/2020/10/08/stretching-back-a-decade-shell-is-once-again-brought-to-court-over-landmark-pollution-case>

IN THE SMART HOME... SMART TARIFFS

JONATHAN ATKINSON of Carbon Co-op peers into some of the complexities we face in the transition to low carbon homes.

For years we've been promised cheap, unlimited power from renewables, yet somehow our bills always go up and up. Well now there is a new kind of 'smart tariff' that highlights when renewable power is cheapest - but if you're already bamboozled by energy bills maybe think twice before reading on!

Most energy companies bill a standing charge and a standard rate for the electricity we use. But many will be familiar with Economy 7 (or 10) where householders have two tariffs, a high rate for peak times, and a low rate charged during the night or in the middle of the day. These tariffs were introduced by grid companies to reduce energy use at peak times when the demands on the system are higher - and have proved very effective.

Smart tariffs have now emerged thanks to the two 'd's of digitalisation and decarbonisation, and are putting the logic of Economy 7 on steroids. Instead of tariffs changing once or twice a day they can change every half hour and the tariffs themselves change every single day with notifications issued the day before.

Renewable electricity generation is growing and at certain times of the day or

year there are huge excesses of renewable power i.e. when it's windy and/or sunny and demand is generally low. At these times electricity becomes extremely cheap, there are even instances where energy generators pay suppliers to take their power in order to avoid penalty charges. Digitalisation in our homes means that energy suppliers now have a really good understanding of when we use electricity and can predict and verify this.

Who will benefit?

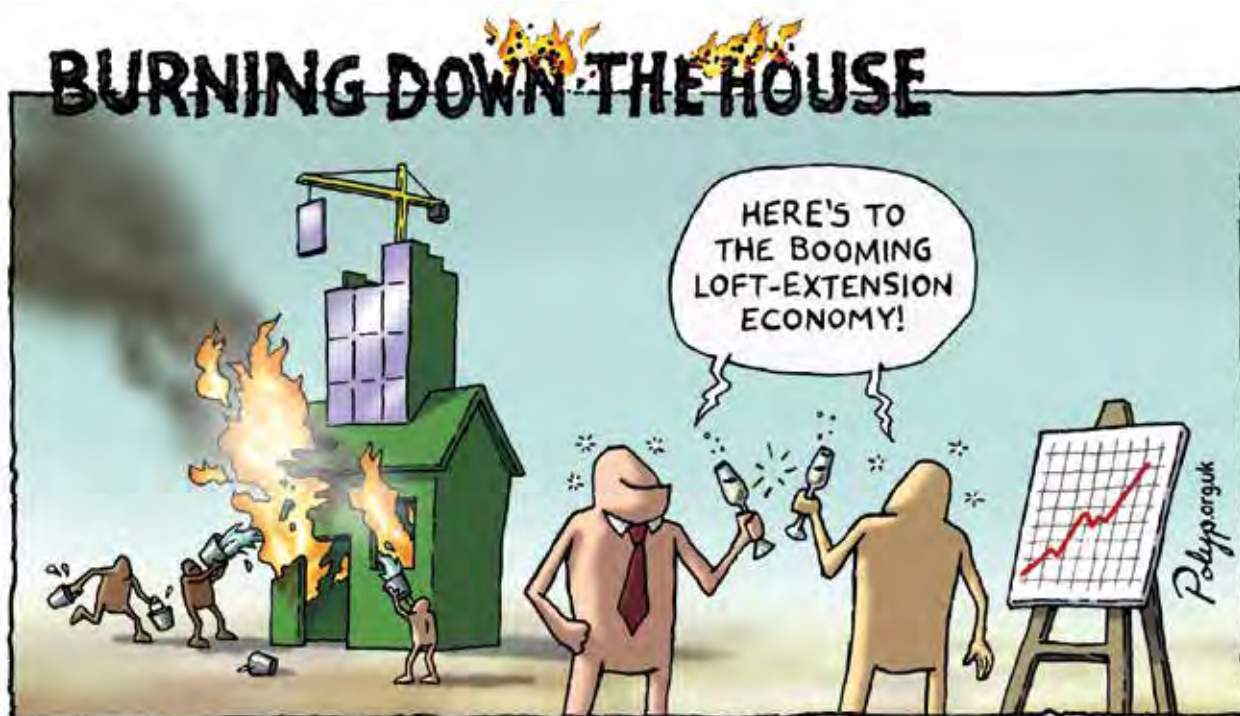
Smart tariffs mean that those who can be more flexible with their energy use can benefit from these hour by hour changes in prices. These are people with smart meters, large flexible electricity loads - think electric vehicles, batteries, heat pumps etc. and ideally the ability to automate use, for example, some battery chargers can integrate with energy supplier systems in order to track the price changes and start charging at trigger prices.



© Carbon Coop

In reality, this is a limited number of householders and there are currently only a handful of tariffs like Octopus Agile and Bulb Smart Tariff, but as electric vehicles and batteries become more popular and more people install heat pumps we can expect both demand and supply to grow further.

One nagging fear, highlighted in a new project, Smart and Fair, from the Centre for Sustainable Energy is that de facto, such tariffs favour wealthier consumers with more equipment. It's a challenge to Ofgem and campaigners to ensure we don't end up in a nightmare scenario where lower income households are stuck on high, static tariffs whilst richer ones flex their demand to catch low prices.



Still trapped in poverty

JOSIE WEXLER looks at how we can give chocolate workers a fair share.



Cocoa originally came from South America, where it was consumed as a bitter drink for thousands of years. European invaders added sugar to it, but it wasn't made solid until surprisingly recently – we Brits were the first to do so, at the end of the nineteenth century.

As it is the key ingredient in chocolate, most of this guide focuses on the cocoa industry. Cocoa will only grow in tropical countries and it is grown almost exclusively by small farmers. Two-thirds of the world's supply comes from West

Africa – principally Ivory Coast and Ghana, where it is the source of livelihood for millions of people. It is Ivory Coast's largest export, and Ghana's third largest.

For several decades, the industry has been beset by serious issues around poverty, child labour and environmental destruction. The good news is that some attempts are being made to tackle them. The bad news is that they aren't nearly good enough. We do, however, identify the best ones for ethical consumers to support.

A fully referenced version of this Product Guide is on our website

Ethical issues in your chocolate bar

Child labour and chocolate

A major report on child labour in cocoa farming was released in 2020. It was funded by the U.S. government and produced by NORC at the University of Chicago.

It estimates that around two million children are engaged in 'hazardous' child labour in Ivory Coast and Ghana – using machetes and toxic chemicals and carrying excessive loads. This amounts to 43% of all children living in cocoa producing areas, and means that in terms of absolute numbers, there has been no progress at all since companies signed the Harkin-Engel Protocol, which promised to tackle child labour, nearly 20 years ago. In fact, the report estimated that child labour in cocoa has increased by 14% in the last decade.

However, it also points out that cocoa production itself has grown by more than that – by 62% – in the two countries over the period. And it is pretty positive about anti-child-labour interventions, finding that when actions to improve livelihoods are coupled with awareness raising and community monitoring, they reduce child labour significantly.

In other words, it is possible to tackle child labour, but it is not being done on any serious scale.

This report didn't look at forced labour. But the Global Slavery Index estimates that around 1% of the child labourers are being forced to work, by someone other than their parents, and that around 13,000 adults were also forced to work on cocoa farms between 2013 and 2017. Forced labour involving violent restraint is rare. But much more common are things like threats or promising payment which doesn't ever materialise.

Child labour in cocoa is tied up with poverty. Cocoa farmers resort to using their children because they can't afford to employ adult labourers. And the poverty is linked to the prices paid by the multinational buyers who supply our chocolate bars.

Deforestation and chocolate

Deforestation is still a major issue in West African cocoa production. About 40% of Ivorian cocoa is estimated to have come from inside protected forest areas, technically making it illegal.

The primary reason for this is that farmers move into the forest to get a short-term yield boost after poor farming practices have exhausted the soil. This, again, is linked to poverty.

Some action is happening. In November 2017, the Governments of Ivory Coast and Ghana and many of the major cocoa and chocolate companies signed the Cocoa & Forests Initiative agreement. As part of this, they have all committed to establish a unified traceability system to map supply chains back to producer farms and have created action plans to do so. Signatories include Ferrero, Godiva, Hershey, Kuapa Kokoo (Divine), Lindt & Sprüngli, Marks & Spencer, Mars, Mondelēz, Nestlé, Sainsbury's, Tesco, and Unilever.



Mighty Earth's 2017 report revealed how the cocoa industry deforested National Parks in the Ivory Coast.

© Mighty Earth

Less promisingly, the US campaigning organisation Mighty Earth reported at the end of 2019 that, since the agreement, deforestation in the two countries has actually increased.

Agroforestry in your chocolate

Cocoa trees evolved to grow in the shade under a rainforest canopy, intermingled with other trees. Cocoa was first farmed in a somewhat similar manner, until pressure for short-term yields led farmers to switch to full-sun monocultures. But many scientific studies have now found that moderate shade can bring just as good yields, while sequestering more carbon, improving biodiversity, and preventing the spread of disease and the degradation of the soil.

This is called 'cocoa agroforestry' and companies have agreed to promote it



Child labour in cocoa is tied up with poverty. Cocoa farmers resort to using their children because they can't afford to employ adult labourers. And the poverty is linked to the prices paid by the multinational buyers who supply our chocolate bars.

© Mighty Earth

© International Labor Rights Forum

USING THE TABLES

Ethicscore: the higher the score, the better the company. Scored out of 14. Plus up to 1 extra point for Company Ethos and up to 5 extra points for Product Sustainability.

- Green (good) = 12+
- Amber (average) = 11.5-5
- Red (poor) = 4.5-0

- = worst rating
- = middle rating
- = best rating/no criticisms found

USING THE TABLES


Positive ratings (+ve):

Company Ethos:

- ★ = full mark
- ☆ = half mark

Product Sustainability:

Various positive marks available depending on sector.

 Best Buys are highlighted in blue

BRAND

Ethicscore (out of 14 + 6 extras)

Environment		Animals		People			Politics			+ve									
Environmental Reporting	Climate Change	Pollution & Toxics	Habitats & Resources	Palm Oil	Animal Testing	Factory Farming	Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Arms & Military Supply	Controversial Technologies	Boycott Call	Political Activity	Anti-Social Finance	Tax Conduct	Company Ethos	Product Sustainability

COMPANY GROUP

 Pacari [F,O,S,V]	18.5																	★	3.5	Pacari Chocolate, LLC
 Beyond Good [F,O,S,V]	18	○																★	3.5	Beyond Good
 MIA [F,S]	17																	★	2	Kuanza Ltd
Ombar [F,O,V]	17	●																★	3	Mood Foods Ltd
Plamil [F,O,V]	17							○										★	2.5	Plamil Foods Ltd
 Fairafric [F,O,S]	16.5					○	●											★	3	Weinrich/Fairafric/Reimers
Moo Free [O,V]	16.5	○																★	2	Moo Free Ltd
Vego [F,O,V]	16.5	●																★	2.5	VEGO Good Food UG
Booja Booja [O,V]	15.5	○						○	○									★	2	Mr C G Mace
 Chocolat Madagascar 'milk' [V,F,S]	15						●	●					○					★	2.5	Ramanandraibe family
Cocoa Loco [F,O]	15	●						●										★	2	Payne Family
 Chocolat Madagascar [F,S]	14.5							●	●				○					★	2	Ramanandraibe family
Equal Exchange [F,O]	14	●	●					●										★	2	Equal Exchange Inc
Seed and Bean [F,O]	14		●					●	○	○								★	2	Organic Seed & Bean Co Ltd
Biona [O]	13	●	●						○	○								★	1	Windmill Organics Ltd
 Divine [F,O]	12.5	●	●					●	●				○					★	2	Ludwig Weinrich/Kuapa Kokoo
Tony's Chocolonely [F,S]	12.5	●	●					●	●				○					★	2	Tony's Factory B.V.
Traidcraft [F,O]	12	●	●				○	●	●				○					★	2	Traidcraft Foundation
Willies [F,S]	11.5	●	●					●	●				○					2	Willies Cacao Ltd	
Waitrose Duchy [F,O]	10.5	○	●	○		○	○	●	○	●		○	○					★	2	John Lewis/The Prince's Charities
iChoc [O,V]	10	●	●		○			●	●		○		○					1.5	Ludwig Weinrich GmbH & Co. KG	
Vivani [O]	9.5	●	●		○			●	●		○		○					1	Ludwig Weinrich GmbH & Co. KG	
Montezuma's "milk" [O,V]	9	●	●	○		●	●	●	○				○					1.5	Revenge Holdings Ltd	
Hotel Chocolat "milk" [V]	8.5	○	●		●			●	●	○	○		○					0.5	Hotel Chocolat Group Plc	
Ritter Sport	8.5	●	●		○			●	●		○		○					1.5	Alfred Ritter GmbH & Co. KG	
Hotel Chocolat	8	○	●		●			●	●	○	○		○					1.5	Hotel Chocolat Group Plc	
Co-op [F]	7		●	○	○	○	○	●	●	○		●	○	○			☆	1	Co-operative Group Ltd	
Lindt	7	○	○		○			●	●	○	○	○	○	○	○			1	Lindt & Sprüngli AG	
Marks and Spencer [F]	7		○	●	○		○	●	●	●	●		○	○	○			1	Marks & Spencer Group plc	
Waitrose [F]	5.5	○	●	●	●		○	●	●	●	●		○		○		☆	1	John Lewis Partnership	
Ferrero, Kinder, Thorntons	5	○	○	○		○		●	●	○	●	○	○		●	○	●	1	Ferrero International SA	
Godiva	5	○	●		○	●		●	●	○	○	●	○				●	1	Yildiz Holding A.S	
Aldi [F]	4.5	○	●	●	●	○	●	●	●	○	●	○	○		○	○		1	Aldi South	
Hershey's	4	○	●	○		○		●	●	○	●	●		○	●	○	●	1	The Hershey Trust Company	
Lidl [F]	4	○	●	●	●	●		●	●	●	●	○		○	○		●	1	Schwarz Group	
Guylian	3.5	●	●	○		●		●	●	●	○	●		○		●	●	1	Lotte Group	
Morrisons [F]	3.5	○	●	●	●	○	●	●	●	○	●		○	○		●		1	Wm Morrison Supermarkets plc	
Sainsbury's [F]	2.5	○	●	●	●	○	○	●	●	●	○	●		●		○	●	1	J Sainsbury plc	
Galaxy "milk" [V]	2	○	●	○	●	○	●	●	●	●	●	○		○	●	○	●	1	Mars Inc	
Green & Black's [F,O]	2	○	●	○	○	○	●	●	●	●	●	●		○	○	●	●	2	Mondelez International	
Maltesers [F]	2	○	●	○	●	○	●	●	●	●	●	○		○	●	○	●	1	Mars Inc	
Galaxy Smooth Milk [RA]	1.5	○	●	○	●	○	●	●	●	●	●	○		○	●	○	●	0.5	Mars Inc	
Mars	1	○	●	○	●	○	●	●	●	●	●	○		○	●	○	●	0.5	Mars Inc	
Tesco [RA]	1	○	●	●	●	○	●	●	●	●	●	●		○	●	●	●	0.5	Tesco plc	
ASDA [RA]	0.5	○	●	●	●	●	●	●	●	●	●	●	○		●	●	●	0.5	Walmart Inc.	
Kit Kat, Nestlé [RA]	0.5	○	●	○	●	●	●	●	●	●	○	●		●	●	○	●	0.5	Nestlé SA	
Cadbury	0	○	●	○	○	○	●	●	●	●	●	●		○	○	●	●	0	Mondelez International	

[O] = organic [F] = Fairtrade [RA] = Rainforest Alliance [S] = goes beyond certification [V] = vegan

as part of the Cocoa & Forests Initiative. Company reports are now full of Agroforestry Action Plans and numbers of seedlings distributed.

Unfortunately, things may not be so simple. The VOICE network is a global consortium of NGOs including Oxfam and Solidaridad, which publishes regular research into the cocoa industry. It is pretty caustic about companies' efforts on agroforestry, suggesting that many companies are simply throwing some trees at farmers, when the problems run much deeper. It says:

"Few farmers – most of whom are on the edge of food insecurity and earn less than \$1 per day – can afford the initial investments to transition to agroforestry".

It points out that Ivory Coast has seen many tree distribution campaigns, and less than 2% of the trees survived even in the short term.

"An OPEC for cocoa"

As described, nearly all of the problems in cocoa are linked to poverty. Most West African cocoa farmers are desperately poor. Since the 1980s, the average (inflation adjusted) cocoa price has halved.

And the really big cocoa news is that governments of Ivory Coast and Ghana are finally starting to take more drastic action on prices.

Cocoa is a partially regulated industry. In Ghana, the national cocoa marketing board Cocobod buys all the cocoa in the country, which it then sells on, paying a fixed price. In the Ivory Coast the system was liberalised at the behest of the IMF

at the end of 1990s, and the system works through private traders. But the Government there started re-regulating in 2011, and it now also controls farm prices.

Both countries have now agreed a minimum export price of \$2,600/tonne, with a 'Living Income Differential' of \$400/tonne to be used to guarantee a farmgate price to farmers of about \$1800/tonne. That is about the same as farmers received before the 2016 price crash, and about 40% more than they received last year.

To try to prevent oversupply, Ivory Coast plans to 'cap' its cocoa production at two million tonnes.

This has generated a lot of excitement, although it is worth bearing in mind that, even before the 2016 price crash, cocoa farmers' average incomes were less than half of the \$2.40 per day deemed the cut off for 'extreme poverty' in Ivory Coast.

However, it may be the start of governments working together to control cocoa prices more decisively. Commodity agreements to control prices were common in the 1970s, prior to the current era of extreme neoliberalism.

Nearly all chocolate companies have issued statements in favour of the price support. Nestlé and Pladis (Godiva) initially did not, and a SumOfUs petition asking them to garnered over 150,000 signatures, but Nestlé has now put a note of support on its website saying "we support efforts from the governments of Côte d'Ivoire and Ghana to improve living standards."

It is difficult to see how it could make a huge difference to companies' bottom lines given that the money that goes to cocoa farmers is only about 3-7% of the final value of a bar of chocolate.

Certification schemes

One of the main things that the publicity around child labour has done is led to a huge increase in certification, and between a quarter and a third of all global cocoa production is now grown under a certification label – the most popular being Rainforest Alliance, and then Fairtrade.

As these schemes have failed to solve a lot of the problems in the industry, enthusiasm for them has been waning somewhat.

"Certification does not seem to significantly increase farmer income, or protect against environmental harms or labour grievances" says the VOICE network. ●



Our best buys for chocolate are **Pacari, Beyond Good, Mia, Fairafric, Chocolate Madagascar** and **Divine**. They were chosen as companies who are "going beyond" in some respect, including beyond certification, which is becoming increasingly regarded as insufficient on its own.



Pacari
18.5

Beyond Good
18



Fairafric
16.5



Mia
17



Chocolat Madagascar
15



Divine
12.5



BRANDS NOT ON THE TABLE

We didn't have room on the table for the following brands:

- **Nestlé** – Aero, After Eight, Black Magic, Crunch, Dairy Box, Lion bar, Matchmakers, Milkybar, Munchies, Quality Street, Rolo, Smarties, Toffee Crisp, Walnut Whip, Yorkie
- **Mondelez (Cadbury)** – Cote D'Or, Crunchie, Fry's, Milka, Terry's, Toblerone, Heroes, Milk Tray, Roses, Bournville, Flake, Curly Wurly, Green & Black's non-Fairtrade
- **Mars** – Bounty, Celebrations, M&Ms, Milky Way, Revels, Snickers, Twix, Topic, Maltesers non-Fairtrade, Galaxy
- **Supermarkets** non-Fairtrade brands: M&S, Morrisons, Aldi [RA]
- Montezuma [O] and non [O], Plamil [O, V] and [RA, Vg], Moo Free [RA, V], Seed and Bean [O], Divine [F]

RECOMMENDED

Also recommended is **Tony's Choclonely**, which has put a lot of effort into trying to tackle child labour.

BRANDS TO AVOID

Nestlé is one of the world's most campaigned against companies. For a full profile, see page 17.

Chocolate

That doesn't mean, however, that certification does nothing. It also states:

"There are several ways in which certification plays an important role to make value chains more transparent; it is one of the few ways by which higher prices and premiums can potentially be delivered to the farm gate, and certification plays an important role in supporting farmer organisation."

Thus, we still think that certification is worth supporting. Both Rainforest Alliance and Fairtrade are likely to make a difference, even if it is a small one.

Deforestation

Both Fairtrade and Rainforest Alliance involve auditing to ensure that farmers are keeping to their standards.

Fairtrade was previously a bit lax on deforestation, but tightened its standards in 2019. Its new standard demands that certified farmers "do not destroy vegetation in carbon storage ecosystems".

Rainforest Alliance forbids deforestation, and it has developed a special 'Cocoa Assurance Plan' after it found 84 certified groups in April 2019 that contained farms in protected areas. It has now paused all new certifications in Ghana and Ivory Coast, while it gets GPS location data on all farms.

Fair pricing?

As poverty underlies all of the issues in cocoa, pricing is central.

It is part of the general Fairtrade model to have a minimum price, which must be paid when the market price falls below it. In cocoa, however, it is currently lower than the governments', and won't be doing anything. Rainforest Alliance has no minimum price.

Fairtrade also has a price premium, which goes to the farmers co-op to spend on community projects. Its cocoa premium is \$240/tonne, so about 13% of the farmgate price. Rainforest Alliance has introduced a 'minimum standard differential' (basically a premium) of \$70 per tonne, although it states that companies ought to pay more. The average paid in 2019 was around \$100 per tonne.

This isn't nothing. But Fairtrade readily admits that its prices are still below the living income level. It calculated a 'Living Income Reference Price' – the farmgate price that it believes that farmers need to live on – of \$2200 per tonne in Cote d'Ivoire and \$2100 in Ghana (equal to an export price of about \$3000), plus the premium. The VOICE network is not impressed, saying: "knowing how much you should pay, while not paying it, cannot be considered sustainable."

But although the price supports may not be strong enough, as Fairtrade's premium will be making a difference, we give a full additional mark in our Ethiscore system for Fairtrade-certified produce. As Rainforest Alliance's premium is less than half the size of Fairtrade's, it only gets a half.

In-house corporate sustainability schemes for chocolate

Most of the big chocolate companies now have their own sustainability schemes: Mondelez (Cadbury)'s 'Cocoa Life', Nestlé's 'Cocoa Plan', Hotel Chocolat's 'Engaged Ethics', Mars' 'Cocoa for Generations', and the Lindt & Sprüngli 'Farming Program'.

These are largely focused on farmer training schemes to boost productivity, the execution of Cocoa & Forests Initiative plans, and some roll out of Child Labour Monitoring and Remediation Systems (CLMRS).

CLMRS schemes empower local representatives to tackle child labour, and have been found to have some success. And as Nick Weatherill, Executive Director of the International Cocoa Initiative (an organisation funded by the chocolate companies to tackle child labour), told us: "currently only about 10-20% of farmers in West Africa are covered by them." Company efforts to ramp them up are thus to be encouraged.

However, overall these company schemes tend to be quite vague about what they actually contain and shouldn't be seen as equivalent to Rainforest Alliance or Fairtrade. Lindt, Mondelez, and Nestlé's schemes do contain an auditing process, but the other schemes do not mention one. Many of them talk in vague terms about paying decent prices, but figures are lacking.

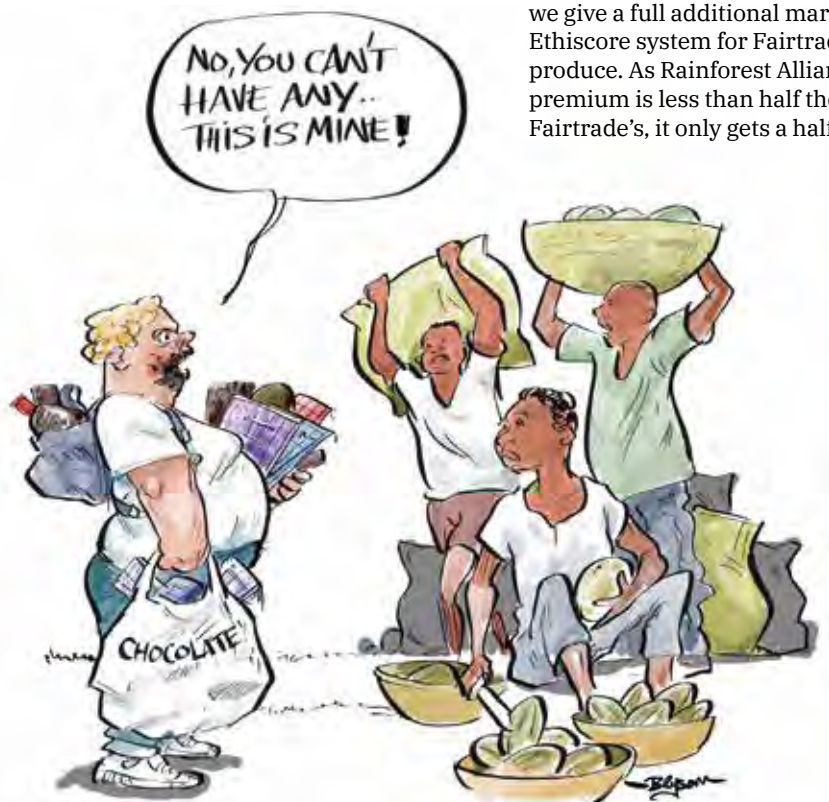
It is also pretty confusing for each company to have a scheme with its own special name, as if it is an external certification scheme, when these schemes are basically the companies' own corporate responsibility programmes. A cynic might think that that is part of the point.

Going beyond certifications

If certification isn't enough, other models are required.

One of the major factors likely to lead to higher standards is companies being closely involved with individual farmers – buying from them directly, having long-term contracts to give them security, and knowing where their farms are.

- Tony's Chocolonely builds partnerships directly with cooperatives in Ghana and Ivory Coast. It says that it ensures that traders keep its beans separately, so it knows that they come from the coops they work with.
- The company called Beyond Good



(which used to be called “Madécasse”) has got itself certified as ‘direct trade’ as it buys directly from Madagascan farmers.

● Divine is also partly owned by cocoa farmers themselves. This means that they are intimately connected with the company.

All of these companies are worth supporting.

And as we mentioned last time, the ‘value added at source’ business model, in which chocolate is made locally and shipped as a finished product, promises to make a much bigger impact on poverty in cocoa-producing countries. While the cocoa farmer only gets about 3-7% of the final chocolate price, about 40% of it is taken at the manufacturing stage.

Made-at-source chocolate is growing

Last time we looked at it, we didn’t know of anyone selling chocolate wholly made in West Africa in the UK. But Fairafric has now built a solar-powered factory in Ghana and is just starting to produce its first bars.

Other companies using this model in this guide are Pacari, which makes it in Ecuador, and three which make it in Madagascar: Mia, Chocolate Madagascar and Beyond Good (Beyond Good’s chocolate is only partially made in Madagascar. The other two make the entirety of their chocolate there).

We also recommend buying from these companies, as this model is very promising in terms of its impact on poverty.

Some people have argued that chocolate made at source will always be too expensive to sell substantial amounts in the rich world, due to problems such as it melting in the heat. However, Neil Kelsall from Chocolate Madagascar told us:

“Everybody thought it was impossible to export Chocolate from Madagascar at the beginning, using negative arguments like, its hot, its corrupt, there are no skills, etc, etc, but since starting in 2004, there are now three chocolate factories in Madagascar ... Please remember

Chocolate melts anywhere in the world if above 24°C, so how do the rich countries (USA, Europe, Asia) get chocolate around without melting? They use cool transport, so why should we think it is not possible?”

There is also a potential regional African market, and helping the industry get going can support that.

Campaigning

The Co-operative Party is running a campaign to try to protect Ghanaian farmers, including cocoa farmers, from high post-Brexit tariffs.

It points out that without a Brexit deal, when the transition period ends and the UK leaves the EU on 1 January, exorbitant tariffs will be slapped on Ghanaian farmers’ exports, potentially doing severe damage to their ability to sell cocoa to the UK on decent terms.

To sign their petition, go to <https://party.coop/fairdealforfairtrade>

SCORE TABLE HIGHLIGHTS

Cocoa sourcing policy

Due to the child labour issue, all companies who were deemed to have insufficient policies on cocoa sourcing lost half a mark under Workers’ Rights. Companies were rated as follows:

Sufficient cocoa sourcing policies:

Cocoa Loco, Lindt, Traidcraft, Equal Exchange, iChoc, Vivani, Ritter Sport, Lidl, Divine, Tony’s Chocolonely, Fairafric, Vego, Beyond Good, Chocolate Madagascar, Pacari, Co-op, Moo Free, Willies, Ombar, Mia.

Insufficient:

Ferrero, Mondelez (Cadbury, Green & Blacks), Mars, Biona, Tesco, Marks & Spencer, Waitrose, Nestlé, Aldi, Hershey’s, ASDA, Morrisons, Sainsbury’s, Hotel Chocolat, Guylian, Godiva, Plamil, Booja Booja, Seed and Bean, Montezuma.



Ethical vegan chocolate

- Wholly vegan companies are Plamil, Pacari, Booja-Booja, Moo Free, Vego, Beyond Good and Mia. They get an extra mark in our Ethiscore ranking under ‘Company Ethos’.
- Plain or dark chocolate is not always vegan, but the vegan options are now plentiful. As it is not uncommon, we haven’t given any extra marks for it.
- Many companies are now also making vegan alternatives intended to taste like milk chocolate. We gave their products a mark for their efforts. They are made by Plamil, Pacari, Moo Free, Chocolat Madagascar, Vego, iChoc, Montezuma, Hotel Chocolat, Ombar, Mars (Galaxy), Guylian.

These can be identified on our score table by the letter [V] after the brand name. All of our Best Buy companies offer vegan chocolate brands.

Supermarkets also provide a small selection of “free from” chocolate, which is not included on our score table. Those marketed as vegan can be found at Co-op, Morrison’s, Sainsbury’s and Tesco.

Palm oil in chocolate

Chocolate itself does not generally contain palm oil. However, fillings such as biscuit commonly do, so we rated all of the companies on their palm oil policies. They received the following rating for their palm policies, but some had added criticisms which knocked them down a rung (Hershey’s, Ferrero, Mondelez, Mars and Nestlé):

Palm oil free:

Divine, Beyond Good, Chocolat Madagascar, Pacari, Moo Free, Booja-Booja, Seed and Bean, Montezuma, Tony’s Chocolonely, Fairafric, Vego, Willies, Ombar, Mia.

Best:

Plamil, Traidcraft, Ferrero, Mondelēz, Mars, Cocoa Loco, Equal Exchange, Biona, Tesco, Marks & Spencer, Waitrose, Hershey’s.

Middle:

Vivani, Ritter Sport, Lindt, Nestlé, iChoc, Tesco, Morrisons, Waitrose, Co-op, Sainsbury’s.

Worst:

Hotel Chocolat, Guylian, Godiva, Lidl UK, Aldi.

Palm oil free chocolate is covered in more detail on our special webpage at www.ethicalconsumer.org/palm-oil/palm-oil-free-chocolate

Chocolate

Companies behind the brands

Fairafric is a German company that was founded by its CEO Hendrik Reimers after he had been backpacking in Africa. He wasn't impressed by certification, saying that "a couple of percent more income on almost nothing is still almost nothing." Instead, he was convinced that the way out of poverty was making finished products locally, and decided to make chocolate bean to bar in Ghana.

Fairafric is 59% owned by Reimers himself, but Ludwig Weinrich GmbH (which also owns Vivani, iChoc and 80% of Divine) has a 24% stake. The company buys cocoa from farmers with whom it has long-term personal relationships and pays high prices, saying that it pays a premium of \$600/tonne. It is palm oil free, uses organic ingredients and discusses its environmental impact.

Fairafric is just starting to produce its first 'bean to bar' chocolate in Ghana. They can be purchased from its website <https://fairafric.com>



Fairafric's model increases Africa's share of the value chain in the chocolate industry by not only sourcing the cocoa in Africa but by producing the chocolate from bean to (wrapped) bar in Ghana.

Tony's Chocolonely is a Dutch company that has been going for over a decade but only recently started selling in the UK. It was started by journalist and activist Teun van de Keuken who is a long-standing campaigner against child labour in cocoa farming. Early in the century he recorded himself eating 17 bars of chocolate and then took himself to court for "knowingly purchasing an illegally manufactured product", persuading four former child slaves from Ivory Coast to testify against him. In 2007, the Dutch attorney general dismissed the case. After that Van de Keuken changed tack and decided to make his own chocolate instead.

Tony's has its own five-part system for trying to reduce child labour: direct trading with farmers, paying higher prices, strengthening farmer organisations, long-term trading relationships, and helping improve farming practices.

The higher price strand includes Tony's own premium, which is substantially higher than Fairtrade's. However, the VOICE network has criticised Tony's for failing to abide by Fairtrade's minimum price, meaning that the extra premium may just be making up the difference between Fairtrade's minimum and the market price. Premiums, which go into collective community funds, are not equivalent to money that is actually received by the farmer.



"I joined Kuapa Kokoo because the policies are very good and it belongs to the farmers. Democracy has its own power – that's why I wanted to join," said Nare Penten.

Tony's also gets somewhat marked down in our system because it's single focus on child labour means that it doesn't really discuss environmental issues anywhere. However, it is definitely an activist company.

Divine was until recently 45% owned by the Ghanaian Kuapa Kokoo cocoa farmers co-op, a syndicate with about 65,000 members who together produce about 5% of Ghanaian cocoa. Kuapa Kokoo means 'good cocoa farmer'. The remainder of Divine was owned by Twin Trading and Oikocredit, a Dutch microfinance institution.

Divine has now been partly sold. While 20% is still owned by Kuapa, the remaining 80% is now owned by Ludwig Weinrich GmbH.

While it is disappointing to see the proportion owned by Kuapa fall, Divine points out that Kuapa still receives a share of dividends, and still has two representatives on the Divine board. It says that partially owning a chocolate company gives Kuapa farmers a voice in the cocoa industry and a 'seat at the table'. Therefore, we still think that it is a company worth supporting.

Kuapa was created in the 1990s with the help of Christian Aid, The Body Shop and Twin Trading – the company behind Cafédirect's coffee. It launched Divine Chocolate in 1997 with some additional help from Comic Relief, who promoted it in the UK in a series of TV adverts starring Ben Elton.



The unevenly sized chunks of their 180g bars are to remind us that the profits in the chocolate industry are unfairly divided.

The continuing controversies of Nestlé

Nestlé SA, the Switzerland-based parent of the Nestlé group, is the world's biggest consumer goods company. Its total stock market valuation is the highest of any European company³ and, over the 20th century, it played a key role in the popularisation of a number of consumer goods we take for granted today, such as milk chocolate and instant coffee.



The Baby Milk Boycott

Henri Nestlé created his first infant formula from cow's milk, flour and sugar in Switzerland in 1867.⁴ Roughly 100 years later, in 1974, Nestlé baby milk became the subject of an international scandal with the publication of War on Want's 'The Baby Killer', which claimed that it was discouraging breastfeeding through its promotion of breast milk substitutes.

Boycotts were launched against Nestlé in numerous countries.⁵ An international marketing code (the 'WHO Code') was developed to prevent the comparison of manufactured baby milk with breastmilk. In response to the clamour, Nestlé implemented its own policy based on the code during the 1980s.⁶

However, many still view Nestlé's marketing as irresponsible and dangerous. Baby Milk Action has thus been running a UK boycott of Nestlé, since 1988.

While Nestlé may have accepted that exclusive breastfeeding for 0-6 months is the best for infant nutrition, the market for formula for 6+ months is growing. Nestlé's own report found 107 instances of non-compliance with its baby milk marketing policy in 2019.^{19,20}

A 2019 report from Changing Markets Foundation found that Nestlé was still comparing its own products with human milk.⁸

The Bottled Water Boycott

Nestlé has courted further widespread criticism for its approach to sourcing its bottled water.

In Canada, Nestlé faces boycotts from non-profit The Council of Canadians and indigenous rights organisation Lakota People's Law Project for extracting water from watersheds that have seen droughts in recent years.^{9,10}

Nestlé also took millions of gallons from a California creek network for a US water brand, leading the US Forest Service to state "the current water extraction is drying up surface water resources".¹¹ Further conflicts between communities and Nestlé over water extraction have occurred in Maine, Michigan and Florida. The company's US water operations are littered with court cases and lobbying.¹¹

Can Nestlé reform?

Nestlé is making some efforts to improve practices. All the cocoa for its UK chocolate is Rainforest Alliance certified, and it was the first chocolate company to introduce a Child Labour Monitoring and Remediation System (CLMRS) to tackle child labour, which has been widely praised. After major protests, in 2020, Nestlé announced that it was leaving the Canadian bottled water market. However, it is selling its facilities and wells to another major water taking company, Ice River Springs. Nestlé's website states "To align our goals to the 1.5°C pathway, we are transforming our operations. This will lead to a major shift in the way our ingredients are produced and sourced."

We'll see.

NESTLÉ BRANDS TO BOYCOTT

Nestlé states on its website that it has over 2,000 brands. Here, we list many of the brands UK consumers will be familiar with:

- **Baby food/milk:** Cerelac, SMA.
- **Cereals:** Cheerios, Cookie Crisp, Curiously Cinnamon, Golden Grahams, Golden Nuggets, Lion, NAT Bears, Nesquik Cereal, Shredded Wheat, Shreddies.
- **Chocolate/confectionery:** Aero, After Eight, Animal Bar, Black Magic, Blue Riband, Breakaway, Caramac, Crunch, Dairy Box, Drifter, KitKat, Lion Bar, Matchmakers, Milkybar, Polo mints, Quality Street, Rolo, Rowntree's, Smarties, Toffee Crisp, Walnut Whip, Yorkie. See Chocolate guide.
- **Coffee and drinks:** Coffee-Mate, Milo, Nescafé, Nespresso, Nesquik, Nido
- **Dairy:** Munch Bunch, Nestlé Carnation, Rachel's Dairy, Ski
- **Food:** Herta, Maggi, Tivall
- **Ice Cream (mostly owned by Froneri, a joint venture between Nestlé and PAI Partners):** Cadbury, Daim, Del Monte, Extrême, Fab, Green & Blacks, Kelly's of Cornwall, Lyons Maid, Maxibon, Mövenpick, Nobbly Bobby, Nuii, Oreo Ice Cream, Perfectly Baked, Roar Plant Based, Skinny Cow, Toffee Crumble, Toblerone Ice Cream, Treats, Yoo Moo.
- **Pet food:** Adventuros, Bakers, Bonio, Felix, GoCat, Gourmet, Lily's Kitchen, Purina, Purina Beta, Purina One, Winalot.
- **Water:** Acqua Panna, Buxton, Nestlé Pure Life, Perrier, Princes Gate, San Pellegrino, Vittel.
- **L'Oreal:** Nestlé also owns 23% of L'Oréal, meaning it has financial links with such brands as Garnier, Maybelline, NYX, Essie, Biotherm, Lancôme, and Kiehl's. See Perfume & Aftershave guide.



References: 3 www.statista.com/statistics/263264/top-companies-in-the-world-by-market-capitalization 4 www.nestle.com/aboutus/history/nestle-company-history 5 www.theguardian.com/sustainable-business/nestle-baby-milk-scandal-food-industry-standards 6 www.nestle.com/ask-nestle/our-company/answers/nestle-boycott 8 changingmarkets.org/portfolio/milking-it 9 canadians.org/nestle 10 action.lakotalaw.org/action/nestlepledge 11 www.theguardian.com/environment/2019/oct/29/the-fight-over-water-how-nestle-dries-up-us-creeks-to-sell-water-in-plastic-bottles 19 www.swissinfo.ch/eng/milk-for-older-babies_nestle-struggles-to-win-over-infant-formula-critics/45473338 20 www.nutraingredients.com/Article/2020/09/01/Nestle-owns-up-to-breast-milk-substitute-marketing-fails

Is fruit juice really

JANE TURNER looks at its impact on us and the environment.

This guide only covers 100% pure juice. Many of the companies in this guide also make vegetable juice and smoothies but we focus on the more popular drink, fruit juice, here.

Juice drinks have sugars, sweeteners, preservatives, flavourings or colourings added to fruit juice. They are covered in the Soft Drinks guide.

The market is dominated by the two big US soft drinks megaliths – PepsiCo and Coca-Cola – neither of which make a Fairtrade or organic variety. Happily, there are some smaller, more ethical alternatives, although Fairtrade brands are thin on the ground.

What is fruit juice?

Fruit juice is usually described as:

- From concentrate – Juice is extracted from the fruit and the water content is reduced in the country of origin. The concentrated juice is usually frozen and shipped to the country of use for packing. Fruit juice packers then reconstitute the juice by adding back the water.
- Not from concentrate – Juice is extracted from the fruit in the country of origin and then lightly pasteurised and frozen or chilled and transported to the country where it will be packed.
- Freshly squeezed – Juice is extracted from the fruit and used immediately.

'Not from concentrate' is often thought of being a better-quality juice than 'from concentrate' but there is no difference in them nutritionally, and they have both been pasteurised.

Chilled and freshly squeezed juices are more expensive, but although they may have the edge on flavour, nutritionally they are the same as long-life juices.

Fruit juice and sugar

Pure fruit juices are exempt from paying the sugar tax (see page 27) as their sugar is not 'added' during production. However, they can contain equally high levels of sugar.



For example, a 150 ml glass of Tropicana orange juice (the bestselling brand in the UK) has 12.6g of sugar whilst 150 ml of Coca-Cola has 15.9g – not vastly different. Put another way, a glass of Tropicana has the same sugar as three and a half Hob Nob biscuits.

Diabetes UK says that "half a pint (or half a carton) of fruit juice contains more sugar than the WHO recommends having in a whole day (30 g sugar for 11 years to adult, 24 g for 7 to 10-year olds). And this is easily the amount that someone might drink in a day.

How to manage sugar intake

The sugar in fruit juice still contributes to obesity, Type 2 diabetes and tooth decay because it is a 'free sugar' in liquid form which is rapidly absorbed by the body.

Whole fruit, on the other hand, is considered to be much better for health because, although it contains just as much sugar, the fibre slows down its absorption. The skin and pulp of whole fruit also contains other nutrients not present in just the juice. And fruit juice is a more concentrated source of sugars than whole fruit – 12 g of sugar in a medium orange but 21g in a glass (250 ml) of orange juice.

If you do want to drink juice, it is recommended that you only have 150 ml a day which currently also counts as one of your 5-a-day. But juice can only ever count as one portion a day, no matter how much you drink.

The British Dental Association has this advice:

- Always drink juice with meals and never before bedtime.
- Choose 100% fruit juices with no added sugar.
- Pick apple or berry juice over citrus, which is worse for teeth and more likely to erode enamel than other juices.
- Fruit juice softens tooth enamel, which protects teeth from decay, so wait one

WHY WE'RE NOT DOING BOTTLED WATER?

In 2017, we did a guide to bottled water which recommended that you don't buy it in the UK because of the packaging issues and the fact that it is easily replaced with tap water in refillable water bottles. We have therefore decided not to update that guide this time, but it is still on our website and contains lots of links to refillable bottle makers and tap water campaigns. Check it out at www.ethicalconsumer.org/food-drink/shopping-guide/bottled-water

A fully referenced version of this Product Guide is on our website

good for us?



hour after drinking before brushing your teeth. This will give the enamel time to harden.

- Avoid flavoured water, as it also contains lots of sugar.
- Never drink juice from the bottle, or give juice to small children in bottles, as this bathes the teeth in juice and increases the chances of damage.
- Drink fruit juice heavily diluted with water.
- Vegetable juice often has less sugar than fruit juice – i.e. tomato juice is 3% sugar whereas orange juice typically has around 8%. But watch out for added salt.

Why choose Fairtrade or organic

Brazil is the world's top exporter of orange juice, growing 60% of the world's juice oranges. And orange juice is the bestselling juice in the UK (followed by apple, pineapple and grapefruit).

Oxfam published an investigation into conditions on tropical fruit farms in North East Brazil in October 2019. It found widespread and systemic poverty among seasonal workers, particularly women,

on sites which supply supermarkets in Europe. Plus, the report also uncovered farms with poor working conditions and inadequate protection against exposure to pesticides.

These sorts of conditions are likely to be widespread in other countries growing tropical fruits like pineapples.

Unfortunately, there are very few widely available Fairtrade certified juices – only Calypso (orange juice and apple juice) and Co-op (orange juice) are in this guide. The company behind Fruit Hit, top of the table and the only Fairtrade Best Buy in our last guide in 2017, is unfortunately no longer in business. The company also owned the alternative Fairtrade cola brand Ubuntu too.

One option to safeguard workers' rights may therefore be to avoid tropical juices but then again, as economist Joan Robinson argued: "the only thing worse than being exploited by global capital is not being exploited by global capital". ●



USING THE TABLES

Ethicscore: the higher the score, the better the company. Scored out of 14. Plus up to 1 extra point for Company Ethos and up to 5 extra points for Product Sustainability.

- Green (good)** = 12+
- Amber (average)** = 11.5-5
- Red (poor)** = 4.5-0

- = worst rating
- = middle rating
- = best rating/no criticisms found

USING THE TABLES

Positive ratings (+ve):

Company Ethos:

- ★ = full mark
- ☆ = half mark

Product Sustainability:

Various positive marks available depending on sector.

Best Buys are highlighted in blue

BRAND

BRAND	Ethicscore (out of 14 + 6 extras)	Environment					Animals		People				Politics				+ve				
		Environmental Reporting	Climate Change	Pollution & Toxics	Habitats & Resources	Palm Oil	Animal Testing	Factory Farming	Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Arms & Military Supply	Controversial Technologies	Boycott Call	Political Activity	Anti-Social Finance	Tax Conduct	Company Ethos	Product Sustainability
Luscombe [O]	15	○									○									★	1
Pip Organic [O]	15	○									○									★	1
Suma Apple Concentrate [O]	14	●	●																	★	1
Biona [O]	13	●	●							○	○									★	1
Suma Apple Concentrate	13	●	●																	★	
Beet It Organic [O]	12	●	●								●										1
Cawston Press	12	●	●								●									★	
James White Organic [O]	12	●	●								●										1
Simply	12	○	○								●										
Zinger [O]	12	●	●								●										1
Big Tom tomato	11	●	●								●										
James White	11	●	●								●										
Zingers	11	●	●								●										
Calypso Fairtrade [F]	9.5	○	●					○	●	○	●					○	○				1
Waitrose Duchy apple [O]	9.5		○	●	○		○	○	●	○	●		○	○					★		1
Welch's	9.5	●	●						●		●				○	○	○		☆		
Ocean Spray	9	●	●						●		●			○	○	○	○		☆		
Calypso	8.5	○	●					○	●	○	●					○	○				
Sunpride	8.5	○	●					○	●	○	●					○	○				
Rocks apple concentrate [O]	8	●	●		●		●	●		●			○		○						1
Co-op orange [F]	7		●	○	○	○	○	●	●	○	●		○	○	●	○		☆			1
PomeGreat	7	●	●	○	○				○		●	○		●		●					
PomWonderful	7	●	●	○	○				○		●	○		●		●					
Rocks pear concentrate	7	●	●		●		●	●		●			○		○						
Co-op	6		●	○	○	○	○	●	●	○	●		○	○	●	○		☆			
Del Monte	6	○	●	○				●	●	○	○	●		○		○	○				
M&S	6		○	●	○	○	○	●	●	●	●			○	○	○					
Johnsons Juice Co	5	●	●	○				●	●	○	●	○		○	○	○	○				
Waitrose	4.5	○	●	●	●		○	●	●	●	●		●	○		○		☆			
Aldi	3.5	○	●	●	●	○	●	●	●	○	○			○		○	○				
Lidl	3	○	●	●	●	●		●	●	●	○			○		○					
Morrisons	2.5	○	●	●	●	○	●	●	●	○	●		●	○	○	○	○				
Sainsbury's apple & orange [O]	2.5	○	●	●	●	○	○	●	●	●	○	●		●		○	○				1
Innocent	2	○	●	●		●		●	●	●	○			○	○	○	○				
Copella	1.5	○	○	○	○	○	●	●	●	●	○	○		○	○	○	○				
Princes, Juicee	1.5	●	●	○	●	○		●	●	○	○		●	●	○	○	○				
Naked	1.5	○	○	○	○	○	●	●	●	○	○		○	○	○	○	○				
Sainsbury's	1.5	○	●	●	●	○	○	●	●	○	○	○		○		○	○				
Tesco apple & orange [O]	1.5	○	●	●	●	○	○	●	●	○	○	○		○	○	○	○				1
Tropicana	1.5	○	○	○	○	○	○	●	●	○	○		○	○	○	○	○				
Tesco	0.5	○	●	●	○	○	○	●	●	○	○		○	○	○	○	○				
Asda	0	○	○	○	○	○	○	○	○	○	○		○	○	○	○	○				

COMPANY GROUP

Luscombe Drinks Ltd
Boost Trading Ltd
Triangle Wholefoods Collective
Windmill Organics Ltd
Triangle Wholefoods Collective
James White Drinks
Cawston Press Ltd
James White Drinks
AG Barr plc
James White Drinks
James White Drinks
James White Drinks
Refresco/BCI/PAI Partners
John Lewis/Prince's Charities
National Grape Co-op/Refresco
Refresco/Ocean Spray
Refresco/BCI/PAI Partners
Refresco/BCI/PAI Partners
SHS Group Ltd
Co-operative Group Ltd
The Wonderful Company LLC
The Wonderful Company LLC
SHS Group Ltd
Co-operative Group Ltd
Refresco/Fresh Del Monte
Marks & Spencer Group plc
Hain Celestial Group
John Lewis Partnership
Aldi South
Schwarz Group
Wm Morrison Supermarkets plc
J Sainsbury plc
Coca-Cola Company
PepsiCo Inc
Mitsubishi Group
PepsiCo Inc
J Sainsbury plc
Tesco plc
PepsiCo Inc
Tesco plc
Walmart Inc.

All the research behind these ratings is available for subscribers to see on the score tables on www.ethicalconsumer.org
 Definitions of all the categories are at www.ethicalconsumer.org/our-ethical-ratings [O] = organic [F] = Fairtrade



Best Buys are decided by the editorial team based on the research we have undertaken, the scoring system and the unique insight into the issues that our editorial team has. 9 times out of 10 this will be the brand (or brands) that are top of the table but sometimes an ethical company which is truly innovative scores less well on our rigid scoring system and we use the Best Buy and Recommended section to acknowledge this. A company cannot be a Best Buy if it scores worst for Supply Chain Management.

Organic

Choosing organic is another option which protects the environment, the growers who have to apply the pesticides and the consumer who may consume them.

There are more of these in the shops – Luscombe (all juice is organic), Biona (all juice is organic), Pip Organic (all juice is organic), James White, Suma, Rocks, Waitrose Duchy Organic, Sainsbury's SO Organic, and Tesco.

If you can't always buy organic, a recent survey by Pesticides Action Network of the pesticide residues on fruit and veg sold in the UK helps you prioritise.

Here are the stats for fruits commonly used in juices:

% of samples with multiple residues*

	Grapefruit	99
	Strawberries	89
	Grapes	78
	Pears	66
	Apples	52
	Blackberries & blueberries	51

* the 'cocktail effect' on health of combining pesticides is unknown

To avoid these, make sure you buy organic versions of juices with these fruits in. All the companies listed above make organic apple juice. Additionally, Biona makes organic grape juice and blueberry juice, James White does organic pear, Pip Organic apple & strawberry and Luscombe organic apple & pear.

If your favourite is grapefruit, you're out of luck.

Environmental impact

A study into the environmental impact of the entire lifecycle of different fruits, which included how much energy, land and water was needed to grow them, found that, of the fruits most often used to make juices, mangoes had by far the biggest impact, followed by grapes. Grapefruits, apples, oranges and pears had the least impact, a third of the impact of mangoes.

Mike Berners-Lee has looked specifically at the carbon footprint of things. He concluded the following CO₂e emissions for apples and oranges and a couple of other fruits for comparison:

● apple from garden	0g
● local and seasonal apple	32g
● imported and seasonal apple	80g
● orange	150g
● 250g of local, seasonal strawberries	490g
● 1kg of local and seasonal tomatoes	1,300g

But he did state that in early summer, when local apples have been in cold storage for months, imported seasonal apples may be the lower carbon option.

Basically, in terms of carbon, apples and oranges aren't too bad.

But, making fruit into juice and then packaging it only adds to the impact of your fruit juice. The processes involved include washing, extracting, refining and pasteurisation, and refrigeration. Then there's transportation, which uses more energy especially if the juice is 'not from

continued overleaf...

Price comparison

We have compared the prices of our organic or Fairtrade Best Buy and Recommended brands to the bestselling brand of apple juice, PepsiCo's Copella which is neither Fairtrade or organic.

Brand	Price per litre
Suma organic Concentrate	£1.35 (approx. cost for making 1L juice)
Co-op orange Fairtrade	£1.70
PepsiCo's Copella	£2.20
Biona organic	£3.49
Calypso Fairtrade	£3.50
James White organic	£3.55
Pip Organic	£5.32
Luscombe organic	£6.25

 **BEST BUYS**



Opt for either Fairtrade or organic. Look out for juice from your local small-scale organic farm.

Our Best Buys are organic juices from **Luscombe**, **Pip Organic**, **Biona** and **Suma** (apple juice concentrate). **Luscombe** only comes in glass bottles and sells organic UK apple juice.

Luscombe
15



Pip Organic
15



Suma
14



Biona
13



Pip Organic
comes in Tetra Paks

or recycled PET bottles. **Suma** sells concentrated apple juice (makes 3-4 litres) in glass. **Biona** comes in glass or Tetra Pak and sells organic apple.

 **RECOMMENDED**

We also recommend **James White** organic juices (glass bottles), **Co-op Fairtrade** orange juice (Tetra Pak), and **Calypso Fairtrade** orange juice and apple juice (Tetra Pak, available from Traidcraft).

 **BRANDS TO AVOID**

The **Coca-Cola** Company and **PepsiCo** are both notorious for human rights abuses in their supply chains. We would recommend avoiding the fruit juice brands owned by these two companies:

- Coca-Cola's Innocent and Copella
- PepsiCo's Tropicana and Naked

SHOPPING GUIDE

Fruit juice

concentrate' and therefore still contains all its water, making it heavier. Once in the shops and at home, there is a further impact of refrigeration if the juice is from the chiller cabinet or freshly squeezed.

What is a greener juice?

- **Eating whole fruit**, which cuts out some of these impacts, especially UK-grown fruit which cuts down on transportation or food miles.
- If you do buy juice, **go for long-life** which doesn't need refrigerating. Tesco



reported that their freshly squeezed orange juice had about twice the carbon footprint of its long-life variety.

- **Juices labelled as 'from concentrate'** cut down on transportation impacts. Those sold as concentrates rather than having their water added back in are even better – Suma and Rocks both make organic versions.
- **Choose juice made from UK-grown fruit** like apples or pears. They are unlikely to have been kept in cold storage before they have been made into juice.

You'll need to make sure it says English or British apple juice on it though. You can't assume that apple juice comes from UK-grown apples. We import 80% of our apples.

For example, China is the world's biggest grower of apples, followed by the USA. Calypso's Fairtrade apple juice comes from South Africa.

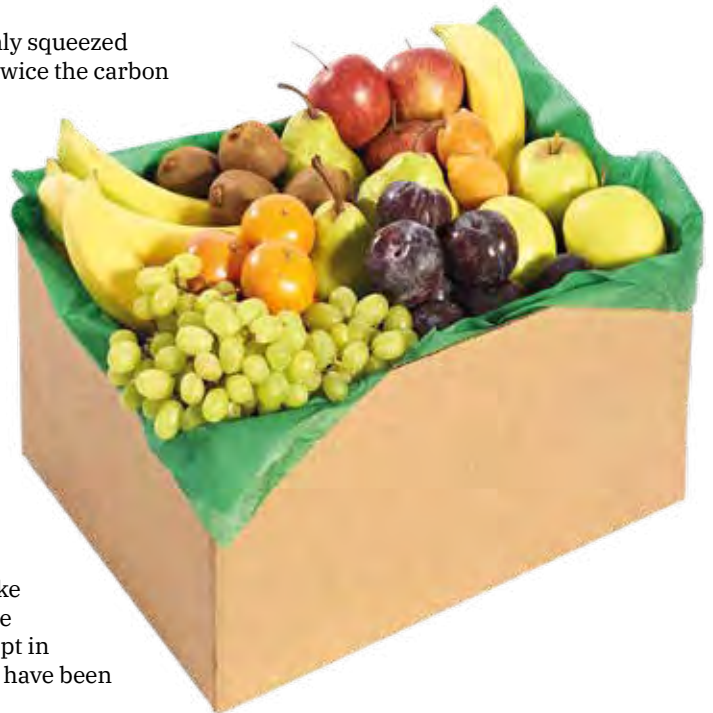
- *Organic British apple juice* – Luscombe, Waitrose Duchy
- *Non-organic British apple juice* – James White, Waitrose.

Alternatively, a local supplier may be best for UK-grown fruit juice. Check out farmers markets, local box schemes and small independent food retailers.

Alternatives to buying juice

Many of the issues in this guide can be addressed or avoided by taking a number of alternative courses:

- Eat whole fruit and veg instead.
- Make your own juice from locally grown, organic, whole fruit – still better than a fizzy soft drink because of all their other ingredients like sweeteners, artificial colouring and preservatives.



Plus, it's pretty simple and cuts out all the carbon and resource issues.

What companies are doing about their carbon emissions

Our new 'Carbon reporting and management' rating in the Climate Change column looks at what companies are saying and doing about reducing their carbon emissions.

All of the companies in this guide get a worst rating bar four – AG Barr and Sainsbury's, which get a middle rating and M&S and PepsiCo, which are top the pile with a best rating.

This means that most companies failed to even talk about what they were doing to cut emissions.

AG Barr only missed the mark by not talking about scope 3 emissions (emissions from suppliers). Sainsbury's did talk about these, but as a petrol retailer it fell short of a best rating.

M&S and PepsiCo reported all their emissions and had targets to cut them by 2.5% or more per year, in line with international agreements. ■



The problem with packaging

Soft drinks mainly come in plastic bottles or aluminium cans, but you can also get them in Tetra Pak cartons or glass. Fruit juice mainly comes in plastic bottles or Tetra Pak but sometimes glass bottles. But which is the best option for the environment? It's a tricky question and depends on your priorities – some are better in terms of carbon whilst others are better in terms of reuse, recycling and waste.

Glass and aluminium can both be 'closed loop' recycled – turned back into the same product, a potentially limitless number of times. Plastic, however, degrades each time you melt it. Although plastic bottles and cartons can be recycled, it is thus into a lower quality material, and only so many cycles are possible.

Tetra Paks

Most beverage cartons are made by the Swedish company Tetra Pak, and the company name has become synonymous with the product, although there are a few other companies that also make them.

The cartons are about 75% card, but this is layered with plastic (polyethylene) and, in the ones that are designed to preserve liquids outside of the fridge, a thin layer of aluminium.

They can be recycled but are much less likely to be than glass bottles or aluminium cans. Globally, only about 26% of Tetra Paks are recycled (figures are not available for the UK).⁶ This means that there are lots of Tetra Paks with plastic and aluminium going into the waste stream.

And when they are recycled, it is not a closed loop – they are mostly made into construction materials.

But Tetra Paks take much less energy to make than other forms of packaging, and that makes them the winner in climate terms. One study estimated a one litre Tetra Pak carton as having a carbon footprint of around 77-103 g CO₂e/litre (see below for comparisons). Other estimates are similar or somewhat lower.

They are also lighter to transport and because empty Tetra Paks can be transported flat, you can also fit far more into one shipment than you could glass bottles, plus, when filled, they are regular shaped and therefore more space efficient.

Plastic bottles

Plastic bottles are typically made from PET (Polyethylene terephthalate) which is made from oil, a non-renewable resource. Most companies are not reducing the amount of single-use bottles they use. They are focusing their



efforts on 'lightweighting' – making PET bottles thinner to reduce costs, plastic-use and carbon emissions – or adding recycled content.

Some companies are using bioplastics, like PLA, which use plant material like sugar cane or potato starch as a source material. However, the large amount of land required to grow the raw materials raises serious issues. There are other environmental concerns, such as pollution from crop fertilisers to take into consideration. And vegans beware – some bioplastics are made from agricultural and industrial food waste such as feathers and fish scales.

Around 59% of plastic bottles are recycled in the UK.¹ Most recycled bottles are turned into polyester fibre – used for clothing and furnishings.² The lids are recycled into garden furniture, litter bins and pipes, which, in turn, are often not recycled.

Furthermore, roughly two-thirds of plastic waste in the UK is sent overseas to be recycled – in part, to reduce costs.¹⁰ For the 40% or so of plastic bottles that are not recycled, they just sit in the environment

and don't break down fully, only into smaller pieces of plastic. That may take up to 450 years.

PET bottles take much more energy to make than Tetra Paks, and their carbon footprint is much higher – around 350 g CO₂e/litre. They can't be reused, as the sterilisation would damage the plastic. You can recycle them but, in the best-case scenario in terms of the amount of recycling likely to happen, their carbon footprint only attains levels similar to the absolute worst-case scenario for Tetra Paks.⁸

Glass

Glass bottles have been recycled into new glass bottles for many years and they are infinitely recyclable, in a closed loop. Around 68% of glass bottles are recycled in the UK,⁴ which is the highest rate of all the packaging options here, behind only paper and cardboard. Much of this recycling is carried out in the UK, unlike in the case of plastic bottles.¹⁰ They also take less water to make than PET bottles.

However, glass bottles take a lot of energy to make, and also to transport because of their weight. Both of these contribute to glass's carbon emissions being the highest of all the packaging types, even when you take into account the likely amount of recycling that will happen. Manufacturers are, however, looking at using thinner and therefore lighter glass.

The study above estimated the carbon footprint of the type of glass bottle used for juice at between 500-760 grams/litre.

Aluminium cans

Aluminium is lighter than glass, which reduces transportation costs, and, like glass, it can be infinitely recycled with no loss of quality. The rate of recycling aluminium in the UK is 52%.⁴ According to the Aluminium Association "Nearly 75% of all aluminium ever produced is still in use today."

On the downside, the original manufacture of aluminium involves large amounts of energy use for smelting and the strip mining of bauxite which is environmentally destructive.

Aluminium cans thus have a high environmental and carbon footprint at first, but it does fall dramatically when they are recycled. Recycling an aluminium can only uses 8% of the

energy required to produce a new one. A 100% recycled glass bottle comparatively uses at least 70% of the energy required to make a new one.

A can made from virgin aluminium has a carbon footprint of about 400 g CO₂e per litre. At realistic recycling rates, it falls to just over half that.

Which is best?

This is hard to say, because there is more than one issue at stake.

- In terms of climate change, Tetra Pak cartons are the winner, followed by plastic, then aluminium, and glass is the worst.

- In terms of plastic pollution and the ability to do closed loop recycling, glass and aluminium are the winners. And as you recycle them more times, their carbon emissions start to fall back down towards cartons and plastic.

Of course, whole fruit and vegetables come in their own, biodegradable and compostable packaging!



References: **1** <https://news.sky.com/story/record-number-of-plastic-bottles-being-recycled-in-britain-11502351> **2** www.sciencedirect.com/science/article/pii/S0048969718307307 **3** www.theguardian.com/environment/2013/may/12/are-plastic-jars-better-than-glass **4** https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/918270/UK_Statistics_on_Waste_statistical_notice_March_2020_accessible_FINAL_updated_size_12.pdf **5** How bad are bananas? Mike Berners-Lee, 2020 **6** www.tetrapak.com/sustainability/planet/recycling **7** <http://us.wsp-pb.com/blogs/green-scene/lca/life-cycle-assessment-and-materiality-assessment-part-2-setting-up-the-study> **8** https://link.springer.com/chapter/10.1007/978-94-007-1899-9_37 **9** www.ethicalconsumer.org/home-garden/plant-plastic-fantastic-guide-bio-based-plastic-packaging **10** Where does recycling and rubbish from the UK go?, BBC News website, 30 September 2019 - www.bbc.co.uk/news/science-environment-49827945 **11** Haruna Gujba and Adisa Azapagic, 2011, Carbon Footprint of Beverage Packaging in the United Kingdom

Companies behind the brands

Princes is owned by Japanese conglomerate Mitsubishi Corp, which operates in virtually every industry – food, cars, energy, minerals (including coal and uranium) and crude oil.

Princes was one of the companies criticised in 2017 for its tomato growing in southern Italy, renowned for the labour abuses of migrant workers. Since then it has reviewed its supply chain. Both Princes and its Napolina tomato brand now publish transparency data showing the origin, journey and impacts of its tomatoes, backed up by third-party verifications of the evidence and QR codes on cans.

Mitsubishi also part owns the Singapore-based rubber and palm oil company Olam International, which has been criticised for deforestation in Gabon. **Sainsbury's** is 22% owned by Qatar Investment Authority, a state-owned company. Qatar has been criticised for its human rights issues, notably the treatment of migrant workers hired to build the infrastructure for the 2022 football World Cup.

A Guardian investigation in 2013, "found evidence to suggest that thousands of Nepalese, who make up the single largest group of labourers in Qatar, face exploitation and abuses that amount to modern-day slavery, as defined by the International Labour Organization, during a building binge paving the way for 2022. Nepalese workers in Qatar have been dying at a rate of almost one per day."¹

Homosexuality is illegal in Qatar and punishable by death if you are a married Muslim.

Dutch company **Wessanen**, which makes Whole Earth organic drinks, used to score quite highly and was a Best Buy for soft drinks and cola in 2018. But, at the end of 2019, Paris-based private equity firm, PAI Partners, took a 62% stake and dropped their score from 12 to 9.5. PAI also owns half of Refresco (Calypso, Ben Shaws, half of Del Monte) and a whole host of other companies it has investments in including Cotswold Outdoors and Nestlé ice cream.

Wessanen itself is essentially a health food company mainly owning organic companies like Kallo, Clipper Tea and Isola Bio plant milk. Over 95% of their products are vegetarian and over 77% organic.

Del Monte juice is owned by US multinational Fresh Del Monte Produce which grows and sells fruit-based products.

On 16 May 2019, human rights defender, Marvin Wilcox, was detained in Barú, Panama for allegedly blocking a path and "being violent to a machine". On the day, a number of machines were being used to destroy a banana plantation of around 60 hectares, reportedly as part of an expansion project by Fresh Del Monte Produce.²

Marvin is leader of a group of rural producers seeking to protect their lands from multinational companies. Producers in Barú have been prohibited from selling their produce over the past months due to the implementation of a government project which reportedly seeks to dispossess over 400 producers of their lands to allow for the cultivation of bananas by Del Monte.²

Calyx is a new entry to this guide that was recommended to us by a consumer. If you're looking to support small black-owned businesses in the UK, this is a great choice. Calyx is a vegan company that does not use GMO or palm oil, and currently uses 60-80% organic ingredients. It achieved Ethical Consumer's best ratings for Environmental Reporting and Carbon Management and Reporting.

PepsiCo receives an Ethiscore of 5.5 (in comparison to Coca-Cola's 0).

PepsiCo has faced criticism over its actions in the Palestinian occupied territories and its connections to the Israeli defence forces. The central Boycott, Divestment and Sanctions (BDS) committee is currently targeting just seven brands. Pepsi owns two of them.

One is Sabra hummus, a joint venture between PepsiCo and the Strauss Group, an Israeli food company that provides financial support to the Israel Defense Forces.⁵

The other is SodaStream. SodaStream shut its factory in an illegal Israeli settlement in the occupied West Bank in 2015. But it has since built a new factory which BDS says "is actively complicit in Israel's policy of displacing the indigenous Bedouin-Palestinian citizens of Israel in the Naqab (Negev)." If you want to carbonate your own beverages without compromising Palestine rights, Drinkmate is one alternative.

PepsiCo lost marks for several other issues too: cases of alleged sexual harassment, slavery in its supply chain, and irresponsible marketing (remember the 2017 advert in which Kendall Jenner diffused a police-demonstrator clash by handing over a Pepsi can?).

Spotlight on Coca-Cola

Coca-Cola owns 500 brands and is sold in over 200 countries and territories. This is astonishing considering the UN only recognises 195 states ... you can buy Coca-Cola even in countries which scarcely exist! The Coca-Cola Company has a higher income than two thirds of the world's countries.⁶

We heard from two trade union groups fighting against Coca-Cola – the IUF and Irish trade union SIPTU.

International Union of Food (IUF) abandons 15-year relationship with Coca-Cola

The International Union of Food (IUF) is a global federation of trade unions connected to food processing. Coca-Cola appears very proud of its relationship with the IUF – its name is all over the company website and policy documents. Yet the IUF is running multiple campaigns against Coca-Cola.

We heard from Burcu Ayan, International Officer Beverages and Breweries (IUF).

Coca-Cola has a higher annual income than two thirds of the world's countries

"We signed a Joint Statement between The Coca-Cola Company (TCCC) and IUF on 15 March 2005. This established a platform for the IUF and affiliates representing Coca-Cola workers to raise rights issues with senior management at Coca-Cola headquarters in Atlanta. There were twice-yearly meetings.

"We cancelled the October 2019 meeting because of lack of progress in cases we had raised for at least three years. We submitted

a resolution to TCCC AGM. We did not receive a satisfactory answer.

"Years of direct engagement with Coca-Cola senior management did lead to the resolution of significant rights issues, for example in Guatemala and Pakistan. However, between 2016 and 2019 we could not resolve issues in Coca-Cola's directly owned operations in Ireland and the Philippines or bottlers in Haiti, Indonesia, and USA.

"Most recently in the Philippines, the Company has capitalized on the coronavirus emergency to attack union leaders of the IUF-affiliated FCCU-SENTRO and intimidate members through dismissals and disciplinary action.

"The IUF continues to demand Coca-Cola addresses these rights violations."

Coca-Cola's collective bargaining policy not worth the paper it is written on

Since 2018, workers at Coca Cola's Ballina Beverages plant in Ireland have fought for their right to unionise. Services Industrial Professional and Technical Union (SIPTU), Ireland's largest trade union, provided an update for Ethical Consumer:

"Our members are shocked at Coca-Cola's equivocation on its own global human rights policy. This states that Coca-Cola respects workers' right to unionise

and commits to establishing constructive dialogue in good faith with union representatives. In reality these rights are conditional, and not as stated in the policy. Coca-Cola refuses to engage

COCA-COLA PUSHES FOR NEOLIBERAL REFORMS

The 1994 North American Free Trade Agreement (NAFTA) facilitated further pillaging of Mexico's resources by the US and Canada. Coca-Cola wants to expand this legacy. Its website features a May 2019 statement declaring support for the new trade agreement between the US, Mexico and Canada that would eliminate aluminium tariffs.

Mexico's border cities are filled with US-owned factories making use of cheaper labour. Coca-Cola workers in these border towns went on strike for almost two months in 2019, citing exploitative working hours and unfair pay.

with our representatives.

"We travelled to Coca-Cola's global headquarters where senior executives argued that local legislation in Ireland trumps its human rights policy. They said if local legislation does not match or exceed rights outlined in Coca-Cola's human rights policy the lower threshold prevails. In Ireland there is no legal compulsion for an employer to engage in collective bargaining. It is a voluntary system.

"The Labour Court here in Ireland has made a recommendation Coca-Cola engage with SIPTU as representatives of workers at the Ballina facility. Coca-Cola has refused.

"Our members remain determined to achieve what they believe to be their basic human right to have their voice heard through collective bargaining."



CALL TO ACTION

Coca-Cola workers fighting for their rights in Haiti, Indonesia, Ireland, and USA need your help: www.iufcampaigns.org/campaigns/show_campaign.cgi?c=1152

Tell Coca-Cola that workers defending their right to a safe workplace is not 'economic sabotage': www.iufcampaigns.org/campaigns/show_campaign.cgi?c=1160

Coca-Cola brands include the soft drinks on page28, Glaceau smartwater and vitaminwater, Innocent juices & smoothies and Costa Coffee.

References 1 www.theguardian.com/world/2013/sep/25/revealed-qatars-world-cup-slaves 2 Front Line Defenders, Marvin Wilcox detained and criminalised in Barú, 20 May 2019 - www.frontlinedefenders.org/en/case/marvin-wilcox-detained-and-criminalised-baru 3 www.iufcampaigns.org/campaigns/show_campaign.cgi?c=1152 4 www.forbes.com/sites/panosmourdukoutas/2019/07/13/pepsi-beats-coke-again/#1c716f2bad5 5 <https://bdsmovement.net/get-involved/what-to-boycott> 6 www.cia.gov/library/publications/the-world-factbook/fields/224.html

Ethical and vegan soft drinks

JASMINE OWENS looks into the most ethical soft drinks available in the UK and highlights how switching drinks brand – or better yet, making soft drinks at home – can benefit the planet.

In this guide we review carbonated soft drinks, cola and energy drinks. Carbonated beverages are by far the UK's most popular type of soft drink, representing 37.8% of all soft drink sales.

The soft drinks industry has shown consistent growth in the UK since 2013 and, in the last three years, consumers have been drinking higher volumes per capita. It's estimated that the average person drinks 79.9 litres of carbonated soft drink each year.

This guide introduces our favourite organic and Fairtrade drinks companies, shares tips on finding vegan-friendly beverages, and discusses the issues around sugar and alternatives. Making your own drinks is by far our top recommendation, but affordable, ethical alternatives to the multinational brand players are also increasingly available – take a look at our price comparison on p.29. Why wouldn't you opt for a drink that's splitting at the seams with ethical certifications?

Ethical soft drinks

Organic and fairtrade soft drinks

Gusto, Karma Cola, Lemonaid Beverages, Scheckter's (ORG Beverages SARL), Luscombe, Pip Organic (Boost Trading) and Biona (Windmill Organics Ltd.) all received positive Company Ethos marks for being organic companies in this guide. Calyx Drinks Ltd. stated that it used 60-80% organic ingredients.

Some companies retailed both organic and non-organic products. These were SHS Group (Rocks organic), The Coca-Cola Company (Honest Tea), Belvoir, and Healthy Sales Group (Switchle).

Gusto, Lemonaid Beverages, Karma Cola and Calypso Fairtrade (Refresco) also sourced Fairtrade ingredients.

Fairtrade cola

Cola constitutes 55.8% of all soft drinks consumed in Britain. From the cola nut itself to the sugar and sweeteners used, many agricultural ingredients in cola come with serious poverty and workers' rights issues. Combined, the two biggest producers globally – The Coca-Cola Company and PepsiCo – own so many brands we needed an overflow box (see page 29).

Our Best Buy cola alternatives are Gusto and Karma. Both are Fairtrade and organic.

Fairtrade certification is not that strong on wages but does help to regulate working conditions. And the major advantage of Fairtrade is related to pricing, which helps small family farms make a decent income (read more on p.31 about Fairtrade sugar).

Vegan soft drinks

Marks: while several companies in this guide did not appear to use animal-derived ingredients, we only awarded marks to companies that explicitly stated that they were vegan. Many soft drinks are naturally vegan, but when a company states that it is vegan it enables consumers to hold the company to higher standards, including by highlighting other potential animal rights issues in the company's activities.

100% vegan companies

Calyx Drinks Ltd, Cawston Press, Lemonaid Beverages, Fevertree and Gusto Organic explicitly state that all company products are vegan. Lemonaid



Despite the sugar tax, there are still 7 teaspoons of sugar in a can of Coca-Cola.

A fully referenced version of this Product Guide is on our website

Beverages however retailed products containing organic honey, which some vegans might not consider acceptable.

Products: what to look out for

The Vegan Society website says “A small number of orange-coloured drinks contain gelatine (derived from collagen obtained from various animal by-products) and one or two red-coloured ones contain cochineal (food colouring derived from a species of insect). These will be stated on the packaging.

“You won’t need to look too closely to tell if there’s milk, cream, or honey in a drink; as this is usually easy to spot from the name (don’t panic – you don’t need Baileys if you make your own vegan Irish Cream).

“One thing to look out for is concentrated juice. Juice missing its pulp may be distilled through non-vegetarian ingredients, so look for a vegetarian/vegan label or, even better, the Vegan Trademark. If none is available, it is advised that you contact the manufacturer.”

Big brands that aren’t vegan

Diet Pepsi and Diet Pepsi Caffeine Free aren’t suitable for vegans. The company mysteriously refuses to say why these products aren’t vegan.

The following Coca-Cola drinks contain animal derivatives: Lilt, Lilt Zero, Kia-Ora Orange Squash No Added Sugar, Schweppes Indian Tonic Water, Schweppes Orange Squash and Honest (Lemon and Honey). The company website states that these contain fish gelatine, honey, vitamin D sourced from lanolin in sheep’s wool, or milk.

Vegan packaging

Some retailers are turning away from petroleum-based plastics in favour of bioplastics (which are made at least partially from renewable alternatives). However, some bioplastics are made from agricultural and industrial by-products such as feathers and fish scales.

Drink up for your health?

When we last reviewed soft drinks in 2017, the government was about to implement the Soft Drinks Levy (known as the Sugar Tax). Recent years have witnessed product innovation as drinks manufacturers seek to reduce costs, and some consumers seek healthier alternatives.

Taking a stand against fatphobia

Sugar does have health impacts– it’s linked to tooth cavities, heart disease, type 2 diabetes and, of course, obesity.

However, we think it’s important when talking about food and health to highlight another ethical issue – fatphobia and body shaming. Virgie Tovar is an American author and activist on weight-based discrimination and body image.

Tovar argues: “Any food justice conversation that demonizes food or perpetuates weight stigma has failed. Food justice conversations inadvertently fall into the same trap again and again: stoking fear around foods that are a regular part of many people’s diets and using the presence of higher weight people as evidence that food systems have failed. These tactics promote food anxiety and fatphobia, both are connected to disordered eating. It’s important to centralize human rights in this conversation, rather than health outcomes.”

Coca-Cola downplayed link between diet and obesity

At the same time, being able to access research about foods’ effect on health should be a consumer’s right. Research has emerged showing that Coca-Cola

funded research which downplayed the link between diet and obesity and promoted the idea that obesity was instead caused by a lack of exercise.

According to a 2020 article in the journal Public Health and Nutrition, Coca-Cola sought to obscure its relationship with researchers, minimise the public perception of its role and use these researchers to promote industry-friendly messaging.

Impact of the sugar tax









Under the Soft Drinks Levy (aka Sugar Tax), drinks with more than 8 g per 100 ml face a tax rate equivalent to 24p per litre. For those containing 5-8 g it is 18p per litre.

Campaign group Action on Sugar stated that by April 2018 more than half of manufacturers had reduced the sugar content of their drinks since the introduction of the levy in order to avoid paying out. They did it largely by reformulating with artificial sweeteners or Stevia.

Between May 2015 and May 2019, sugar intake from soft drinks in Britain fell by a whopping 30.4%.

However, Pepsi and Coca-Cola were two notable brands that have not reformulated. ●

SUGAR CONTENT OF BEST BUYS VS MARKET LEADERS (RANKED BY SUGAR CONTENT)

Soft drink	Sugar content (per 100ml)	g sugar (per 330ml can)	% of sugar GDA for adults (per 330ml can)
Energy drinks			
Powerade Orange	4.1g	13.5g	15%
Lucozade Energy Orange	4.5g	14.9g	17%
 Gusto Energy drink	8.7g	28.7g	31%
Monster	11g	36.3g	40%
 Scheckter’s Organic Energy original	11g	36.3g	40%
Red Bull	11g	36.3g	40%
Colas			
 Gusto original	8.5g	28g	31%
 Karma Cola Original	9.6g	31.7g	35%
Coca-Cola	10.6g	35g	39%
Pepsi	11g	36.3g	40%
Other soft drinks			
 Calyx Strawberry & Lavender	2.6g	8.6g	10%
 Pip Organic Sparkling Apple	5.9g	19.5g	22%
 Lemonaid Lime	6g	19.8g	22%
Fever-Tree Mediterranean Tonic Water	7.4g	24.2g	27%
 Luscombe Sicilian Lemonade	9.5g	31.35g	35%

USING THE TABLES		Ethiscore (out of 14 + 6 extras)	Environment					Animals			People				Politics				+ve		USING THE TABLES		
<p>Ethiscore: the higher the score, the better the company. Scored out of 14. Plus up to 1 extra point for Company Ethos and up to 5 extra points for Product Sustainability.</p> <p>Green (good) = 12+</p> <p>Amber (average) = 11.5-5</p> <p>Red (poor) = 4.5-0</p> <p>● = worst rating ○ = middle rating = best rating/no criticisms found</p>			Environmental Reporting	Climate Change	Pollution & Toxics	Habitats & Resources	Palm Oil	Animal Testing	Factory Farming	Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Arms & Military Supply	Controversial Technologies	Boycott Call	Political Activity	Anti-Social Finance	Tax Conduct	Company Ethos	Product Sustainability	<p>Positive ratings (+ve):</p> <p>Company Ethos:</p> <p>★ = full mark ☆ = half mark</p> <p>Product Sustainability:</p> <p>Various positive marks available depending on sector.</p>
BRAND																					COMPANY GROUP		
ChariTea, LemonAid [O,F]	17																			★	2	Lemonaid Beverages GmbH	
Gusto [O, F]	17																			★	2	Gusto Organic Ltd	
Karma Cola, Gingerella [O, F]	17																			★	2	Karma Cola UK Limited	
Luscombe [O]	15	○									○									★	1	Luscombe Drinks Ltd	
Pip Organic [O]	15	○									○									★	1	Boost Trading Ltd	
Scheckter's energy drink [O]	15																		●	★	1	Org Beverages SARL	
Calyx Drinks [O]	14.5										○									★	1	Calyx Drinks Ltd	
Barr, Rubicon	12	○	○								●											AG Barr plc	
Belvoir pressés & cordials [O]	12	●	●					○			○										1	Belvoir Fruit Farms Limited	
Cawston Press	12	●	●								●									★		Cawston Press Ltd	
Britvic, Purdey's	11.5	○	○														○	●				Britvic Plc	
Firefly	11	●	●								●											JB Drinks Holdings Ltd	
Great Uncle Cornelius	11	●	●								●											James White Drinks	
Fever-Tree	10.5	●	●								●			○			○	○	★			Fevertree Drinks PLC	
Vita Coco	10	●	●								●							●				All Market Inc	
Whole Earth [O]	9.5	○	●	○				○	●	○	○						○	○			1	Charles Jobson/Wessanen/PAI	
Ocean Spray	9	●	●						●		●			○		○		○	☆			Refresco/Ocean Spray	
Switchle [O]	9	●	●		●		●	●			○			○							1	Healthy Sales Group Limited	
Ben Shaws	8.5	○	●					○	●	○	●						○	○				Refresco/PAI Partners/BCI	
Levi Roots	8.5	●	●		●		○	○			●			○								Levi Roots/Nichols plc	
Lucozade, Orangina, Ribena	8	○	○	○	●	○	○	○	○	○	○					○	○					Kotobuki Realty	
PLj cordials, Switchle	8	●	●		●		●	●			○			○								Healthy Sales Group Limited	
Boost energy drink	7.5	●	●		●		●	●			●			○								Boost Drinks	
Franklin and Sons	7.5	●	●		●		●				●	●		○								Global Brands (GBL) Holdings	
Grace, Bigga	7.5	●	●		●		●				●			○				●				GraceKennedy Limited	
Rocks [O]	7.5	●	●		●		●	●			●			○			○				1	SHS Group Ltd	
Snapple	7.5	●	●	○	○			○	○	○	○					○		●				AG Barr plc/JAB Holding	
Vimto	7.5	●	●		●		●	●			●			○								Nichols plc	
Bottle Green & Rocks cordials	7	●	●		●		●	●			●			○			○					SHS Group Ltd	
7-UP	6	○	○	○	○	○	○	○	●	○	○					●		●				PepsiCo Inc/JAB Holding/Britvic	
Del Monte	6	○	●	○				●	●	○	○	●		○			○	●				Refresco/Fresh Del Monte	
M&S	6		○	●	○		○	●	●	●	●			○		○	○					Marks & Spencer Group plc	
Rockstar energy drink	6	○	○	○	○	○	●	○	○	○	○			○		●		○				AG Barr plc, PepsiCo Inc	
Red Bull energy Drink	5.5	●	●		○		●		○	●	●	○				●		●				Red Bull GmbH	
Monster energy Drinks	5	●	●	○		○		○	●	●	●					●	○	●				Coca-Cola/Monster Beverage	
Pepsi, Mountain Dew	5	○	○	○	○	○	●	○	○	○	○			○		●	○	●				PepsiCo Inc, Britvic Plc	
Waitrose	4.5	○	●	●	●		○	●	●	●	●		●	○		○			☆			John Lewis Partnership	
Aldi	3.5	○	●	●	●	○	●	●	○	●	○			○			○	○				Aldi South	
Lidl	3	○	●	●	●	●		●	●	●	○			○		○		●				Schwarz Group	
Morrisons	2.5	○	●	●	●	○	●	●	○	●		●		○	○		●					Wm Morrison Supermarkets plc	
Schweppes	2.5	○	○	●		●		●	●	●	●	○		○	○	●		●				Coca-Cola/Kotobuki	
Jucee	1.5	●	●	○	●	○		●	●	●	○	○		●	●		○	●				Mitsubishi Group	
Sainsbury's	1.5	○	●	●	●	○	○	●	●	●	○	●		●			○	●				J Sainsbury plc	
Honest Tea [O]	1	○	●	●	○	●		●	●	●	●	●		●	●	○	●				1	Coca-Cola Company	
Dr Pepper	0.5	○	●	●	●	●		●	●	●	●	○		○	○	●	○	●				Coca-Cola/JAB Holding	
Tesco	0.5	○	●	●	●	○	●	●	●	●	●		●	○		●	●	●				Tesco plc	
Asda	0	○	●	●	●	●	●	●	●	●	●	●	●	○		●	●	●				Walmart Inc.	
Coca-Cola	0	○	●	●	○	●		●	●	●	●	●	●	●	●	○	●					Coca-Cola Company	
San Pellegrino	0	○	●	○	●	●	●	●	●	●	○	●		●	●	○	●					Nestlé SA	

Price comparison

The Best Buys in this guide are more expensive, but not overwhelmingly so – if you usually buy Coca-Cola and switch to Karma Cola, it'll only cost an extra 4p per 100ml.

Our Recommended Buys are some of the cheapest drinks on the market. Barr Cola for example costs just 5p/100ml (though it is only available in 2 litre bottles)

Best Buys	Price per 100ml	Source of pricing
Karma Cola	38p	(£1.15 300ml Waitrose)
Luscombe sparkling juice	41p	(£3.00 740ml Sainsbury's)
Lemonaid Lime drink	50p	(£1.65 330ml Ocado)
Pip Organic	66p	(£1.65 250ml Abel & Cole)
Gusto Cola	76p	(£2.09 275ml Ocado)
Recommended Buys		
Barr Cola	5p	(£1 for 2 litres Iceland. Not sold individually)
KA soft drinks	11p	(37p 300ml Tesco)
Rubicon	18p	(60p 330ml Tesco)
Irn Bru	23p	(£1.15 500ml Tesco)
Brands to avoid		
ASDA cola	2p	(41p 2 litres ASDA. Not sold individually)
San Pellegrino	30p	(£1 330ml Sainsbury's)
Coca-Cola	34p	(85p 250ml Sainsbury's)

BRANDS NOT ON THE TABLE

We didn't have room on the table for the following brands:

- **Karma Cola** – Lemony Lemonade
- **Coca-Cola** – 5-Alive, Appletiser, Fanta, Glaceau, Kia-Ora, Lilt, Minute Maid, Oasis, Powerade energy, Rose's cordial, Sprite, Juicy Water
- **Britvic** – Drench, Fruit Shoot, J20, London Essence, R Whites, Robinsons, Tango
- **AG Barr** – D'n'B, Funkin, Irn-Bru, KA, OMJI, Simply, Sun Exotic, Tizer
- **Refresco** – Calypso, Old Jamaica, Sunny D
- **Nichols** – Panda, Sunkist
- **SHS Group** – Schloer
- **James White** – Thorncroft cordials
- **Belvoir** – Belvoir non organic presses & cordials

All the research behind these ratings is available for subscribers to see on the score tables on www.ethicalconsumer.org

Definitions of all the categories are at www.ethicalconsumer.org/our-ethical-ratings

[O] = organic [F] = Fairtrade

Score table highlights

Ownership in this industry is messy. One company often owns a brand, while another produces and distributes it. For example, in the UK, most PepsiCo brands are licensed to, made and distributed by Britvic PLC. Where this occurs, we combined the scores from all companies involved.

We do not award extra marks for companies that donate to charities or run charitable foundations. This is because the line between social responsibility and greenwashing and whitewashing is often impossible to draw. For example, Belvoir donated amounts under £5,000 to several environmental charities. Yet, it scored a worst rating for Environmental Reporting and Carbon Management and Reporting. ●

BRANDS TO AVOID

The **Coca-Cola Company**, **Nestlé** and **Asda** received 0 marks on the Ethiscore table, receiving worst ratings in the majority of categories.



The best choice for the environment and your pocket is to make your own soft drinks at home – this is our top recommendation, see page 30.

Our Best Buys are:

- **Cola** – Gusto and Karma, both of which are Fairtrade and organic.
- **Energy drinks** – Gusto Energy, Scheckter's and ChariTea Mate Drinks, all of which received a best rating under Climate Change.
- **Fizzy drinks** – Gusto, Karma, Luscombe, Pip Organic and Lemonaid.
- **Mixers** – Luscombe.
- **Fruit drinks** – Calyx.
- **Cordials** – Belvoir organic.



RECOMMENDED

Our recommended buys are the AG Barr brands, **D'n'B Dandelion & Burdock**, **Irn-Bru**, **KA soft drinks**, **Rubicon**, **Simply** juice drinks & squash, **Sun Exotic**, and **Tizer**.

These are available on the high street and fare reasonably well on our Ethiscore table. These are good choices if you can't pay the premium for organic and Fairtrade ingredients.

Soft drinks



Sugar alternatives

Low-sugar drinks often rely on artificial sweeteners, such as aspartame, cyclamates, saccharin, sucralose, and stevia. These can often be hundreds of times sweeter than cane sugar.

Stevia

A plant that is 300 times sweeter than sugar, and virtually calorie-free, stevia

leaves have been used medicinally by the Guarani people in Paraguay and Brazil for centuries.

A 2019 article on the Servindi website stated that companies such as Pepsi and Coca-Cola had used the ancestral knowledge of the Guarani community without payment or compensation. It stated, "Many international businesses are benefiting from the sweetening properties of stevia without acknowledging that this knowledge was produced by the Guarani people of Paraguay and Brazil."

Laurent Gaberell, head of biodiversity and intellectual property at Public Eye, stated "The Guarani, who are the ones who discovered the sweetening characteristics of stevia, are not receiving their share of the benefits from the economic exploitation of their knowledge, as required by the Convention on Biological Diversity and the Nagoya Protocol".

Caffeine

For some people, high intakes of caffeine can cause insomnia, nervousness, headaches and heart palpitations. It can also be addictive.

However, there are a number of studies that suggest that moderate intake can promote a variety of health benefits, including a lower risk of certain cancers, brain conditions, and liver problems.

All drinks in this guide contained less synthetic caffeine than a cup of coffee (per 100ml). That said, energy drinks are often sold in greater volumes than coffee, such as 330ml Red Bull bottles.

Drink	Synthetic caffeine content (per 100ml)
Coca-Cola	10mg
Lucozade	12mg
Red Bull	20mg
Monster	32mg
Cup of coffee	40mg



Stevia leaves have been used medicinally by the Guarani people in Paraguay and Brazil for centuries.

Traditional glucose-based energy drinks claim to provide a particular energy boost from caffeine, guarana, taurine and ginseng or other herbs.

James White has advertised its Zingers as "a delicious caffeine-free alternative to an espresso to wake you up". Gusto Organic uses cola nut as a natural stimulant in place of synthetic caffeine.

The Coca-Cola Company's acquisition of Costa Coffee in a USD\$5 billion deal completed in 2019 is helping the company profit more from caffeine cravings.



MAKE YOUR OWN SOFT DRINKS

Making your own soft drinks means you know with certainty what ingredients you're consuming. It's also the best option environmentally.

If you're feeling luxurious, buy and squeeze fresh fruit yourself, preferably sourced from local organic traders. You'll appreciate it more after all the squeezing! You can also blend fruits and strain them through a muslin cloth.

Get a mint plant. It can grow from spring to autumn, and while it's best fresh, it can be frozen for winter months.

For a cheap and easy option, add slices of fruit to water. Lemons, limes, cucumbers, and oranges cost less than £1 and can make litres of tasty, flavoured water. You can add drops of organic lemon and lime juice to water. These last around six months in the fridge.

Feeling extra ambitious? Try homemade kefir or kombucha.

Soft drinks and the environment

From the field to the fridge

1 Sourcing raw materials

Brazil, India, China, Thailand & Pakistan are the top five global sugar producers. Sugarcane burning (used to remove the outer leaves before harvesting) can reduce local air quality, and pesticides can damage the local environment. Around 80% of the world's sugar is derived from sugar cane, grown by millions of small-scale farmers and plantation workers in developing countries. The price that smallholder farmers receive for cane can fail to cover the costs they incur to produce it, leaving them in a debt trap and with little capital to reinvest into their farms and local communities. Fairtrade certification enables farmers to get improved access to international markets. The main economic provision of Fairtrade Standards in sugar is that farmers are paid a premium of \$60 per tonne of sugar in addition to the negotiated price. There are more than 54,960 sugar cane farmers in 19 countries participating in Fairtrade.

2 Syrup production

Flavourings, chemicals and sweeteners are blended together. Acids sharpen background taste, additives enhance taste, smell and appearance, emulsions improve appearance, and preservatives and antioxidants maintain colour and flavour.

3 Bottling

Syrup is mixed with water, then packaged for distribution (see p.23). Carbonated soft drinks usually contain 94% water.

4 Sales and distribution

The product is sent to merchants or to distributors. Total refrigeration emissions from the UK soft drink supply chain are 1.5 million tonnes CO₂ per year. That makes it about 0.2% of the UK's total emissions (including imported goods) – so it's not a huge element, but it still isn't nothing.

Home refrigerators, manufacturing and chilled transportation constitute just 8% of refrigeration emissions. 92% of refrigeration emissions come from 'retail and food service' and of this, 67% is food service – restaurants, pubs, hotels and so on. Bottle coolers – the large fridges you see, for example in supermarket cafes, that contain beverages and sometimes don't even have doors – represent an overwhelming 70% of the total refrigeration carbon footprint of the soft drinks supply chain.

5 Finally, the product is in the hands of the consumer

The next step depends on whether it gets recycled ... (see p.23).

New carbon rating

10 companies received Ethical Consumer's best rating for carbon management, although they may have had other criticisms in the Climate Change column. This includes all of our Best Buys (apart from Luscombe and Pip's). It also includes some big brands, such as Lucozade, Orangina, Ribena and Lipton, which all received a best rating. 26 companies received a worst carbon rating, showing far more needs to be done in the industry to tackle carbon emissions.

Drying up resources

The drinks industry is reliant on millions of small-scale farmers and agricultural workers in regions most vulnerable to climate change.

Many companies operate as though water will continue to be a readily accessible commodity. Yet in some regions rivers are drying up, and water depletion is impacting populations that already face resource scarcity.

It can take 132 gallons of water to make a two-litre bottle of soda. 95% of this is used in the supply chain (mainly from ingredients). Sugar is often the biggest culprit.

In Chiapas, Mexico, there is significant water scarcity, yet The Coca-Cola Company is said to have a permit to extract 300,000 gallons of water per day. NGOs and academics protested against the Chiapas bottling plant in 2017.

More than a million traders have participated in protests in the Indian state Tamil Nadu, boycotting PepsiCo and Coca-Cola products over the companies' use of scarce water sources.

Dilutables

Cordials, squashes, powders and other concentrates can help us to reduce waste in terms of packaging. Concentrate drastically cuts down on packaging because it can be made back into juice in a refillable container from the tap at home. Buying concentrate also means it can be shipped in a much smaller and lighter form to where it is bottled or packaged, which saves fuel. It can also provide good value for money for consumers.

Dilutables have a year on year growth of 6.4%, over twice the yearly growth of carbonated beverage sales. ■



Perfume & aftershave

How much does your fragrance stink?

FRANCESCA DE LA TORRE
takes a sniff.



© Stéphan Kápl | Dreamstime.com

Based on the adverts, a little spritz of the right scent can make you richer, happier, classier, infinitely more irresistible and, possibly, even magic. In reality, it will make you smell different and, in some cases, cause an allergic reaction.

While perfume and aftershave are perhaps on the list of products we should do without, we understand that it can be also be important to have some luxuries in life – this guide can help you choose the most ethical options. However, perhaps in an age of unrealistic expectations and

constant advertising, learning to love your own natural scent is a luxury in itself.

In this guide we cover the secretive world of fragrance ingredients and learn why choosing companies with clear toxic policies and vegan certification is important; look at why animal testing is still a key issue in the industry; explore how to ensure the plant-based ingredients are ethical as well; and look at the messaging created by big fragrance brands.

Parenting brands in this guide

Many perfumes are made ‘under licence’, which means that they are made by a cosmetics company, but sold under the name of a celebrity or fashion house. ‘David Beckham’ fragrance, for example, is made by Coty.

David Beckham will be receiving a fee for the use of his name, but we decided, as we did last time, that it would make it impossibly complex to rate him and all of the other similar celebrities and fashion houses who lend the use of their names. Therefore, we have just rated the company which makes these perfumes, for example, Coty.

Secret ingredients

Fragrance companies are legally allowed to keep some of their ingredients secret, and most of them do. This obviously makes it a challenge to avoid ingredients that might be harmful to your health and

the environment or are just at odds with your ethical values.

Watch out for the use of ‘fragrance’ or ‘parfum’ on ingredients lists, while these may be a small percentage of total ingredients, they can be made up of hundreds of different chemicals. Companies might appear to be transparent about their ingredients when they are anything but!

“No state, federal or global authority is regulating the safety of fragrance chemicals” Janet Nudelman, policy director for Breast Cancer Prevention Partners (BCPP) and co-founder of the Campaign for Safe Cosmetics, told the Guardian: “no one even knows which fragrance chemicals appear in which products.”

There are some laws against the use of certain chemicals, for example some synthetic musks have been banned, but such regulation always lags behind the creation of new chemicals and their inclusion in products.

Not knowing what might be lurking in your fragrance can be a real problem as you, or those around you, may be allergic to some of the ingredients. It can be especially problematic for people with asthma. There have even been moves in some workplaces to ban the use of perfume and aftershave, although mainly in the United States.

Even out of our best and recommended buys only Flaya and Neal’s Yard published a full and complete list of ingredients on each product. Dolma used ‘parfum’ in their ingredients list but did also link to page which contained a “comprehensive” ingredients list.

A fully referenced version of this Product Guide is on our website



Toxic chemicals and microplastics

Our toxic rating includes two common chemicals found in perfumes and aftershave – parabens and phthalates. Parabens are preservatives and phthalates fixatives for fragrance. These are chemicals of high concern because there is evidence that they are endocrine disruptors, which means they can interfere with your hormone system, as well as posing risks for development and cancer. We mark companies down if they don't have clear policies against using these chemicals.

Many of the companies making perfume are also involved in manufacturing other cosmetics. Our toxics rating covers the activities of the whole company. Companies in this guide were rated as follows:

Best rating for toxic chemicals

Flaya, Dolma, Neal's Yard, King's Vegan Grooming, Neom Organics, L'Occitane.

Middle rating for toxic chemicals

Revlon, L'Oréal, Shiseido Group, Lush, Natura & Co.

Worst rating for toxic chemicals

Estée Lauder, Coty Inc., Chanel, LVMH Group, Pacifica, Inter Parfums, Puig.

Cosmetic companies also lost half a mark under Pollution and Toxics if they had inadequate policies on microbeads, microplastics and non-biodegradable liquid polymers. You are unlikely to find any microbeads in your perfume, but polymers can be used as fragrance fixatives.

Strong policy on microplastics and liquid polymers: Neal's Yard, Flaya, Dolma, King's Vegan Grooming.

Inadequate or no policies on microplastics and liquid polymers: Revlon, Estée Lauder, Coty Inc., L'Oréal, Chanel, LVMH Group, Shiseido Group, Pacifica, Inter Parfums, Puig, Lush, L'Occitane, Natura & Co, Neom Organics.

Ethics of the plant-based ingredients

The ethical issues with toxic chemicals and animal ingredients are clear, but just because an ingredient is natural and plant-based does not necessarily mean it is going to be ethical.

Plant-based ingredients can be grown or harvested in a way that is damaging to the eco-system or the plant itself. For example, Indian Sandalwood, a much sought-after ingredient for perfume as well as other uses, was nearly harvested to extinction and is still highly endangered. Boswellia trees, the resin of which is what is used to make frankincense are also now under similar threat.

Organic fragrances

Organic certification is a good way to ensure that the most harmful agriculture methods have not been used. Organic certification is a bit more complicated in cosmetics because not all ingredients can be certified organic as they may be synthetic or mineral-based.

This means many products may use high quantities of certified organic ingredients and still not be certified organic. The rules about marketing a non-food product as organic are also less strict so you may also find that a product that some don't have as many organic ingredients as you might think!

Neal's Yard Eau de Parfum

Frankincense is the only product in this guide made with 100% certified organic ingredients. It is certified by the Soil Association. It received a Product Sustainability mark for this. Neal's Yard's other fragrances also contain significant amounts of certified organic ingredients. The company stated: "We believe our strong commitment to organic farming is an important factor in a sustainable future. Organic quality is a priority in our supply chain, and we have been certified by the Soil Association since 1991. Currently 92% of our natural raw materials by volume are certified organic."

Flaya states that "our entire range of fragrances contain between 80% and 92% certified organic ingredients". They also told us that all of their denatured alcohol and essential oils are certified by the Soil Association and that "Where organic ingredients are unavailable, [we] only purchase ingredients which are permitted by the Non Food Certification Company (a subsidiary of the Organic Food Federation)". Their products also received a positive Product Sustainability mark for this.

Neom Organics fragrances contained between 79%-85% certified organic ingredients. Its website did state "We made the decision to use essential oils which do not have organic certification, but which are still 100% natural due to the cost of organic-certified essential oils. This would make our products unaffordable". While this is still far better than the many brands that contain no organic ingredients, the fact that it uses organic in its name without its products actually being certified could be misleading to some consumers.

All the other products and companies in this guide are not prioritising the use of organic ingredients.

Palm oil

One of the most well-known problematic ingredients is palm oil, a crop which has caused large scale deforestation, contributed to the endangerment of many species and is associated with various workers' rights abuses. Palm oil and derivatives of palm oil are found in large range of cosmetics, so we rate all cosmetic companies for their policies.

Palm oil free: Dolma, King's Vegan Grooming and Flaya were the only brands that were palm oil free.

Best rating: Neal's Yard and Lush used palm oil but had robust enough policies to receive our best rating. Some of the companies at the lower end of the table also received our best rating, including L'Oréal and Chanel because they were both using 100% certified palm, were in the process of mapping their supply chains back to the mill and were engaging in some positive initiatives to increase the sustainability of the industry. ●



SHOPPING GUIDE

Perfume & aftershave

USING THE TABLES

Ethicscore: the higher the score, the better the company. Scored out of 14. Plus up to 1 extra point for Company Ethos and up to 5 extra points for Product Sustainability.

Green (good) = 12+
Amber (average) = 11.5-5
Red (poor) = 4.5-0

● = worst rating
 ○ = middle rating
 = best rating/no criticisms found

USING THE TABLES


Positive ratings (+ve):

Company Ethos:

★ = full mark
 ☆ = half mark

Product Sustainability:

Various positive marks available depending on sector.

 **Best Buys are highlighted in blue**

BRAND

Ethicscore (out of 14 + 6 extras)	Environment					Animals			People				Politics			+ve				
	Environmental Reporting	Climate Change	Pollution & Toxics	Habitats & Resources	Palm Oil	Animal Testing	Factory Farming	Animal Rights	Human Rights	Workers' Rights	Supply Chain Management	Irresponsible Marketing	Arms & Military Supply	Controversial Technologies	Boycott Call	Political Activity	Anti-Social Finance	Tax Conduct	Company Ethos	Product Sustainability
17																			★	2
16.5		○																	★	2
16																			★	1
16																			★	1
15.5		○																	★	1
12	●	●	○					○		○									☆	1
10	○	●	○		●	○				●										0.5
8.5	●	●	●		●	○				●			○							0.5
7.5	○	●	○		○	●		○		●						○	●			
7		○	●	○	○	●		○		●			○			○	●			
7		○	●	○	○	●		○		●			○			○	●			
6.5	●	●	●		●	●				●						○	●			
6	○	●	●	○	○	○		○	○	●			○		●	○	●	☆	0.5	
6	○	●	●	○	○	○		○	○	●			○		●	○	●	☆	0.5	
6	●	●	●		●	●		○	○	●			○				○			
6	●	●	●		●	●		○	○	●			○				○			
5.5	○	●	●	○	○	○		○	○	●			○		●	○	●	☆		
5.5	○	●	●	○	○	○		○	○	●			○		●	○	●	☆		
5.5	○		●	○	○	●		○		●			●	●	○	●				
5.5	○		●	○	○	●		○		●			●	●	○	●				
5.5	○		●	○	○	●		○		●			●	●	○	●				
5	●	●	●		●	●		○		●			●	○	●					
5	●	●	●		●	●		○		●			●	○	●					
4	○		●		●	●	●	○	○	○	●		○		●	○	●			
3	○	○	●	○	○	●		●	●	○			○	○	●	○	●			0.5
2.5	○	○	●	○	○	●		●	●	○			○	○	●	○	●			
2.5		○	●	○		●	○	○	●	●	○		○	●	●	○	●			
2.5		○	●	○		●	○	○	●	●	○		○	●	●	○	●			
2.5	○	○	●	○	○	●		●	●	○			○	○	●	○	●			
2.5		○	●	○		●	○	○	●	●	○		○	●	●	○	●			
2.5		○	●	○		●	○	○	●	●	○		○	●	●	○	●			
2.5		○	●	○		●	○	○	●	●	○		○	●	●	○	●			
2	○	●	●	●	●	○	○	●	○	●					●	○	●			
2	○	●	●	●	●	○	○	●	○	●					●	○	●			
2	○	●	●	●	●	○	○	●	○	●					●	○	●			

COMPANY GROUP

All the research behind these ratings is available for subscribers to see on the score tables on www.ethicalconsumer.org
 Definitions of all the categories are at www.ethicalconsumer.org/our-ethical-ratings [V] = vegan [O] = organic



Best Buys are decided by the editorial team based on the research we have undertaken, the scoring system and the unique insight into the issues that our editorial team has. 9 times out of 10 this will be the brand (or brands) that are top of the table but sometimes an ethical company which is truly innovative scores less well on our rigid scoring system and we use the Best Buy and Recommended section to acknowledge this. A company cannot be a Best Buy if it scores worst for Supply Chain Management.

Why might perfume and aftershave not be vegan?

Musk deer (imagine a deer but with fangs) were killed for their scent glands which were used by perfumeries to create warm, earthy fragrances. As the deer were hunted to near extinction, the use of real deer musk is now banned in the EU.

Other animals may still be being exploited in order to create this musky aroma, other scents or to use as fixatives to make fragrances last longer.

Civet musk or civet oil is produced by civets, a cat-like creature found in Africa and Asia. The civet does not need to be killed to collect the musk, but the animals are farmed, generally in poor conditions. It can take up to four years to collect just 500 grams of the substance from one civet.

VEGAN FRAGRANCES

Here are the vegan options from this guide, those marked with (VS) have their vegan claims approved by the Vegan Society or Vegetarian Society, so you know for sure no animal products have been used.

Entire company is vegan

- Flaya (VS)
- Dolma (VS)

All fragrances are vegan

- Lush (VS)
- Neal's Yard (VS)
- Neom Organics
- Aesop
- KVD Vegan Beauty
- Pacifica

Some vegan fragrances

- Body Shop

Castoreum is produced by beavers which have to be killed in order to harvest the substance. It is an anal secretion but apparently it smells like vanilla. They may also contain more commonly known animal ingredients such as honey or milk.

Ambergris is a substance produced exclusively in the digestive system of sperm whales. It can be harvested from the ocean or beaches. It is often referred to as 'whale vomit' but is now thought to be more likely excreted through the whale's rectum. Apparently it initially smells exactly how you might expect that to smell but after floating around the ocean for a while it turns hard and takes on a sweet scent.

Its very rare and therefore only likely to be found in the most expensive fragrances. While ambergris can be harvested without harming the whales there is some concern that people might attempt to harvest raw ambergris from whales that have been beached as this can be sold on the black market (despite not having the same properties that make it usable in perfume).

Many of the animal ingredients that were traditionally used in perfume are now recreated synthetically, but, due to the fact that fragrance companies can keep their ingredients secret, it is difficult to know what is being used. ●

VEGAN AFTERSHAVE

Obviously, anyone can choose to smell whichever way they want regardless of your gender, and many of the brands on the score table are not specifically marketing products to men or women, but if you are looking specifically for aftershave/men's cologne these are the vegan options:

Entire company is vegan

- Kings Vegan Grooming (VS)
- Dolma (VS)

All fragrances are vegan

- Neal's Yard (VS)

BRANDS NOT ON THE TABLE

We didn't have room on the table for the following brands:

- **Estee Lauder** – Aramis, Clinique, DKNY, Michael Kors, Tommy Hilfiger
- **Puig** – Comme Des Garçons, Jean Paul Gaultier, Nina Ricci, Prada
- **Nestlé/L'Oreal** – Cacharel, Valentino
- **JAB** – Burberry, Calvin Klein, Davidoff, Joop!, Tiffany
- **LVMH** – Givenchy, Kenzo, Loewe
- **Inter Parfums** – Dunhill, Oscar de la Renta, Jimmy Choo, Karl Lagerfeld, Paul Smith, Hollister, Guess, Abercrombie & Fitch

✓ **BEST BUYS**



Our best buys are **Flaya** (perfume), **Neal's Yard** (perfume & aftershave), **Dolma** (perfume) and **King's Vegan Grooming** (aftershave) as they are all certified cruelty-free, vegan, and palm oil free.

Flaya and Neal's Yard additionally show a commitment to certified organic ingredients.

Neal's Yard
16.5



Flaya
17



Dolma
16



Kings
16



✓ **RECOMMENDED**

We would also recommend **Lush** and **Neom Organics** perfumes as both scored reasonably highly and also show commitment to ethical sourcing.

✗ **BRANDS TO AVOID**

Estee Lauder, LVMH and L'Oreal because they all have boycott calls against them.

Perfume & aftershave

Animal testing

The use of animal ingredients isn't the only way that the perfume industry is exploiting and harming animals. Unfortunately, animal testing is still a key issue.

While animal testing for cosmetics is banned in the European Union, many companies may still be using animal testing as part of their global business.

Recent studies have shown that animal tests predict human reactions to cosmetics only 40-60% of the time, while alternatives can be 80% accurate. And yet, the Humane Society International (HSI), which campaigns to end animal testing, believes that half a million animals are used for testing in the cosmetics industry every year.

The vast majority of these animals are likely to be tested on in China, the only country in the world that has legal requirements for animal tests to be conducted on finished cosmetic products that are entering the market.

In the EU on the other hand, the import and sale of any cosmetics that had been tested on animals abroad has been banned since 2013. Unfortunately, these steps forward have been undermined by the EU's chemical safety regulations, known as REACH, which requires all chemicals used in the EU to be tested for safety. Although the guidelines for these tests state that companies should avoid animal testing where possible, a significant amount of extra animal testing has been commissioned because of REACH.

Interestingly, Neal's Yard, a Leaping Bunny-certified company are now selling into China through Cruelty-Free International's China pilot programme. Under very specific conditions, China is allowing some cosmetics to be sold into China without being tested on animals.

It is a complicated issue as on the one hand it can be seen to pave the way for a change in animal testing legislation in China and demonstrate that there is a market for Cruelty-Free cosmetics in the country. On the other hand, it could be challenging to maintain control over what happens to products once they enter China.

For the moment we are still giving our best rating for animal testing to Cruelty-Free International companies selling into China through this route but we will be keeping a close eye on the issue.

Cruelty-free perfume and aftershave

The following brands all received our best rating for animal testing meaning they have a policy that meets or exceeds Leaping Bunny certification standards. Those marked below with (LB) carry the Leaping Bunny label and received a positive mark under Company Ethos for this:

Cruelty-Free Perfume

- Flaya (LB)
- Dolma (LB)
- Neal's Yard (LB)
- Lush
- Body Shop* (LB)
- Aesop* (LB)

Cruelty-Free Aftershave

- Dolma (LB)
- King's Vegan Grooming (LB)
- Neal's Yard (LB)
- Body Shop* (LB)

*The Body Shop and Aesop are also both certified to Leaping Bunny standards by Cruelty-Free International but are losing marks under Animal Testing on our table because they are owned by Natura which bought Avon in January 2020. Avon is yet to meet these same standards and so marks are lost across the whole company group.

The following companies had a policy against testing on animals but without a 'fixed cut-off date' (a date after which no new ingredients the company uses would have been tested on animals). They received our middle rating for animal testing: Neom Organics, Pacifica, Avon.

The rest of the companies in this guide either had no information on animal testing or were found to be testing on animals and received our worst rating.

Advertising

The way fragrances are marketed can also be seen to compound harmful stereotypes with highly sexualised advertising and very different products and marketing being aimed at men and women.

Perfume adverts have almost become a film industry in their own right with millions of pounds being spent on adverts that are just a few minutes long. The most famous example of this is the 2004 Chanel advert known as "The film". It starred Nicole Kidman, was directed by Baz Luhrmann and cost \$33 million.

The best and recommended buys in this guide did steer away from the type of over-the-top marketing favoured by the larger fragrance brands. One of our favourite examples of which was found on the Paco Rabanne website and used to describe its Lady Million and 1 Million brands:

"Vertigo from a disarming wake. There is never too much gold for Lady Million. A cheeky beauty who sees life in a big way. Golden girl. Obey no-one except your dreams. Million girl. And she gets what she wants. With a snap of her fingers."

"1Million. A bad boy who views life as BIG. Otherwise, what's the point? [...] His mascot: an ingot. His fragrance: a blazing wake. A scent that jostles. And literally captivates."

The sentiment behind this is probably not that appealing to you as readers of Ethical Consumer, but you can find some more ethically conscious poetry on page 38.



Two spoof perfume ads, 'Victime' and 'Torture', made for Noah, a German anti-animal testing group.

Score table highlights

Anti-social finance

The companies being marked down under Anti-Social Finance have all paid directors an annual salary of over £1,000,000.

Out of the big perfume companies, the highest annual salaries we found were paid to directors of Coty Inc., some of whom received over \$40 million in a single year. This is roughly the same as the combined turnovers of all this guide's Best Buy companies.

Tax avoidance

The same companies paying out huge salaries to those at the top are also the ones with concerning company structures in relation to tax havens. Chanel, Inter Parfums, L'Occitane, Shiseido, Natura, Estée Lauder, Revlon, LVMH, L'Oréal and Coty all received our worst rating for likely use of tax avoidance strategies.



MAKE
YOUR
OWN

You should be able to make your own perfume from essential oils and extracts, diluted with alcohol or oil. Guides can be found online. Essential oils are also much cheaper than buying ready-made perfume and it doesn't cost loads extra to choose certified organic versions.

You may have to apply home-made perfume more frequently than shop-bought perfume. This is because many of the traditional animal ingredients like civet and ambergris, and their synthetic equivalents, are fixatives – they make the perfume last. Plant-based fixatives do exist, but they generally don't work quite so well.

However, it is worth noting that there is no guarantee that, just because something comes from a plant, it is safe. Essential oils are very concentrated, and there is some evidence that some can interact with medicines, be allergens, or be damaging to the skin or other organs. Essential oils are not designed to be used directly onto the skin undiluted – but you could always use them on your clothes.

© Tabo80 | Dreamstime.com

Companies behind the brands

Pacifica Beauty is one of the few vegan brands on our score table. However in 2016 it accepted investment from the private equity firm ACG, which amongst other partners also invests in PDQ, “a fast casual restaurant company specializing in fresh, hand-battered chicken tenders, made-to-order chicken and turkey sandwiches” etc. ACG lists Pacifica as a partner brand on its website, and holds a minority stake in the company. In October 2019 Pacifica announced it was closing its factory in Portland, Oregon, and outsourcing work to contractors. Its original notice of this change stated that some work was being outsourced to China, where animal testing is required. The company has since retracted that statement.

Flaya is a very small independent family-run company based in Scotland. They told us: “Our ethos is to support local independent businesses who share our ethics. This applies to both in business with our stockists to personal shopping habits. Our strategy is not to be simply a faceless on-line retailer. Local shops are a key social hub in a community and we want to support other business or co-ops who care for

the planet”. They also “categorically” refuse to purchase from or sell through Amazon.

Trusted Nature is a family-owned business based in Lancashire. They own Dolma Vegan Perfumes and also supply King's Vegan Grooming. All of the company's products are certified by the Vegan Society and carry the Leaping Bunny logo to show they are cruelty-free. The company is also working towards being completely plastic-free. The company is certified under the Made in Britain mark as all of its products are manufactured here in the UK (although it does still source some essential oils from overseas).

Puig is the Spanish corporation behind some of the most well-known fragrance brands including Paco Rabanne, Nina Ricci, Jean Paul Gaultier and Prada. However, it does seem to be losing its touch. Since our last fragrance guide it lost the Valentino brand to L'Oréal and it seems set to lose Prada in the near future. The company received Ethical Consumer's worst in almost every category it was rated under including Environmental Reporting, Carbon Management and Reporting,

Animal Testing, Toxics, and Supply Chain Management.

LVMH Moët Hennessy Louis Vuitton is the parent company of a number of high end fragrance brands including Christian Dior, Givenchy and Loewe. The company also owns a number of fashion houses, including Louis Vuitton. The company still uses real fur in its products as well as crocodile and snake skin. It has also been criticised numerous times for failing to protect workers rights, including the use of sweatshop labour to make products it sells for thousands of pounds.

L'Oréal are a major global cosmetic company and make a number of the brands in this guide, namely Cacherel, Diesel, Giorgio Armani, Lancome, Ralph Lauren, Valentino, Viktor & Rolf and YSL. The company has been subject to a boycott by Naturewatch Foundation since 2000 due to its continued poor stance on animal testing. L'Oréal still receives Ethical Consumer's worst rating for animal testing. L'Oréal is also part owned by Nestlé, subject to its own boycott over its infamous aggressive marketing of baby milk products – see page 17 for more on Nestlé. ■



COLIN BIRCH with a light-hearted guide to trying, and sometimes failing, to be ethical.



CHOCOLATE

As someone who's struggled to fully embrace the ethical lifestyle, my occasional failures often lead me to my favourite comfort food: chocolate! I love it so much that I refuse to buy Flakes, because the flakiness introduces the danger of a few crumbs of chocolate not entering my mouth, which is too awful to contemplate. I was always confused by those so-called 'Fun-Sized' bars from the past, as there's nothing fun about a chocolate bar being way smaller than it should be. I've never wanted to get my head around the environmental impact of the bars because I've been too busy getting my mouth around them.

However, a bit of research on the chocolate industry has left me shocked. Children are involved in a major way, and, let's be honest, none of them own the means of production, assuming you don't count Charlie being gifted a factory by Willy Wonka in the Roald Dahl book. And even Wonka might have been dodgy, as no one's sure if he paid his Oompa Loompas the minimum wage for all the work they did.

Not only are many children treated as virtual slave labour, their work involves machetes and exposure to toxic chemicals – OK, I suppose if you live in a rough area, teenagers using machetes and toxic chemicals might be nothing new, but really the only kids I want to see involved in the chocolate supply chain should be taste-testing new bars.

I need to be eating socially responsible chocolate ... as long as I can eat it in a

socially irresponsible way by not sharing it. So, where do I start? Well, not with the big guns – they don't even produce free-range Creme Eggs. Thankfully, there are options for chocoholics who don't want to be choc-full of guilt. Many small-scale chocolatiers try to ensure their products are ethically sound through certified Fairtrade schemes – plus, they studiously avoid using the dreaded palm oil that the corporate firms keep palming off on us. Most

importantly, they trade directly with the cocoa farmers, which cuts out the middleman. This is good for financial reasons because the farmer will get more money, and also for health reasons, because I won't end up damaging my fists on the heads of any middlemen who end up delaying my access to a regular chocolate fix.

And, although some of this socially conscious chocolate may be more expensive, it's important to realise how much better it is. For starters, some of it contains a whole lot more cocoa so, by definition, there's more chocolate in it, and that's great for our bodies as proper choc is good for the heart and reduces stress. Quite ironic, if, like me, the main thing that stresses you out is not having it.

And what's wrong with chocolate being more expensive anyway? It's supposed to be decadent. You don't get celebratory fountains of melted lard at wedding receptions, do you? OK, I have an issue with some of the newer flavours: Andean Rose, Sourdough & Sea Salt, and Almond Butter Puffed Quinoa all sound a little bit 'Waitrose' – and, frankly, I'm not likely to buy avocado flavoured chocolate when I'm still struggling with the concept of avocado flavoured avocados. It's also disappointing that some of these worthy firms describe their produce as 'artisan' because that just gives the impression that it shouldn't be wolfed down and, with chocolate, that's my main method of consumption.

Perhaps the most important thing to remember about high-cocoa chocolate is that it contains more of the chemical we release when we're in love. I think this is why so many people see chocolate as a

replacement for sex. Or is that because it's messy, involves a lot of pleasurable moaning, and is much less fun if things have gone soft?

Looks like I'll have to research further...



The first in a series of regular poems by ALEX CRUMBIE, reflecting on the current themes and issues explored by Ethical Consumer.

Christmas Vexation

It's known by all that Christmas time
Comes earlier each year,
The multinationals fight it out
To bring us all good cheer.

The shops are filled with Santa and snow
And lit with twinkling light,
But when it's not December yet
It really doesn't seem right.

This early-onset Christmas fun
Causes great vexation,
But this year needs some premature
Festive celebration.

So why not buy some nice mince pies?
But go for palm oil free,
The hint of deforestation
Does not taste good to me.

And get a drink to wash 'em down
But not in plastic, please,
It finds its way to mountain tops,
To riverbeds and seas.

And maybe a bar of chocolate too
But one that's fairly made,
How sweet can something really be
If workers aren't well-paid?

FASHION BRANDS STILL NOT PAYING SUPPLIERS

The Business and Human Rights Resource Centre has surveyed 50 fashion brands on whether they have taken action to protect workers in their supply chains during the pandemic.

Many clothing brands have responded to the pandemic by refusing or delaying payments to suppliers, putting garment workers across the world at serious risk. There have been ongoing campaigns calling on them to 'pay-up'.

Thulsi Narayanasamy, Senior Labour Rights Lead, Business & Human Rights Resource Centre, said: "We are long past the time when a 'we've-not-had-time-to-prepare' defence will wash [...] Our findings show the fashion industry thinks it can continue with a 'business-as-usual' approach, sticking to the same policies and practices they used before the pandemic. But what garment workers are facing is nothing short of complete upheaval and crisis. For workers, already paid so little, to lose their jobs or not receive a full wage is the difference between feeding your family or not."

Auditing firms need to be held accountable

The campaigning organisation Clean Clothes Campaign (CCC) has criticised a court verdict on the Ali Enterprise garment factory fire in Pakistan that happened in 2012.

The cause of the fire was an arson attack, but it was the lack of proper safety measures that led to the high death toll – 289 people died. The factory owners did not receive sentences.

Nasir Mansoor, general secretary, National Trade Union Federation (NTUF) was reported to have stated:

"The main issue here was not whether it was an arson or accidental fire, but that the factory was not fitted with a proper firefighting system. All exits of the factory including its windows had iron bars. The firefighting equipment present there was not in working condition. The workers were not provided with any training or

drills to help them face emergencies. Even the factory was working illegally. Its construction design was not approved from the departments concerned, and these were the main reasons that resulted in the death of over 260 innocent workers."

Clean Clothes Campaign argue that more needs to be done to hold audit firms accountable as, shockingly, the factory was certified as safe just weeks before the fire.

For more information see: cleanclothes.org/news/2020/verdict-ali-enterprise-factory-fire-ignores-systemic-safety-failures

Made in Britain may become new normal

"UK factories could be making up to £4.8 billion more goods for British retailers in the next 12 months" reports the

Guardian. The pressures of the global pandemic, it argues, combined with the impending increase in tariffs caused by Brexit, are likely to result in more clothing and other products being made in the UK.

What the tracker shows

The tracker shows that nine out of twenty-nine companies that recorded a profit have yet to commit to paying for their orders. British brands Topshop, Boohoo and Debenhams failed to respond.

Supermarkets Aldi and Lidl have both implemented new policies to not ask factories for price reductions/discounts on comparable items from last season. This shows that it is possible for large brands to instigate such policies. And yet Business and Human Rights Resource Centre reports that 65% of factory suppliers have reported receiving demands for price cuts from brands.

For more information see: www.business-humanrights.org/en/from-us/covid-19-action-tracker.

Guardian. The pressures of the global pandemic, it argues, combined with the impending increase in tariffs caused by Brexit, are likely to result in more clothing and other products being made in the UK.

It further highlights how this trend has already started, with major brands, such as ASOS and Ted Baker, already having moved some manufacturing back to Britain.

On the one hand, this could mean greater traceability and accountability for fashion supply chains, as well as fewer air-miles. However, as the Boohoo scandal in Leicester shows, serious workers' rights abuses can still take place here despite our stronger legislation.

The loss of business could also spell disaster for many Asian garment workers already hit hard by the pandemic.

For more information see: www.theguardian.com/business/2020/nov/23/covid-and-brexit-could-see-uk-manufacturers-bringing-it-all-back-home

NASTY BUSINESS - AN EVERYDAY TALE OF FAST FASHION FOLK.



Ethical Consumer Week 2020

Building more resilient communities

In October, our first online Ethical Consumer Week brought together individuals, businesses and organisations to explore not only the challenges we currently face, but what a radically reimagined future might look like and the actions we can all take to get there. Here, we've pulled together some key learnings and reflections from the week.

Complexity offers opportunity

We looked at some of the biggest crises in decades: from COVID-19 and climate breakdown to the crisis of social injustice both in the UK and around the world. The complexity of these issues is often overwhelming. Yet, there are also many acupuncture points we can use to tackle them.

We heard from over 60 speakers representing different organisations, movements and businesses. All offered different perspectives on how to create change, from social enterprise to fair tax certifications, to using pantomime cows as a way to campaign.

When Guy Taylor (Global Justice Now) was asked, "where should I put my energy? Law, journalism, campaigning?", his reply was: "The people who are effective in creating change are the people who are driven, and you can do that as a lorry driver or a barrister." We can create change from wherever we are.

Diversity is key to resilience

In discussing 'Creating a community high street', it was suggested that the UK economy was hit hard by coronavirus because it relies so much on consumer spending. Vidhya Alekson (Power to Change) responded: "Resilience through diversity is going to be key going forwards".

This reflection was echoed across discussions on our community projects, and our gardens, farms and allotments.

It won't be consumer action alone

The week highlighted numerous consumer actions we can take: from

choosing to borrow items rather than own them, to moving to a bank that doesn't fund fossil fuels, to buying locally grown. But we heard time and again that consumer action isn't enough. We are citizens and producers too.

If there is an issue like tax that first and foremost needs regulatory change, you can write to your MP demanding action. If you can't find a local food source that you can afford, you could tweet your supermarket urging them to stock more organic, or address labour rights issues in their supply chain.

Building connection is key

Building connections has clear practical benefits, for example, allowing innovations and collaborations between social entrepreneurs for new projects, or enabling growers to share cuttings and seeds.

But the emotional importance of creating connection is also key. We heard from Khader, an olive farmer in Palestine: "As long as we are working together in groups, this will reduce the effect [of the challenges we face]. The hope will continue for the future."

We need to redefine value

Many of the talks emphasised the power that redefining value could have.

For example, councils may make money on high rental income from properties they own, but this remains a barrier to small, community-led or more ethical enterprises. What if they also took into account social and ecological value offered too? How would their priorities change?

Or how would our actions change if we moved beyond 'sustainability' – sustaining where we are now – towards 'regeneration' as our principal value, creating systems that continually restore health, resilience and wholeness?

It matters what stories we tell

Visibility can be incredibly powerful, particularly for those stories that are not often told.

The first step is often just making sure that a problem is recognised and known. Delia McGrath spoke about the impact of SOC-SAT Union's campaign with Ethical Consumer, covering the stories of migrant workers exploited by agricultural companies in southern Spain. Just ensuring that those working in the region are 'out of the shadows' has been a partial victory.

How we choose to tell stories matters too, as we heard from Dan Kidby (Animal Think Tank and Animal Rebellion). We talk about non-human animals in vulnerable positions and forget to acknowledge their agency to create

●● The people who are effective in creating change are the people who are driven, and you can do that as a lorry driver or a barrister. ●● GUY TAYLOR



AdFree Bristol, part of the AdFree Cities movement, has turned this billboard from a corporate advertising to a community arts space. Bristol artist Ava Osbiston worked with a children's group at St Werburghs City Farm to create this collage, asking, "What do you like about nature?"

change. Yet, orangutans have repeatedly attacked equipment used in deforestation. Far from passive, they seek to protect their homes. Stories like this can shift our relationship with non-human animals to one of respect and mutuality.

Finally, it matters who is telling the stories – and with this, who is defining our approach. Mona Bani (May Project Gardens) and Fisayo Fadahunsi (Untelevised) work with teenagers, who are unaccompanied asylum seekers and refugees, to tell their own stories through hip-hop and film. This approach has allowed their grassroots projects to be led by the community, for the community, developing 'experience-led solutions'.

We need an awareness of legacy

"To look to the future without an awareness of 'legacy', of why and how things are as they are now, we are wearing blinkers ... If we dare not question the legacies of past decisions, we are perpetuating them."

From our trade relations, to the foods we import, to our attitudes and understanding of them, Mama D (Community Centred Knowledge) highlighted the importance of understanding our past in order to address colonial legacies now and in the future.

We need to think in terms of the future

Climate breakdown shows that decisions based on immediate value leave future generations in crisis. While many fossil fuel projects have a 20-40-year lifespan, "What matters isn't just what something's carbon emissions are right now, it's whether they're taking us in the right direction," Josie Wexler (Ethical Consumer) told us.

The need to think in terms of the future arose time and again – whether empowering the next generation to lead change or saving seed for next year's planting.

We should be expecting fundamental change

"One of the things that COVID has done is introduce us as a society to the idea that change will come fast, and it will be fundamental," Andrew Shadrake (Green Enterprise) reflected, "It's possible to take that idea ... and apply it to, say, climate change."

Throughout the week, we heard small steps that could fundamentally transform our communities: from ending corporate advertising in public spaces, to putting growing and food production in communities' hands, to ensuring fair payment of tax for rebuilding our local public services.

Neil McInroy (CLES) said, it's not about "fitting around the edge of the extractive economy [and] shareholder interest". Each small step should lead towards fundamental change.

Thank you to Coop Bank for your support. See our longer article online: **Watch 20+ videos on the conference website** www.ethicalconsumerweek.com

Boycotts

Facebook still not addressing hate speech

Color of Change says Facebook has failed to address the majority of the demands made by the #StopHateforProfit campaign, which saw over 1,200 businesses and not-for-profits pause advertising on the platform during July. The campaign, which was co-founded by Color of Change and others, called on Facebook to address hate speech and harassment on its site.

According to a Color of Change report, Facebook has failed to address six of the ten demands made by the month-long boycott, and has only partially addressed four. The report was sent to advertisers after Facebook contacted companies favourably comparing its actions to the demands from boycott campaign.

Color of Change says that Facebook has not followed its recommendations to shut down hate speech on its platform, despite telling advertisers that it was leading the industry in removing hate speech. They also say that while Facebook has hired a civil rights executive, demanded by the campaign, it does not plan to do so at a leadership level, as recommended.



Rashad Robinson

"Despite a sweeping statement from corporate leaders that Facebook must do better to protect its Black users, the company has failed to address our core demands

meaningfully," Rashad Robinson, president of Color of Change, stated.

Colour of Change and others launched the #StopHateforProfit campaign after the murder of George Floyd in May, in response to accusations that Facebook was disproportionately silencing black users while failing to address hate speech.

Recent months have seen growing scrutiny of Facebook's practices. In November, 20 state attorneys in the US published an open letter to Facebook demanding that it improve its enforcement of hate speech policies. The same week, over 30 Democrats wrote to the company asking them to address hate speech targeting women, particularly female candidates and political leaders. Several key advertisers, such as Ben & Jerry's, have continued to withhold advertising from the company in recent months.

Avoid Amazon this Christmas

Amazon has launched a new eco badge on its website, which it claims will help people to "shop for more sustainable products." Yet, the 'Climate Pledge Friendly' badge appears to be another greenwashing attempt from the online giant, awarded to everything from single-use batteries to disposable wipes.

The Climate Pledge Friendly label identifies products sold through the site that hold third-party certifications, such as Fairtrade and GOTS.

However, alongside some more ethical brands, a wide range of environmentally unsound products have received the Climate Pledge Friendly badge, most of which have only been certified by Amazon's own 'Compact by Design' accreditation, which looks for 'efficient' use of packaging.

Ethical Consumer found that items certified under the scheme contained environmentally damaging ingredients such as unsustainably sourced palm oil and factory-farmed meat.



Check out our **Alternatives to Amazon** guides online to help you avoid Amazon this Christmas. <https://www.ethicalconsumer.org/ethical-campaigns/boycott-amazon/shopping-without-amazon>

Boycott calls against AXA over links to financing of Israeli settlements

The 'Stop AXA Assistance to Israeli Apartheid' coalition has called for a boycott of the insurance company over its links to Israeli banks involved in illegal settlements on Palestinian territories. AXA holds investments worth \$7 million in three Israeli banks, which provide mortgage loans for settlers and financial services to settlements' local authorities for building projects.

AXA, which is the second biggest insurance company worldwide, was found to have tripled total investments in the banks since 2019. All three banks are listed in the UN's recently published database of companies that are complicit in Israel's illegal settlements in the Occupied Palestinian Territory.¹

According to the Boycott, Divestment and Sanctions Movement, which backs the call, "Without these banks many of the illegal Israeli settlement projects would have difficulty being implemented."

The boycott call, which was launched in September, gathered over 6,400 signatures from individuals and 300+ from organisations in under a month.

Take Action: Sign the pledge to boycott AXA here: <https://bdsmovement.net/news/axa-triples-investment-israeli-banks-financing-illegal-settlements-eve-annexation>



References: 1 <https://bdsmovement.net/news/axa-triples-investment-israeli-banks-financing-illegal-settlements-eve-annexation>

Lush Prize 2020

Big data projects lining up to replace animal tests

CRAIG REDMOND from the Lush Prize tells us about last month's Lush Prize virtual conference and awards.



Winners of the training prize, TPI Helpathon from the Netherlands.

The Lush Prize is an annual award to scientists and campaigners who are working to replace animal testing. It is a collaboration between Lush Cosmetics and Ethical Consumer, and, in November of this year, it paid out £250,000 in total, with prizes awarded in a virtual ceremony.

The Prize is now in its eighth year, but this is the first time that three of the winning projects have been based around 'big data' projects designed to replace animal tests.

'Big data' is a simplified name for computational toxicology, making computer-based health models on the basis of the large amounts of data being routinely gathered in the modern world. It is seen as one of the main potential replacements for animal testing.

Big data awards

The process of extracting and analysing large quantities of data has been aided by advances in artificial intelligence and machine learning. The 'mining' of

big data can often find predictive trends or patterns far better and faster than traditional animal testing.

The Lush Prize has five main categories, and nominations are open to scientists and campaigners based anywhere in the world. The three big data winners were all using computer databases to successfully predict the toxicity of chemicals for humans: Dr Tim Allen of Cambridge University won the prestigious £50,000 Science Prize, and two of the five Young Researcher awards were for big data, Dr Domenico Gadelata of Milan's Mario Negri Institute and Edoardo Carnesecchi of Utrecht University.

"The judges were particularly excited that this year's shortlist contained a new wave of projects which were modelling the cellular pathways of toxic molecules in their datasets. This combination of 21st century technologies showed perhaps the greatest promise yet for a widespread replacement of older and less reliable animal models on a global scale," said Lush Prize Director Rob Harrison.

Campaigning and training

The prize also awards training and campaigners.

The TPI Helpathon team in the Netherlands won the £50,000 prize for training. Their innovative brainstorming sessions help scientists who currently use animals explore new approaches. So popular was this concept that, during the Ceremony, requests came in from several countries for assistance in setting up similar schemes.

Campaigns to highlight animal testing and to change or introduce legislation are also given recognition. The Public Awareness Prize, also worth £50,000, was won by German animal rights organisation SOKO Tierschutz. Its courageous undercover investigation at the Laboratory of Pharmacology and Toxicology in Germany not only led to the lab losing its licence to experiment on animals, but also saw its closure and the rehoming of all animals.

SOKO is the only organisation to win a Lush Prize twice, having won in 2015 for another exposé of an animal research lab.

The awards ceremony

The awards ceremony is usually a physical event but this year, for obvious reasons, was online. It was hosted by actor and comedian Neil Mullarkey, and the winners accepted their prizes live from around the world.

It was part of our two-day conference titled 'Can big data replace animal testing?' Our four panel sessions discussed areas such as animal testing and COVID-19 research, collaborations to advance the safety assessments of chemicals without using animals, and regulatory acceptance of non-animal research.

Once again we were fortunate to have presentations from some of the most influential people working on these issues, as well as more casual 'fireside chat' interviews with some of this year's winners.

At the end of such a difficult year it was fantastic to be able to finally award the winners of the Lush Prize 2020, hold such a great live event, and provide £250,000 funding to scientists and campaigners to support their crucial and impactful work.

The Lush Prize Conference and Awards Ceremony can both be watched online at: www.lushprize.org

Taxing Big Tech

The Next Steps

ROB HARRISON explains the latest developments in Ethical Consumer's campaign to get Big Tech companies to contribute to the pandemic-affected societies in which they operate.

Big Tech companies like Google, Amazon and Facebook have avoided paying proper taxes on their profits in every country in the world for many years now. Like wayward children focused on fun and games, every time a government introduces new rules to try to stop tax avoidance happening, they find another loophole or trick to escape capture.

For the rest of us, it's long since stopped being funny. With the pandemic particularly, government resources to help the poor and vulnerable are running short. The spectacle of giant corporations, who thrive on our social isolation, experiencing extraordinary economic success at the same time, means that voices clamouring to close the gap now come from across the political spectrum.¹

But how actually do you stop it happening, even if you want to? The problem has been causing sleepless nights for clever people for nearly a decade now and has led to at least three rounds of initiatives.

Round One – International Agreements

Multilateral institutions like the OECD have been building complex new rules to prevent 'profit shifting' by multinational companies since 2012. And although this has met with some success, finding agreement on how to tax the new



digital economy remains bogged down. Opposition from the US government has been key to this lack of progress.² Because of this impasse, national governments have become impatient and started introducing their own rules.

Round Two – Diverted Profits Tax

In the UK, following pressure from all parties, the then Chancellor Philip Hammond introduced a diverted profits tax in 2015 aimed at multinational corporations, both digital and otherwise. Although, in January 2020, the UK government announced that it had secured a significant additional £5 billion of tax, much continues to be avoided by Big Tech companies particularly.²

Round Three – Digital Service Tax (DST)

In the UK in April 2020, a digital services tax went into effect at a rate of 2% on all UK sales of very large companies providing search engines, social media services and online marketplaces. This approach, of a tax on sales rather than profits, has now caught on globally in various forms and, at the last count, 36 countries have implemented or announced plans for such a tax.³

Round Four – A pandemic windfall tax?

As we have explained in previous articles, when you look at the rates of Digital Sales Taxes (DSTs) in other countries, it appears that the UK's rate

is relatively modest. In Turkey it is set at 7.5%, in the Czech Republic 7% and in Austria it is 5%.² In July this year, we wrote an article in Ethical Consumer proposing increasing the DST to 10% during the pandemic in order to help finance the very costly social and health interventions the pandemic has required. This kind of approach has been suggested elsewhere too since then with, for example, Tom Kibasi writing in the Guardian suggesting that a rebalancing “could be accomplished through a special levy – calculated as a percentage of UK sales – for the decade ahead.”⁴

Problem 1: Passing the tax onto consumers

While it looked like a good idea at the time, since then it appears that many of the Big Tech monopolies have no intention of eating into their profits by paying the taxes as intended. Instead they are simply, and openly, passing the costs onto their consumers.

Well-known tax commentator, Richard Murphy, has pointed out that, as most of the companies are effective monopolies – a DST was always going to be the “easiest tax on Earth to pass on”.⁹ This is naturally creating an aggrieved cohort of consumers and sellers who, seeing their costs go up, become opponents of the new tax regimes.

One of the interesting developments here is public comments from two companies (Facebook and eBay) that they are not intending on doing this. We have compiled a small table below with position statements on the DST from those companies we know that have made them.

Company	Statement	Source
Amazon	Will pass tax onto sellers on its platform	Guardian ⁵
Google	Will pass costs onto advertisers	Guardian ⁵
Apple	Will pass onto App Store users	Gamesindustry.biz ⁶
Facebook	Won't pass on costs to its advertisers	Bloomberg ⁷
eBay	Won't pass on the tax to sellers on its platform	Thisismoney.co.uk ⁸

Problem 2: Amazon is off the hook again

When the DST was designed, the government stopped short of applying it to product sales to consumers (as opposed to services which were taxed). This was because of concerns that it might adversely affect traditional retailers such as John Lewis.¹ The upshot of this was that Amazon, one of the most problematic tax avoiders of all, escaped the tax on its own product sales.

The fact that Amazon has chosen to pass on the DST to its Amazon marketplace third party sellers (who are being provided with a service), rather than eat into its own profits, has drawn particular ire from a wide range of commentators. Andrew Goodacre, chief executive of the British Independent Retailers Association, apparently said: “All it has done is resulted in small sellers paying more and making less while Amazon gains further competitive advantage.”¹

Where now for Ethical Consumer's 10% DST campaign?

Given that consumers and sellers are already aggrieved that the 2% DST is being passed onto them, they are likely to be even more unhappy about the idea of a 10% rate. It is difficult, though, to think of another way that windfall taxes might easily be applied to tech multinationals. Profit taxes, the usual way for governments to make windfall provisions, are not going to work because the companies have already made the profits magically disappear. A levy on assets, which was applied to the banking sector after the 2008 crash, would not really work here either since so many of these are offshore for tech firms too.

Until a better idea comes along, it is therefore worth thinking about modifying the request to government. In addition to raising the rate of DST to 10% on a temporary basis, we should probably ask to amend the rules at the same time in

order to rectify the problems that have arisen in its first iteration.

In order to capture the sales of Amazon and start rebalancing the UK economy towards other less aggressively tax-avoiding retailers, it will be necessary to extend the current DST to product sales. If there is a desire that such a change should not bring John Lewis and others within its scope then an exception should be made for companies which can meet high standards of tax transparency, and are thereby able to evidence that no artificial avoidance is taking place. The Fair Tax Mark has devised a robust set of rules which have stood the test of time in being able to certify that a fair rate of tax is being paid. It should be possible to apply similar rules to companies seeking an exemption from any future higher-rate DST.

The following amendments therefore would need to be made to the next iteration of the UK's DST.

- The new DST must expressly prohibit companies from directly or indirectly passing on this tax to consumers or users.
- The new DST should apply to product sales for any company falling within its scope which is not able to demonstrate that a fair rate of corporation tax is already being paid. Companies would have to demonstrate this through transparent public reporting of country-by-country financial results and other data.

Ethical Consumer has received a small grant from Network for Social Change to pursue this campaign. We have recruited a new part-time member of staff – Nabila Ahmed – to work on this with us. We plan to make a submission to the Treasury Select Committee on Tax After Coronavirus reform asking for this 10% rate combined with the two new rule amendments, and then to seek the support of other groups who want to sign up for the campaign. Do let us know if you are interested, or indeed if you have any comments or questions about what we are proposing.

More information on our website ethicalconsumer.org

References Viewed 15/11/20: **1** Lord Leigh of Hurley quoted in www.thetimes.co.uk/article/amazon-will-escape-landmark-digital-tax-z3vbf52v3 **2** <https://fairtaxmark.net/wp-content/uploads/2020/10/Essential-elements-of-Global-Corp-Standards-for-Resp-Tax-Conduct-FINAL.pdf> **3** tax.kpmg.us/content/dam/tax/en/pdfs/2020/digitalized-economy-taxation-developments-summary.pdf **4** www.theguardian.com/commentisfree/2020/nov/09/covid-income-wealth-work-taxed **5** <https://www.theguardian.com/media/2020/sep/01/googles-advertisers-will-take-the-hit-from-uk-digital-service-tax> **6** www.gamesindustry.biz/articles/2020-09-03-uk-governments-digital-sales-tax-misses-its-target **7** news.bloombergtax.com/daily-tax-report-international/facebook-not-passing-u-k-digital-tax-costs-on-to-advertisers **8** www.thisismoney.co.uk/money/markets/article-8620697/Ebay-shames-Ama-zon-plan-pass-new-tech-tax-small-firms.html **9** www.telegraph.co.uk/technology/2020/09/04/tech-giants-turn-tables-britains-digital-services-tax

Christmas gift subscriptions

**ONLY
£29.95
PER YEAR**

It's not too late to give a gift subscription and an olive tree to Palestine



Your gift recipient will receive access to all our print and web products:

- A copy of the magazine delivered by post to arrive by Christmas
- A limited edition Ethical Consumer Christmas card
- A welcome letter saying who the gift is from and log in details so they can access our subscriber-only website

We will need your order by Thursday 17th December to guarantee delivery of the print magazine by Christmas.

- **PLUS: A certificate of sponsorship of an organic olive sapling in Palestine, where olive trees and their harvest provide the livelihood for entire communities.**

One year's gift subscription to Ethical Consumer includes six print issues of the magazine plus access to all our 130+ Shopping Guides online with daily updated company scores, the stories behind the scores, customisable ratings, and digital back issues.



Overseas Subscriptions

Print & digital magazine
£45.95

Digital magazine (pdf or flip book)
£29.95

SIGN UP NOW · www.ethicalconsumer.org/subscriptions · **0161 226 2929**

Next issue

Shopping guides to:



green electricity



heat pumps



solar thermal



solar PV

Coming soon

Cars

Laundry liquid

Garden centres

Compost & seeds

Comparison sites

Supermarkets

Clothes Shops

Washing machines

Next issue published mid-Feb

Community share offers thrive

New research published by Co-ops UK shows community share schemes are thriving, bringing positive impacts to businesses and communities around the UK. Less than a decade ago, the report claims, community shares were almost unheard of. But, since 2012, £155 million has been raised by 104,203 people to create more than 440 essential spaces and services.¹

While just over one fifth of investors only invested in their own neighbourhood or village, 78% also invested further afield. Taken together, these findings suggest that, when viewed at a national level, community shares have “significant potential to reduce inequalities and level up society.”

The report’s final key finding is that institutions, funders, and governments play a key role in supporting and growing the community shares market. It found that the best method of raising finance was a ‘blended’ approach. For every £1 invested in community shares, an additional £1.18 is leveraged through grants, loans, and institutional investment. For the potential of community shares to be fully realised, more institutional investment from governments, funders, and impact investors should be channelled into the market.

‘Understanding a Maturing Community Shares Market’ can be found here: www.uk.coop/comshares



The report, which was an extensive review of the UK community shares market, revealed four key findings.

Firstly, community shares create and sustain successful businesses. The first five years are usually incredibly difficult for new businesses, with only 42% making it to the end of their fifth year. However, this figure is significantly higher when it comes to co-op start-ups, at 76%. Being able to raise ‘patient and flexible capital’ is an important part of this, with 85% of businesses stating that running a community share offer had a positive impact on financial performance.

Raising finance through community share offers is not just of benefit to the business, but also offers an accessible form of investment. Purchasing shares allows people to become members or co-owners in the co-op or community benefit society, thereby gaining a stake in projects that are important to them. As investments can be from as little as £10, community share schemes are accessible to those on low incomes, with 56% of investors earning £35,000 (the average UK salary) or lower.

At 4.8%, the average interest rate on community share offers is not to be sniffed at, but the report found only 17% of respondents gave ‘the prospect of financial returns’ as a top reason for investing. By far the greatest motivation for investors, given by 80% of respondents, was that the project had wider social or environmental benefits.

CHARITY BOND OFFER

Triodos Bank has recently launched a £3 million charity bond to support Nottinghamshire YMCA with the completion of the Newark and Sherwood Community and Activity Village, a project that will deliver transformational services for the local area.

The COVID-19 pandemic has recently increased demand for the YMCA’s front-line services, but there is a need to address the deeper causes of social, health, and well-being issues in the region in order to make longer lasting changes. The charity aims to address these issues through the creation of the community-led and designed Newark and Sherwood Community and Activity Village, creating opportunities and a positive future for everyone in the local area.

The six-year bond pays 6% annually and has a minimum investment of £50. Closing date: 21 December 2020.

For more information visit: triodoscrowdfunding.co.uk

References: 1 <https://communityshares.org.uk/sites/default/files/documents/community-shares-report-2020-FINAL.pdf>

Carbon divested funds: financial performance

Carbon divested fund	5-year cumulative performance to 11/11/2020	Ethiscore as of 09/2020
Janus Henderson Global Sustainable Equity Fund	121.7	7
BMO Responsible Global Equity	109.8	10.5
WHEB Sustainability	89.0	16
Triodos Pioneer Impact	82.1	16
Jupiter Ecology	76.5	6.5
EdenTree Amity International	69.0	7
Quilter Cheviot Climate Assets*	54.7*	6
ASI Global Equity Impact	47.6	6.5
Rathbone Ethical Corporate Bond	36.7	6
AXA Ethical Distribution	27.1	10
Sarasin Sustainable Global Real Estate Equity	24.6	11
Kames Ethical Corporate Bond	16.7	5
Castlefield B.E.S.T Sustainable Income	-1.7	13
IA Global (for comparison)	79.9	-

*performance to 31 July 2020, data from quiltercheviot.com
Following the publication of our guide to Ethical Funds in EC186, we have expanded this table to include all carbon divested funds as identified by 3D Investing.



Tax avoidance

It is entirely right to expose Amazon's 'aggressive' tax avoidance tactics, but some could argue it is doing its best for its shareholders

(pension funds). Therein lies a paradox. I may not be entirely correct, but sometime since the 1980s the UK governments have increased the tax legislation such that previously the whole lot could be written on a pile of A4 about 2 metres high, whereas now it would fill a whole room!

Of course, the cynic among us might suggest that the gross increase in the legalese jargon called tax law is designed to increase obscurity and frustrate 'creative' tax planning to all but the elites and the likes of Amazon, Starbucks, Boots et-al. Boycotting is the only true democracy we have. I'd like to see reforms in our political landscape.

Michael

Ed: Tax avoidance could certainly be viewed as companies doing what is best for shareholders. And therein we find a major structural problem with the way our economic system currently operates – where the maximisation of shareholder value trumps all other concerns! On the other hand, it could also be argued that companies are increasingly wary of deliberately avoiding tax for fear that being caught and shamed may harm profits and shareholder value. Another important point is that not all companies avoid tax. While boycotting is one form of action to take against tax avoiders, another action is to actively support those businesses that are proud to pay their fair share of tax. Look for businesses certified by Fair Tax Mark. For more details, see: fairtaxmark.net

Unrealistic expectations

I wanted to comment on your reply to the letter 'Vegan Domination' in the Letters section of the most recent edition of the magazine, specifically the part about Caterpillar. Is it really realistic to expect a company to release a statement condemning the use of its products, or

refuse sales where they may, or may not, be used in an ethical manner? For example, I think most people will agree that burning the rain forests for various reasons is very undesirable. You might expect the manufacturers of chainsaws to condemn the action. How about the trucks and other machinery used in the process? How about the clothing worn by the people doing the burning/tree felling? How about the matches used to light the fires? Where does it stop?

It's totally unfair to only criticise one company whose products are used for part of the process, and it's completely unrealistic to expect all the companies of every product used in the process to condemn/refuse sales.

Joe

Ed: Just because it might not be realistic to apply a principle to its nth degree, it does not follow that the principle should not be applied at all. The Palestinian resistance movement has repeatedly drawn attention to Caterpillar machines being used by the Israeli state to violate the rights of Palestinians. I'm sure Caterpillar are aware of this. Is it really that unrealistic to expect Caterpillar to, at the very least, denounce the flagrant human rights violations that its products are repeatedly being used for? Perhaps it is currently unrealistic, but what is unrealistic often becomes realistic when we demand it. The '60s Situationists put it this way: Be realistic, demand the impossible.

In defence of veganism

I was interested, but rather depressed to read two letters in issue 197 Nov/Dec: one decrying "vegan domination" in your reports and the other asking to know which dairy farms participated in the badger cull so they could avoid buying from them.

Veganism should obviously be the default position for anyone claiming to be ethical. Buying goods that involve gratuitous (animal products are totally unnecessary) animal cruelty and killing is very obviously not ethical.

It's time those who purport to be ethical or environmentally concerned step up to the mark and embrace veganism as the only way to align with their claims. (There is no 'humane slaughter' – before anyone brings that chestnut up: have a look at some videos or films. Watch Dominion, Forks over

Knives, Dairy is Scary and The Game Changers if you are not conversant with the facts. Organic or higher welfare is merely less cruel. I can't believe people who aren't vegan think they are somehow 'ethical' while paying people to kill animals purely for their enjoyment or convenience. It's irrational and sickening. Tens of billions of animals suffer short, cruel, abusive lives and brutal, terrifying deaths to supply 'food' and commodities that are not only unnecessary but cause untold harm to our health and the environment, too. Viruses are proliferating and mutating amongst factory-farmed animals, so it's only a matter of time before we wipe ourselves out unless we change tack. Organic and grass fed may impress the uninformed, but for the animals it still means a short, exploited life and hideous death. Please consider innocent lives if you are not already vegan.

Andy

Heat pumps

Heat pumps require electricity to drive the pump, the pump itself gets hot from compressing the refrigerant gas and from the electricity and this heat makes up 25-30% of the output so a 4kw output heat pump will take 1 to 1.5kW directly from the mains at day rate prices. They also require a heat source – normally either the air or the ground. Air source can be noisy and need to be sited to avoid annoying the neighbours! They also use some heat to automatically defrost the collector in winter. Ground source either require a couple of deep (100 foot+) boreholes into the ground where space is tight or an extensive surface array of pipework containing brine or refrigerant.

Rocky ground being a problem for both. Also due to its lower output temperature, fitting bigger radiators to get the heat out may not be possible and retrofitting underfloor heating is impossible unless part of a major reconstruction. For most terraced housing, ground source heat pumps are a non-starter unless done through a cooperative group with access to a larger area of land. Retrofitting solar hot water panels on a south facing roof is the cheapest and easiest solution using a heavily insulated water heat store tank with a backup immersion heater (on an E7 tariff!).

Glen

Ed: In the next issue of Ethical Consumer we will be examining heat pumps and other forms of renewable energy in detail, so we will address your concerns then.

Heated debate

Please can you ask your contributors to check their facts before writing articles, especially when they quote that homeowners should use an MCS accredited installer, but then clearly don't approach one for help and accurate information.

1. Heat pumps can work in older houses if the system is designed correctly.
2. Heat pumps should cost less to run than a gas boiler.
3. Radiators often do have to increase in size but don't have to be huge.
4. We calculate heat losses on every house we work, it's an MCS requirement.

Gary, an MCS Installer

Carbon Co-op: We work closely with MCS Heat Pump installers, MCS themselves and the government on all things heat pumps. We heartily agree heat pumps can go in better insulated older homes and concur that larger radiators are often needed. Running costs could be cheaper than gas but unfortunately aren't always (for many reasons) and though heat loss calculations are required on homes, sadly not all installers do them to the required level of accuracy or quality – though I am sure many do!

Corrections to previous guides

Triodos Pioneer Impact Fund

As part of the guide to Ethical Funds in EC186, we published a table on p38 based on data supplied to us by 3D Investing. It stated that the Triodos Pioneer Impact Fund did not invest in companies that conducted animal testing. Following publication, a reader notified us that the fund held shares in Danone, a company which has been criticised for testing on animals. We contacted 3D Investing and they apologised for this error. We also contacted Triodos for comment:

Triodos: "We consider animal testing for non-medical products only acceptable to a very limited extent when legally required for a company to bring a product to the market. The revenues of such products must be limited to a maximum of 5% corporate turnover, as we don't want companies to focus on non-medical products for which animal testing is needed. All tests need to be carried out in line with the three R's framework (replacement, reduction and refinement).

"Before we decided to invest, we reviewed Danone with regards to our minimum standards and determined that

the company meets our minimum criteria. We believe that Danone has an animal welfare program in place and over the last five years has improved in this regard. The volume of the turnover related to these products is also less than 5% of annual turnover and thus limited in nature and in line with our policy.

"Compared to other investors we are already very strict with the 5% threshold approach."

Triodos also provided further justification for its investment in Danone. One reason given was that 27 of Danone's entities were certified B-Corps, meaning the company was "making significant progress towards Danone's ambition to become one of the first certified multinationals."

Nationwide missing

In EC187 we published a guide to Mortgages. Although Nationwide was mentioned in the text, it was not included in the score table. This was an error. The company should have been included, with an Ethiscore of 12.5. It is included in the online version of the Mortgages guide and in the digital version of the magazine (pdf or flipbook).

We welcome readers' letters. Letters may be edited for reasons of space or clarity. If you do not want letters or emails to be published, please mark them 'Not for publication'. Our address is on page 3, or email us at letters@ethicalconsumer.org



Le French Food Revolution



A groundbreaking scheme linking consumers to food producers is set to launch in the UK says SIMON BIRCH.



Co-founder of The Consumer Brand David Poussier on a visit to a free-range egg farm. Along with flour, eggs will be one the brand's first products to be launched in the UK next year.

David Poussier is a revolutionary.

The Cotswold-based former French retail business executive is aiming to radically transform the relationship between consumers and food producers in the UK, which he says has been dominated by the power of the big supermarkets for too long.

"It's time to empower consumers and allow them to have a say in what they're putting in their shopping baskets by reconnecting consumers with farmers and involving them in every step of the production process," says Poussier.

"We can effectively change what we buy in supermarkets, pay farmers a fair price for their produce, and respect the environment."

Sounds like some ethical pipedream? Well actually no, as this is exactly what's happening over in France.

Since its launch in 2016, the French food brand 'C'est qui le Patron' has stormed onto the shelves of the country's biggest supermarkets and is now the biggest-selling new food brand in French commercial history.

With over 40 lines, from milk and honey to chicken and pasta, the C'est qui le Patron organic butter is the most popular butter brand in France, as is its own brand of free-range eggs.

How it works

'C'est qui le Patron', which translates to 'Who's the Boss?' in English, began in response to the crisis in the French dairy industry which saw record low prices

being forced onto the sector by the big supermarkets.

The brand works, in effect, like fair trade in that it pays all farmers and producers a premium for their produce through a slightly higher retail price. All producers are suffering from the same supermarket-driven squeeze on prices, not just dairy farmers.

But the really innovative thing is that it lets shoppers have a say in every aspect of the product that's to be sold, via an online questionnaire.

Helped with an online briefing about all aspects of a product's production process, consumers decide on its specifications.

This covers everything from whether a product should be organic and take account of animal welfare to the packaging to be used and the price that the producer should get. Finally, consumers are asked whether they want to pay a little more to help improve biodiversity on the farmer's land.

C'est qui le Patron in the UK

Now, David Poussier is aiming to replicate the success of 'C'est qui le Patron' by heading up its UK operation, with a target date of hitting the supermarket shelves next spring under the trading name of The Consumer Brand, which is being run as a not-for-profit social enterprise.

Poussier is confident that the venture will achieve the same level of success here as its French parent company.

"More than two thousand people have already filled in our online questionnaire for flour, our first product to be sold next year and, given that we don't do any advertising, I think that's amazing," says Poussier.

Food writer and author of 'Sitopia' and 'Hungry City', Carolyn Steel, is equally enthusiastic:

"The Consumer Brand is wonderful in that it educates people and makes them understand the complexities of food, and it engages with them making them part of the decision-making process driving ethical food production."

And it's a thumbs up too from Martin Lines, Chair of the Nature Friendly Farming Network which has almost 2,000 farmer members across the country.

"By connecting consumers with the power and responsibility they have as purchasers, this initiative will help redress the power imbalance between producers and supermarkets," believes Lines.

"Many of our members aren't organic, but if we had market recognition for what we produce which gives us a small premium, then it would actually change how we farm."

If you'd like more information on The Consumer Brand and to fill in its online questionnaire on eggs and flour visit: www.theconsumerbrand.co.uk

@SimonBirchSays
@DavidPoussier

Invest with a conscience

- Follow your ethical beliefs
- Make a difference
- Achieve positive social change
- Influence shareholder meetings



investing**ethically**



Contact us for a free brochure. Your first consultation will be at our cost and without obligation.

Independent financial advisers for the ethically minded
 T 01603 309020
 E info@investing-ethically.co.uk
 www.investing-ethically.co.uk

Investing ethically and responsibly is a good practice.

CERTIFIED COCOA • MADE IN THE UK USING 100% RENEWABLE ENERGY • NO MILK • WHEAT FREE • GLUTEN FREE • NO NUTS • NO PEANUTS

PLASTIC FREE PACKAGING VEGAN CHOCOLATE



THE BEST THINGS IN LIFE ARE...

Plamil So free

WWW.SOFREECHOCOLATE.CO.UK ENJOY@SOFREECHOCOLATE.CO.UK

Facebook: /SOFREECHOCOLATE Twitter: @SOFREECHOCOLATE Instagram: @SOFREECHOCOLATE

YOU DESERVE PLAMIL SO FREE CHOCOLATE

Flaya^{GB}

Certified perfumes hand made with love

Cruelty-free, organic and vegan. Certified for consumer confidence.



Available from independent health shops, organic stores & natural beauty salons.

We try to place ethics and sustainability at the heart of what we do. People and the planet before profit.



Web: www.flaya.co.uk
 Tel: 07544 363345
 Email: info@flaya.co.uk

VEGAN BOOTS

Available to order at VegShoes



30 YEARS OF VEGAN FOOTWEAR

Over 200 womens and mens styles!

Quality 'breathable' non-leather materials made in England & Europe

VEGETARIAN SHOES

A treat for your feet if you don't eat meat!

call: 01273 691913 vegshoes.com info@vegshoes.com

We've been giving our customers a say in how their money is used for over 25 years.

They tell us they don't want us to finance the extraction or production of fossil fuels. So we don't.

Ethical then, ethical now. We're the original ethical bank. **Join us.**

for people with **purpose**
The **co-operative** bank

Manchester Climate Strike 2019

