

The cereality behind your breakfast

Most cereal manufacturers are now buying into the ethical market, but the major brands still have a long way to go, discovers **Hanna Backman.**

Choosing a healthy, organically certified muesli is one step closer to a good breakfast, but there is more behind the brands than what you'll find printed on the cartons. Since the last report, for example, Weetabix has been bought by Lion Capital, a private equity firm. Private equity businesses have recently been under the spotlight in the UK for using too much debt to finance their deals, and cutting jobs at the firms they buy. Such businesses have also been accused of using loopholes to pay lower tax rates.¹

Traffic-light labelling

In 2006 the Food Standards Agency (FSA) proposed criteria for traffic-light health labelling of food. A study by consumer watchdog Which?² showed that more than 75 per cent of breakfast cereals contained excessive levels of sugar, and would receive red 'danger' labels under the scheme. The large cereal manufacturers, and particularly Kellogg Co with a 39 per cent share of the British market³, opposed the FSA's labelling scheme and instead adopted their own Guideline Daily Amount (GDA) scheme.

The cereal manufacturers' lobbying campaign against proposals from Ofcom and the FSA was described by senior regulatory officials as "the most ferocious we have ever experienced".⁴ The FSA is still pushing for the use of traffic light labelling. Ethical Consumer believes that the GDA scheme is confusing and that the traffic light scheme should be made compulsory.

The American Centre for Science in the Public Interest approached Kellogg last year to say that the UK versions of popular cereals had higher sugar and salt levels than elsewhere in the world.⁵ Kellogg replied it had to do with variations in taste among different consumer markets.

Environmental targets

The only company that could demonstrate quantified and dated environmental targets in its environmental policies was Whole Earth, whose targets included the reduction of 'global warming emissions' by a fifth within six years.

The reason a few other companies scored highly for environmental reports was that they had a turnover of less than £5m and were considered to be environmental alternatives. Companies providing environmental alternatives below this limit can gain best rating without quantified targets. Doves Farm has crossed the £5m limit since it was last rated.

DE-VAU-GE Gesundheitswerk, Nestlé and the Kellogg Company did not respond to our requests for information.

Packaging and waste is still a problem for manufacturers but there have been big improvements. All manufacturers on the table are now using recycled board for their outer boxes. Traidcraft is also using fully recyclable inner bags, while Alara Wholefoods is currently looking into using biodegradable bags for its cereals.

Few companies are as transparent as Alara Wholefoods in its journey towards becoming more eco-friendly. Unusually, the company's sustainability manager keeps a blog on its progress towards becoming a "carbon negative" and zero waste manufacturing site by 2010.⁶

Vegan, Fairtrade and organic

The company ethos score is given to those companies that are focusing on specific sustainability aspects across all their production. All Traidcraft products are Fairtrade, while all Pertwood and Rude Health Foods cereals are organic. All Dorset Cereals products are vegan.

W Jordan & Son has used Conservation Grade Farming since 1985. Its methods to preserve wildlife are accredited, and mean more than good PR, confirms Phil Stocker, Head of Food and Farming at the Soil Association.⁷

Alara Wholefoods (020 7387 9303), **Rude Health Foods** (0845 20 20 777) and **Traidcraft** (0191 491 0591) are best buys for cereals. Also recommended are **Pertwood** (01985 841155) **Jordan's** organic ranges (01767 318222) and **Doves Farm** (01488 684 880). Brands by these companies can be found in independent shops, health food shops or charity shops (Traidcraft). Some are also widely available in supermarkets (Jordan's, Doves Farm).

best buys



Company profiles

Jordan & Son admitted to using some palm oil in its products in a questionnaire returned to Ethical Consumer, but the company has joined the 'Round Table on Sustainable Palm Oil' in the hope of securing a sustainable source⁸.

Last year's **Wessanen's** Sustainability Report stated that a Supply Chain Responsibility policy was to be rolled out in 2007. Until that happens, received a worst rating for supply chain policy.⁹

There was no supply chain policy or environmental policy available on **DE-VAU-GE Gesundkostwerk's** or its subsidiaries' websites¹⁰. The company is owned by Hamburg Seventh Day Adventists.

Last year **Kellogg's** came under scrutiny as a Chinese human rights group discovered workers' rights abuses in a factory producing goods for the company.¹¹

In addition to Weetabix, **Lion Capital's** subsidiaries include restaurant chain Wagamama, crisp manufacturer Kettle Foods and lingerie chain La Senza.

Nestlé scores low on the table due to a large number of unethical activities. It is a member of the World Economic Forum¹², seen by campaigners as exerting undue corporate influence. Nestlé is subject to several boycotts, linked to the unethical marketing of breast milk substitutes¹³, sourcing from Israeli producers¹⁴ and the use of forced and child labour¹⁵. The company operates in 23 countries¹⁶ considered to have oppressive regimes.

General Mills has been criticised for marketing unhealthy food to school children.¹⁷ Some of its food sold outside Europe may contain GM ingredients.¹⁸

PepsiCo Inc is one of a number of companies which had massively increased investment in subsidiaries in tax havens by up to thousands of per cent in the past five years to avoid paying corporate taxes.¹⁹ It was listed on the Boycott Bush website as one of the top 25 donors to the Republican party.²⁰



Links

Nestlé boycotts: www.bigcampaign.org; www.babymilkaction.org; www.globalexchange.org/getInvolved/actnow/nestleslavery.html
www.boycottbush.net - the website calls for a boycott of Republican Party Donors until George W Bush fully implements the Kyoto protocol on climate change.
Information on traffic light labelling from the Food Standards Agency
www.food.gov.uk/foodlabelling/signposting/signpostevaluation/

1 'Private equity head stands down' www.bbc.co.uk 14/6/2007 2 Which? magazine July 2006 3 Mintel report Breakfast Cereals, UK, February 2006 4 'Why Kellogg saw red over labelling scheme', www.guardian.co.uk 28/12/2006 5 www.cspinet.org/reports/codex/KelloggLetter.pdf 20/10/2007 6 Alara Wholefood's sustainability blog <http://sustainable.alara.co.uk/blog> 7 Phone conversation with Phil Stocker on 4/7/2007 8 ECRA Questionnaire received in July 2007 9 www.wessanen.com viewed on 29/6/2007 10 www.de-vau-ge.de and www.wholeearthfoods.com viewed on 24/10/2006

11 www.business-humanrights.org 27/6/2007 12 www.weforum.org viewed 22/2/2007 13 www.babymilkaction.org viewed on 9/7/2007 14 www.bigcampaign.org viewed on 9/7/2007 15 www.globalexchange.org/getInvolved/actnow/nestleslavery.html viewed on 9/7/2007 16 www.nestle.com viewed on 30/8/2007 17 Multinational Monitor, Vol 26, March 2005 18 Greenpeace Shoppers Guide to Genetic Modification, www.greenpeace.org.uk, viewed on 7/9/2006 19 'Having their cake and eating it too', ICFU, July 2006 20 www.boycottbush.net viewed on 9/7/2007

BRAND	Ethiscore (out of 20)	Environmental Reporting	Nuclear Power	Climate Change	Pollution & Toxics	Habitats & Resources	Animal Testing	Factory Farming	Other Animal Rights	Human Rights	Workers' Rights	Supply Chain Policy	Irresponsible Marketing	Armaments	Genetic Engineering	Boycott Call	Political Activity	Anti-Social Finance	Company Ethos	Product Sustainability	COMPANY GROUP
Alara Active Muesli [F,O]	15											●							★	2	Alara Wholefoods Ltd
Rude Health Essential Muesli [O]	15											●							★	1	Rude Health Foods Ltd
Traidcraft Muesli [F]	15	○							○										★	1	Traidcraft PLC
Dorset Cereals Organic Muesli [O]	14.5	●										○							★	1	Dorset Cereals Ltd
Pertwood Organic cereals [O]	14							●				●							★	1	Pertwood Organic Cereal Company
Doves Farm BioBiz Cereal [O]	13	●							●			●							★	1	Doves Farm Foods Ltd
Jordans Organic Muesli [O]	13	●				○						○	○						☆	1	W Jordan & Sons Ltd
Whole Earth cereals [O]	13	○										●	○							1	Koninklijke Wessanen
Mornflake Organic Oats [O]	12.5	●										●	○							1	Morning Foods Ltd
Granovita Classic Flakes [O]	12	●										●	●							1	DE-VAU-GE Gesundkostwerk GmbH
Weetabix Organic [O]	10	●			○			●		○	○	○	○		○					1	Lion Capital LLP
Kellogg's Organic Rice Krispies [O]	10	●								○	○	○	●		○					1	The Kellogg Company
Alpen cereal	9				○			●		○	○	○	○								Lion Capital LLP
Quaker Oats Organic [O]	2.5	●		○	●	●	●	●	●	●	●	●	●		●	●	●	●	●	1	PepsiCo Inc
Shreddies	0.5	●			●	●	●	●	●	●	●	●	●		●	○	●	●			Nestlé SA/General Mills Inc

KEY ● bottom rating ○ middle rating □ top rating (no criticisms found) Company Ethos: ★ full mark ☆ half mark

Product Sustainability: companies can receive a maximum of five positive marks for this category. Ethiscore: the higher the score, the better the company across the criticism categories (see www.ethicalconsumer.org/magazine/buyers/categories.htm or "Introduction to Ethical Consumer" booklet for more details).

breakfast cereals

Alara Wholefoods Ltd

110-112 Camley Street, London, NW1 0PF, UK

Environment

Environmental Reporting

Best ECRA rating for environment reporting (June 2007)

According to the Alara company website http://sustainable.alara.co.uk/blog/_archives/2006/12/22/2590034.html dated December 2006 and viewed in June 2007, it was the company's aim to become a carbon negative and zero-waste manufacturing site by 2010 and to gain environmental certification through the Green Mark Awards by the end of 2007. Although the company's policy was vague and did not include any timed or dated targets for environmental performance, the company still received a best rating from Ethical consumer because it's turnover was below £5 million and it was a small company providing environmental alternatives which was set up to minimise environmental impact of the business. (ref: 1)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (18 June 2007)

Alara received a worst ECRA rating for its supply chain policy as the company did not have a supply chain policy apparent on its website (www.alara.co.uk) when viewed in July 2007. (ref: 2)

Product sustainability

Organic product

Fairtrade and organic (July 2007)

According to the www.alara.co.uk website the Alara Active Muesli brand was organic and fairtrade when viewed in June 2007. (ref: 1)

Fairtrade Product

(See also 'Fairtrade and organic' in Organic product above.)

De-Vau-Ge Gesundkostwerk GmbH

Luner Rennbahn 18 - 21339 Lüneburg, Postfach, Lüneburg, Germany

Environment

Environmental Reporting

Worst ECRA rating for environment report (2006)

Granovita UK did not respond to a written request for a copy of its environmental report when it was viewed by ECRA in October 2006. Its website (www.granovita.co.uk) did not appear to contain one either. (ref: 3)

People

Supply Chain Policy

Worst ECRA rating for code of conduct (2007)

Granovita UK promised to fill in a questionnaire and send a copy of its supply chain code for workers' rights when it was contacted by ECRA in July 2007. Granovita failed to send through the information and the information was not available

online. (ref: 3)

Irresponsible Marketing

Infringement of the International Code of Marketing of Breastmilk Substitutes (2003)

In an email to a member of ECRA on 1 September 2003, a representative of UK pressure group Baby Milk Action stated that he had viewed Granovita's website that day (www.granovita.com), and had "found a number of violations of the International Code of Marketing of Breastmilk Substitutes and subsequent, relevant World Health Assembly Resolutions. The soya milk formula has idealising pictures, which violates Article 9.2 of the International Code." He added that an illustration of Granovita's rice and wheat porridge (shown at www.granovita.com/html/productos/alimentos%20infantiles/4569.html) was "promoted for use from the second week of life as a 'complement' to breastmilk and from the fifth month as porridge. The World Health Assembly recommends exclusive breastfeeding for the first six months of life and that complementary foods are only to be introduced after this time. The six month requirement for fostering of complementary feeding has been in place since 1994 (Resolution 47.5)." He concluded, "These blatant violations in the way the products are packaged and marketed are sufficient for me to say that Granovita is violating the Code." (ref: 4)

Product sustainability

Organic product

Product sustainability feature (July 2007)

According to the website www.granovita.co.uk accessed in July 2007 the Granovita Classic Flakes product was certified organic by the Soil Association. (ref: 5)

Dorset Cereals Ltd

Peverell Avenue East, Poundbury, Dorchester, DT1 3WE, UK

Environment

Environmental Reporting

Worst ECRA rating for environmental policy (27 June 2007)

Dorset Cereals Ltd provided ECRA with an environmental policy in June 2007, published in the company quality manual, which stated some undated goals referring to areas including energy, waste and packaging. Dorset Cereals stated it was committed to developing long term strategies and carefully evaluating the environmental impact of all new activities, products and processes. However, as the report was not independently verified, did not contain at least two dated and quantified future targets and the company's annual turnover was over £5m the company received a worst rating from Ethical Consumer. (ref: 6)

People

Supply Chain Policy

Middle ECRA rating for supply chain policy (27 June 2007)

Dorset Cereals Ltd's Ethical Trading Policy, which was sent to ECRA in June 2007, stated that the company at all times would strive to ensure that all of its suppliers operated in an ethical and honourable fashion. This information would be obtained using self audit questionnaires. The document included policies on the elimination of child labour, freedom of association, non-discrimination, forced labour, a maximum working week of 48 hours and 12 hours overtime, it was not independently monitored and as such received a middle rating from Ethical Consumer for supply chain policy. (ref: 7)

Politics

Company Ethos

All products suitable for vegans (27 June 2007)

Dorset Cereals guaranteed in a company questionnaire sent to ECRA in June 2007 that all its products were vegan at the time. (ref: 8)

Product sustainability

Organic product

Organic product (July 2007)

According to the Dorset Cereals website, www.dorsetcereals.co.uk, visited in June 2007, the company's "fruit, nuts and seeds" muesli was organic. (ref: 9)

Doves Farm Foods Ltd

Dove's Farm, Salisbury Road, Hungerford,, Berkshire, RG17 0RF, UK

Environment

Environmental Reporting

Worst ECRA rating for environmental report (2007)

Doves Farm's website (www.dovesfarm.co.uk) contained an environmental policy when it was viewed by ECRA in June 2007. It did not contain quantifiable targets or appear to be independently verified, and as its turnover was above £5m, it was no longer eligible for the top rating ECRA awarded it in 2005. As the environmental policy did not contain at least two dated and quantified future targets and because it was not independently verified, the company received a worst rating from Ethical Consumer for environmental reporting. (ref: 10)

Animals

Other Animal Rights

Organic meat production (July 2007)

According to the Doves Farm website, www.dovesfarm.co.uk viewed in July 2007, Doves Farm was an organic meat producer. (ref: 11)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (26 June 2007)

Doves Farm sent ECRA a policy in June 2007 named 'Approval and Monitoring of Suppliers' which was a quality assurance document mainly based on self auditing. All suppliers were stated to be on an initial 3 month trial basis and if there were problems within that time, the supplier might be removed from the approved supplier list. The supply chain policy did not, however, say anything about its code of conduct relating to issues such as discrimination or freedom of association. Also, because there was no mention of independent monitoring ECRA gave Doves Farm a worst rating. (ref: 12)

Politics

Company Ethos

Company sustainability feature (26 June 2007)

The company website (<http://www.dovesfarm.co.uk>), accessed in June 2007, stated that all 122 hectares of Doves Farm Foods' family farm were registered with the Soil Association, UK's leading campaigning and certification organisation for organic food and farming. All of Doves Farm's products were therefore organic at the time of writing. (ref: 13)

Product sustainability

Organic product

Certified organic (July 2007)

According to the Doves Farm website viewed in July 2007 Doves Farm Bio Biz Cereal was certified organic by the Soil Association. (ref: 14)

General Mills Inc

Number One, General Mills Boulevard, Minneapolis, MN 55426, USA

Environment

Environmental Reporting

Worst ECRA rating for environmental reporting (July 2007)

According to General Mills CSR report 2007 accessed in July 2007 and found at http://www.generalmills.com/corporate/commitment/NEW_CSR_2007.pdf the company's environmental performance tracking generally followed the Global Reporting Initiative (GRI-G3) standards. It also stated that General Mills performed comprehensive safety and environmental compliance audits on a regular basis at all of its facilities. All audit findings and recommendations were tracked to resolution and they included recommendations for

improvement. The report also claimed that the company used materials from renewable resources or recycled materials where feasible and reduced the amount of waste that is sent to landfills by finding ways to recycle it or use it for other purposes. In addition, the report claimed that the company used audits or inspections as part of its quality management and that this verification took place using both internal staff and independent, third-party experts. However, it did not state the name of the independent body conducting this verification and the CSR report did not contain at least two, dated and quantified future targets, so ECRA gave it a worst rating for environmental reporting. (ref: 15)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (18 June 2007)

There is a company code of conduct published in 2007 on the company website http://www.generalmills.com/corporate/commitment/NEW_CSR_2007.pdf. The company stated that it was committed to non-discrimination but no other clear or quantifiable commitments, relating to the areas such as forced labour, freedom of association, independent monitoring or payment of a living wage, were listed. (ref: 16)

Politics

Genetic Engineering

GM ingredients possible in certain food products (2006)

According to the Greenpeace Shoppers Guide to Genetic Modification, viewed on the Greenpeace UK website on 7th September 2006, the following products had been given the 'red' rating applied to "food which may contain GM ingredients or be derived from animals fed on GM crops": Haagen Dazs ice cream, Pillsbury chocolate chip cookie dough. (ref: 17)

Betty Crocker Bac-Os contained GM (October 2004)

As reported in the October/December 2004 issue of The Food Magazine Betty Crocker Bac-Os contained GM ingredients (ref: 18)

Anti-Social Finance

CEO's excessive remuneration (2003)

According to the American Federation of Labor-Congress of Industrial Organizations' Executive Pay Database (www.alfcio.org).

org), S.W.Sanger, Chairman and CEO of General Mills, raked in \$17,255,951 in total compensation including stock option grants in 2003. In previous years' stock option grants, he cashed out \$578,752 in stock option exercises, and had another \$60,669,827 in unexercised stock options from previous years. (ref: 19)

Kellogg Co

One Kellogg Square, PO Box 3599, Battle Creek, Mi 49016-3599, USA

Environment

Environmental Reporting

Worst ECRA rating for environmental policy (2007)

Kellogg Co's website (www.kellogg.com) had a page entitled environmental policy when it was viewed by ECRA in June 2007. It contained a small paragraph claiming it was committed to environmentally responsible practices. Its frequently asked questions stated that it used recycled materials and donated unused food products to charity. It did not contain any quantified future targets or appear to be independently verified, therefore Ethical Consumer gave it a worst rating. (ref: 20)

People

Human Rights

Operations in three oppressive regimes (2007)

According to Kellogg Co's Annual Report 2006 the company had manufacturing sites in Guatemala, Thailand and the USA in December 2006. ECRA viewed the report in July 2007. All these countries were on ECRA's list of oppressive regimes at the time of writing. (ref: 21)

Workers' Rights

Workers rights abuse in factory (27 June 2007)

According to the website www.business-humanrights.org accessed in June 2007 Students and Scholars Against Corporate Misbehaviour (SACOM) in China had discovered workers' rights abuse in a factory producing goods for several companies including Kelloggs. The article was dated 10 Sept 2006 and claimed that factories in Shenzhen and Zhuhai including Kamlong Industrial [Kamlong Industrial was a supplier for Kellogg's] paid workers hourly wages (2.04-3.41 Renminbi) much lower than the legal minimum (4.02-4.12 Renminbi, depending on the region). In the worst case, a worker was paid on average 1.7 Renminbi per hour. Workers worked a 11- to 14-hour work-day, with overtime not fully compensated. The factories were also accused of improper and unclear calculation of wages and denying workers sick leave and the choice to quit their job without losing their financial deposit. Safety in the workplace was a grave concern in addition to the lack of social insurance. Living conditions and meals provided to workers were said to be poor. In one factory, a dormitory had only one shower and one toilet to be shared by 180 people. None of those interviewed were aware of these factories providing paid maternity leave to women workers. (ref: 22)

Supply Chain Policy

Worst ECRA rating for supply chain policy (2007)

A document called 'Global Code of Ethics' dated 2004 was found on the company website www.kelloggs.com in June 2007. ECRA gave it a middle rating as the extensive document covered major supply chain issues such as no discrimination and no use of forced labour. However, the code did not seem to be independently monitored. The company claimed to be committed to paying living wages, but there was no evidence of this. (ref: 23)

Irresponsible Marketing

Irresponsible marketing aimed at children (2003)

Kellogg's Coco Pops were criticised by the Food Commission

co-ordinated Parents' Jury, in the February 2003 Children's foods awards, for being the product which caused the most conflict between parents and children. Coco pops had more votes than any other product because of its high level of sugar (39%), and its added chocolate appeal. Kellogg's Frosties was also a runner up in the same survey, with 40% sugar content. Government guidelines recommended that products with more than 10% sugar were considered to have high levels of sugar. (ref: 24)

Irresponsible marketing of cereal bars (2006)

According to the March 2006 edition of the Ecologist, Kellogg's Nutri-Grain bars claimed to contain 'wholesome ingredients in every bar.' But actually contained only 8% fruit, and 34% cereal. The rest was said to be made up of sugar, fat and bulking agents. The Food Standards Agency defined a high sugar product as containing 10g/100g of product and a high fat product as containing 20g/100g. Nutri-Grain bars contained 31g/100g of sugar, and 13.5g/100g of fat. (ref: 25)

Criticised for ambiguous advertising of Coco Pops (2006)

According to the Food Magazine (Issue 72, January 2006), a TV ad for Kellogg's Coco Pops Coco Rocks had been criticised for trying to mitigate criticisms of its sugary and fatty products by producing advertisements that also promoted the 'physical exercise' message to children. FM reported that the National Consumer Council had objected to the advertisement, saying that they believed the text 'Run around, have a fun and eat a balanced diet' gave a misleading impression of the nutritional benefits of the cereal. The complaint was not upheld. (ref: 26)

Politics

Genetic Engineering

Possible GM ingredients in food products (2006)

According to the Greenpeace Shoppers Guide to GM, viewed on the Greenpeace UK website on 7th September 2006, the following products had been given the 'red' rating applied to "food which may contain GM ingredients or be derived from animals fed on GM crops": Kellogg's nutri-grain, Pop Tarts, Rice Krispies Squares, Morningstar Farm's back bacon and streaky stripes. (ref: 17)

Irresponsible marketing and genetically modified ingredients (2006)

According to the Ecologist in April 2006, Kellogg's Nutri-Grain bar contained high levels of omega-6 fatty acids, which had been linked to health consequences like cancer, heart disease, hormone imbalance and immune system damage. The article said that Kellogg was planning to address this by using a low omega-6 oil known as Vistive from 2006. Vistive was made from genetically modified soybeans. Kellogg had also committed to increasing production of Nutrium, which was also made from GM soybeans because there was a 'shortage' of low linolenic-acid soybean oils in the marketplace. (ref: 27)

Products containing GMOs (2006)

According to the March 2006 edition of the Ecologist, Greenpeace's 'Shoppers Guide to GM' claimed that Kellogg's Pop Tart's, Rice Krispies Squares and Nutri-Grain bars might have contained genetically modified (GM) soya or maize derivatives. It said its breakfast cereals did not contain GM ingredients. (ref: 25)

Political Activities

Lobbying to oppose restrictions on marketing in schools (2003)

According to the website of the Grocery Manufacturers of America (GMA) website www.gmabrands.com, viewed in July 2003, the Kellogg Co was listed as a member. The GMA lobbied on behalf of its members to oppose restrictions on marketing in schools. The website listed 18 separate letters opposing legislation to restrict marketing. (ref: 28)

Product sustainability

Organic product

Product sustainability feature (July 2007)

According to the Kellogg Co website www.kelloggs.com viewed in June 2007 Kellogg Co's Organic Rice Krispies were certified organic by USDA. (ref: 20)

Koninklijke Wessanen nv

Communications Manager, P.O. Box 410, 1180 AK Amstelveen, Noord-Holland, The Netherlands

Environment

Environmental Reporting

Middle ECRA rating for environment report (June 2007)
The Wessanen nv 2006 Sustainability Report was viewed on the company's website (www.wessanen.com) on 29th June 2007. In the report, Wessanen demonstrated that it had a thorough understanding of its environmental impacts. It contained a number of targets, plus reporting on previous targets set, including:

- Reduction of 'global warming emissions' by 20% from 2006 to 2012.
- Reduction of 'ozone depleting potential' by 10% from 2006 to 2012.
- Reduce cooling agent consumption by 20% by the end of 2007.

With regard to independent verification, the company stated: "...this Sustainability Report has not been externally validated, mainly because the internal systems and processes on which it is based are still being bedded down. When 90% of our data is measured, with a maximum of 10% of data being estimated, we will seek external verification." Until it implemented this, ECRA gave Wessanen a middle rating for environmental reporting. (ref: 99)

Worst ECRA rating for environment report (June 2007)

Whole Earth Foods website (www.wholeearthfoods.com) did not appear to contain an environmental report when it was viewed by ECRA in June 2007. (ref: 29)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (2006)
The Wessanen Sustainability Report 2006, viewed on the company's website on 29th June 2007, contained a discussion about 'supply chain responsibility'. It stated that it had developed and approved a draft 'Supply Chain Responsibility' (SCR) policy, which it was planning to roll out in 2007. Wessanen stated that during 2007 it would pilot the self assessment survey then make a plan to audit the self-assessment responses in the course of 2007. Until that time, ECRA gave Wessanen a worst rating for supply chain policy. (ref: 100)

Worst ECRA rating for supply chain policy (June 2007)

Whole Earth Foods website (www.wholeearthfoods.com) did not appear to contain a supply chain policy addressing workers' rights at supplier factories when it was viewed by ECRA in June 2007. (ref: 29)

Irresponsible Marketing

Irresponsible marketing of food products (2003)

Dailycer was criticised by the Food Commission for the high salt content in its 'Thomas the Tank Engine and friends' shaped cereal on 7th July 2003. ECRA has assumed that a Thomas the Tank engine product was deliberately marketed at children. Foods

high in salt were said to be linked to diet-related stroke and heart disease later in life. (ref: 30)

Irresponsible marketing of food products (2003)

The Food Magazine criticised Dailycer in July 2003 for marketing foods high in sugar directly to children. The products were associated with the Tweenies brand of children's characters and therefore were marketed directly to children. Food high in sugar was said to be linked to obesity and other health problems.

(ref: 31)

Product sustainability

Organic product

Certified organic (June 2007)

According to the Whole Earth Foods website (www.wholeearthfoods.com) viewed on 29th June 2007, all of its breakfast cereals were certified organic. (ref: 29)

Lion Capital

21 Grosvenor Place, London, SW1X 7HF, UK

Environment

Environmental Reporting

Worst ECRA rating for environmental reporting (2007)

Weetabix sent Ethical Consumer an email in July 2007 containing its Environmental Policy. It listed several good targets, but as they were not dated or quantified and as their policy was not independently verified, Weetabix received a worst ECRA rating for environmental reporting. (ref: 32)

Pollution & Toxics

Workers' rights problems at supplier farm ignored (November 2005)

A United Farm Workers Union (USA) Press release on the www.unionvoice.org website on 4/11/05 stated that Kettle Foods had ignored its community responsibilities by failing to act on allegations of worker abuse at its supplier farm. The release stated that despite the company pledging that it "buys potatoes grown on family farms in the Pacific Northwest", it sourced stock from the 93,000 acre Threemile Canyon Farm which was described as a 'factory farm' by the union. At this farm, workers had attested to harassment and intimidation, large scale ammonia emissions and sexual discrimination. (ref: 33)

Animals

Factory farming

Sale of non-organic/free range meat (2007)

According to the company website www.wagamama.com, viewed by ECRA in May 2007, Wagamama sold meat products not specified as being from free range or organic sources. (ref: 34)

People

Human Rights

Subsidiary in one oppressive regime (2007)

According to the company website www.lioncapital.com, viewed by ECRA in May 2007, Lion Capital owned at least one company in the USA, a country considered by ECRA at that time to have an oppressive regime. (ref: 35)

Restaurants in one oppressive regime (2007)

According to the company website www.wagamama.com, viewed by ECRA in May 2007, Wagamama had restaurants in Dubai, one of the United Arab Emirates, territories regarded by ECRA in 2007 as having oppressive regimes. (ref: 34)

Workers' Rights

(See also 'Workers rights problems at supplier farm ignored' in **Pollution & Toxics** above.)

Supply Chain Policy

Middle ECRA rating for supply chain policy (2007)

Weetabix sent Ethical Consumer an email in July 2007 containing its 'Responsible Sourcing' policy. It listed several good targets, ensuring the right to join trade unions and to collective bargaining, maximum working hours, non-discrimination, no use of forced or child labour, and several other points. Weetabix received a middle ECRA rating for supply chain policy as its policy was not independently monitored. (ref: 32)

Irresponsible Marketing

Lawsuit over carcinogens in fried foods (2005)

According to the October 2005 issue of the Food Magazine, Kettle Foods was one of nine companies being prosecuted by the State of California over the presence of acrylamide in their food products. Acrylamide was said to be a substance created when starchy foods are baked, roasted or fried, which, according to California's anti-toxin laws, has to be labelled if it reaches certain levels in food. US pressure group the Environmental Law Foundation was said to have detected levels of acrylamide in the companies' foods which, if one ounce servings were eaten, would exceed levels which required labelling. None of the companies were said to have labelled their products in such a way, and the Attorney General of California was said to have stated that he had a legal responsibility to pursue the case. (ref: 36)

Sale of high salt snacks (2003)

According to a the Food Magazine in March 2003, Kettle Food's NY Cheddar crisps contained 500mg of salt (sodium) per 100g of food. According to UK government guidelines, foods with over 500mg in sodium per 100g food was considered to be high in salt. (ref: 37)

Politics

Genetic Engineering

Progress on removal of GM foods (2002)

On the Greenpeace Shoppers Guide to GM, updated on 12th August 2002, Kettle Chips Mature Cheddar & Burgundy flavour were in the Amber category. This meant that the company had removed GM ingredients from the product and had made a commitment to ensure they did not contain ingredients from animals fed on GM crops, but that the process had not yet been completed. (ref: 38)

Product sustainability

Organic product

Organic product (July 2006)

According to the Weetabix UK website viewed in July 2006, Weetabix produced an organic version of its Weetabix cereals. The product was certified by the Organic Foods Federation. (ref: 39)

Morning Foods Ltd

North Western Mills, Crewe, CW2 6HP, UK

Environment

Environmental Reporting

Worst ECRA rating for environmental report (2007)

Neither Morning Foods website (www.morningfoods.com) nor Mornflake Oats website (www.mornflake.com) appeared to contain an environmental report when it was viewed by ECRA in July 2007. In an email sent to ECRA on 22 June 2007 the company marketing manager stated "we have had a written environmental

policy since 2001", however, when asked to provide a copy, he did not get back to ECRA. As the company had a turnover of well above £5m ECRA gave it a worst rating. (ref: 40)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (July 2007)

Morning Foods did not send through a supply chain policy when requested by Ethical Consumer in June 2007, but a spokesperson stated in an email that the company had ethical audits. Because the company did not have a supply chain policy available on its website (www.morningfoods.co.uk) and had not supplied documentation on its ethical credentials Ethical Consumer gave it a worst rating. (ref: 40)

Irresponsible Marketing

Irresponsible marketing of food (2003)

Mornflake Triple Chocolate Crisp cereal was criticised in a report in the Food Magazine July/September 2002 issue. The report suggested that the cereals covered in the report gave the impression of being healthy, but contained an unhealthy amount of sugar, saturated fat and not enough fibre. Mornflake Triple Chocolate Crisp contained 15g per 50g (30% sugar - FSA recommended healthy amount is no more than 10%). (ref: 41)

Product sustainability

Organic product

Organic product (2007)

According to Mornflake's website (www.mornflake.com) Mornflake Pure Organic Oats were certified organic by the Soil Association. (ref: 40)

Nestlé SA

Avenue Nestlé 55, Vevey, Vaud 1800, Switzerland

Environment

Environmental Reporting

Worst ECRA rating for environmental reporting

Nestlé's website (www.nestle.com) contained a section called 'Environment' when it was viewed by ECRA in July 2007. It contained a two page report called 'Consolidated Nestlé Environmental Performance Indicators,' which was dated 2006 and gave past performance in a range of areas, such as water consumption, energy use and ozone depleting substance emissions. This did not include any quantified future targets. The website also contained an environmental report dated 2003, but ECRA was looking for reports less than two years old. The website also contained a statement of independent verification by Intertek CSeR Group. (Ref 101)

Pollution & Toxics

Campaign against odour from London coffee plant (2007)

According to the March 2007 issue of the ENDS Report, Nestlé's Hayes site, near London, UK, was issued with an integrated pollution prevention and control (IPPC) permit for its coffee-roasting process. It said the Environment Agency had already regulated its combustion processes under the previous IPC regime. It said the plant, which had caused a long-running odour and dust problem, would be required to submit and odour management plan by 31st October 2007, detailing existing and alternative control measures. It said local people told of nausea and headaches and being unable to open their window or use their gardens on hot summer days and a 30-strong residents' protest group called Community Against Pollution had been formed to fight for a solution. Hillingdon Borough Council had apparently found insufficient grounds to serve an emissions abatement notice, saying

that incidents only occurred during cleaning and maintenance or when there was a fault in the control of dust or odour emissions, but the response from an October 2006 judicial review of this decision was awaited. According to ENDS, complaints had been halved since Nestle installed a new chimney in 2003, but 20 to 40 complaints were still being received each year. (ref: 42)

Subsidiary blacklisted for environmental violations in China (1 November 2006)

According to the Business Human Rights website viewed by ECRA on 1 November 2006, Nestle Shanghai was included on a blacklist produced by the Beijing-based Institute of Public and Environmental Affairs of multinationals which had violated Chinese environmental regulations. The list claimed that “Nestle Shanghai’s main project was put into operation before the local environmental protection bureau could test its environmental protection facilities”. (ref: 43)

Pollution criticism in oppressive regime (2006)

According to the November 1st 2006 issue of CSR Asia Weekly, in 2006 Nestle Sources Shanghai Ltd was one of several companies which were joint ventures between multinational corporations and local Chinese businesses which had been put on a blacklist by the Chinese authorities for pollution incidents. Nestle Sources Shanghai was said to have commenced operations before a proper wastewater treatment facility had passed its environmental assessments. (ref: 44)

Habitats & Resources

Palm oil supplier accused of rainforest destruction (July 2007)

According to a report by Friends of the Earth Netherlands referred to on the Climate Change Corporation website dated 5 July 2007 (www.ClimateChangeCorp.com), a supplier of palm oil to Nestlé, Wilmar Trading Pte, had ‘illegally logged rainforests and violated the rights of local communities in Indonesia’. (ref: 45)

Failure to act on palm oil environmental threat (2005)

According to the October 2005 issue of ENDS Report, Nestle was one of the UK’s major users of palm oil, but had refused to respond to environmental groups’ concerns about the environmental impact of palm oil production or to join an international round table on the issue established by environmental groups and multinational companies. Logging of Malaysian and Indonesian rainforests to grow oil palms was said to be threatening the existence of endangered species such as orang utans. (ref: 46)

Concerns over Indonesian palm oil sourcing (2006)

According to the 26th April 2006 issue of CSR Asia Weekly, in April 2006 Nestle’s European Works Council, which represented 80,000 Nestle employees Europe-wide, had issued a statement to the company expressing concern over the possibility that Nestle was associated with Indonesian palm oil supplier Musim Mas, for instance through buying palm oil from it. Musim Mas was the subject of an international labour rights campaign after it was accused of “the mass firing of union members, eviction from their homes, the expulsion of children from their schools and the use of the police and judicial system to criminalise legitimate trade union activity.” Wider concerns were also expressed about the environmental and human costs of the palm oil industry. (ref: 47)

Animals

Animal Testing

Tests on dogs (2004)

According to the Spring 2004 issue of BUAV Campaign Report, nine beagle dogs had been kept in isolation in tests on behalf of Nestlé Purina Petcare for almost 15 weeks while their diets were changed every three weeks. It was claimed that dogs eating high protein diets suffered diarrhoea, and that stress was suffered by

all animals due to social isolation and the lack of opportunity to establish a dietary routine. (ref: 48)

Experimented on dogs (1 March 2002)

According to the BUAV’s Campaign report of Spring 2002, Alpo Pet Foods funded experiments where nine dogs had their abdomens surgically cut open and a tube sewn in place from the small intestine to outside of the body. Caustic stomach effluent leaked out of the dogs’ wounds, causing abscesses and ulceration. (ref: 49)

Testing on cats (2002)

According to the BUAV’s Campaign report of Spring 2002, the Ralston Purina company supported experiments where 13 cats had kidney failure artificially induced along with other “intense surgical interventions”. (ref: 49)

Factory farming

recall of poisonous pet food (2007)

According to the Summer 2007 issue of Earth Island Journal, March 2007 saw the biggest recall of product in the history of the pet food industry. Nestlé Purina was one of the companies implicated in the scandal, which had seen over 153 brands of pet foods and treats taken off the shelves all over the USA due to it containing wheat gluten and rice protein concentrate which had been contaminated with melamine, a material used to manufacture kitchen utensils and, in China, fertiliser. It said the melamine had been added to the wheat and rice in a bid to increase their protein levels, and had been imported by two US companies from China. The number of reported deaths and illnesses in pets ranged from 16 to more than 3,000, depending on the source. (ref: 50)

Products containing meat not labelled as free range or organic (2004)

An ECRA shop survey on 6th October 2004 found that Nestlé Purina Petcare’s brands of pet food contained meat that was not labelled as free range or organic. (ref: 51)

Sale of products containing battery eggs (2003)

In a conversation with a member of ECRA on 29 August 2003, a member of the Vegetarian Society’s Corporate Relations department confirmed that no products in the Tivall range of vegetarian foods bore the Vegetarian Society’s “Seedling” logo, adding that they did not meet the certification criteria because they contained battery eggs. Products carrying the Seedling logo are certified by the Vegetarian Society as being free of animal flesh, meat or bone stock, animal carcass fats, gelatine, aspic or any other products resulting from slaughter. Furthermore, any products or ingredients used should not have been tested on animals after the fixed cut-off date of 1986, they must be GMO free, and any eggs used must be free range. (ref: 4)

Other Animal Rights

Sale of products containing gelatine (December 2005)

According to the website www.abitofhome.ca, viewed in December 2005, products made by Nestle, including fruit gums and fruit pastilles contained gelatine. (ref: 52)

Use of animal byproducts (August 2005)

The Body Shop International Plc’s website www.thebodyshopinternational.com was viewed by ECRA on 17 August 2005, the website displayed a Statement On The Use Of Materials Of Animal Origin. This stated that the Body Shop strove to avoid the use of slaughter by-products but that where this wasn’t possible it would work towards finding replacements. Where the company used animal derived ingredients such as lanolin that were not slaughterhouse byproducts the statement assured that these would be sourced using the “highest possible humane standards”. (ref: 53)

Use of ambergris in product (August 2005)

The Cacharel website www.cacharel.com was viewed by ECRA on 31 August 2005, the website stated that Cacharel’s Gloria

perfume included ambergris in its ingredients. (ref: 54)

People

Human Rights

Colombian activities criticised (2005)

The December 2005 issue of Baby Milk Action Update reported a range of concerns about Nestlé's activities in Colombia. These were said to include:

- denouncing trade union leaders who were subsequently threatened or killed by right-wing paramilitaries;
- refusing to recognise the legally registered Sinaltrainal trade union and targeting workers involved with it. In 2003, workers were also said to have been forced to resign en masse so that a replacement workforce could be taken on without benefits negotiated by the union;
- on six occasions Nestlé was said to have had milk seized by the Colombian authorities after it was found to be importing expired milk from other countries and repackaging it;
- an NGO tribunal was said to have received evidence that Nestlé's activities had polluted water sources.

In addition, Colombian trade unions claimed that 150,000 farmers had lost their jobs in the coffee and dairy industries due to Nestlé's business practices. Nestlé's new 'fair trade' labelled coffee was dismissed by the union as "a big joke." (ref: 55)

Dispute over Brazilian water extraction (2004)

The December 2004 issue of Baby Milk Action's update reported that Perrier had lost a legal action in the Brazilian town of Sao Lourenco regarding its illegal water extraction. Campaigners had succeeded in getting an order for the plant to be closed down, although Perrier had had the deadline for this extended on the grounds that it did not want to create redundancies. An attempt to extend this further had been publicly criticised in the state House of Representatives and the plant was closed. However, the company was said to have taken over water sources in a number of nearby towns and citizens were concerned that it would exploit these instead and that further legal action would be necessary. (ref: 56)

American Indians file lawsuit over Great Lakes (2003)

The July 2002 issue of Boycott News, the newsletter of UK pressure group Baby Milk Action, reported that a US federal judge had dismissed a lawsuit filed by three American Indian tribes to stop Nestlé's Ice Mountain Spring bottled water company from withdrawing spring water from the Great Lakes. A 1986 Act authority to protect the Great Lakes was said to lie with state governments, not private individuals. Baby Milk Action reported that a second lawsuit against Nestlé, by Michigan Citizens for Water Conservation, sought legislation to give the state more control over its water resources. (ref: 57)

Workers' Rights

(See also 'Concerns over Indonesian palm oil sourcing' in Habitats & Resources above.)

Link to slavery & child labour (2006)

According to the 26th April 2006 issue of CSR Asia Weekly, in 2006 Nestlé had been the subject of a campaign by global development NGOs over allegations that cocoa it sourced from the Ivory Coast was harvested using forced and child labour. Peter Brabeck, the head of Nestlé, was quoted as saying that Nestlé did not actually own any of the plantations in Ivory Coast and that the problem of child labour was one which stemmed from the conflict there. He was also said to have claimed that the situation would be even worse if Nestlé did not buy any of the produce. (ref: 47)

Sued by human rights group over child labour (16 July 2005)

According to www.reuters.com on 16th July 2005, Nestlé and

two other companies were sued by the International Labor Right Fund of behalf of former child labourers. The claim was that the companies were involved in the trafficking, torture and forced labour of Mali children who were enslaved to work on Ivory Coast cocoa farms. According to the article, USA and European cocoa industry representative missed the deadline of the 1st of July 2005 imposed by federal law to adopt protocols to eliminate child labour from the West African cocoa supply chain. The three main plaintiffs were aged between 12 and 14 when they were first taken from their homes and forced to work up to 14 hours a day without pay, and little food or sleep. (ref: 58)

Supply Chain Policy

Middle ECRA rating for supply chain policy (July 2007)

In July 2007 ECRA viewed Nestlé's 'Management Report' of 2006. It included a section on labour rights which stated that the company followed the 10 principles of the UN Global Compact. This included upholding freedom of association and collective bargaining, the elimination of forced and compulsory labour, effective abolition of child labour and the elimination of discrimination. There was no mention of a commitment to payment of a living wage. The company had no named independent monitoring. (ref: 102)

Irresponsible Marketing

Infringement of baby milk marketing code in 2006 (2006)

According to the April 2006 edition of the Ecologist, Nestlé had lobbied against the World Health Assembly's International Code of Marketing of Breastmilk Substitutes in India in 2006. The code was designed to promote adequate nutrition to infants by trying to protect breastfeeding and ensure the appropriate marketing of breastmilk substitutes. Nestlé was said to have lobbied against the Code becoming law, and faced criminal charges over its labelling. The company was said to have issued a writ petition against the Indian government rather than accepting the charges. (ref: 27)

Boycott over baby milk marketing (2006)

According to a press release by Baby Milk Action, Nestlé had decided to stop its long running Perrier Award for Comedy at the Edinburgh Fringe in June 2006. This was said to be because boycott supporters had organised demonstrations outside the Perrier event. Nestlé was the target of the boycott as independent monitoring found it was responsible for more violations of the International Code of Marketing of Breastmilk Substitutes and subsequent, relevant Resolutions of the World Health Assembly than any other company. (ref: 59)

Illegal health claims on infant formula (2005)

According to the July 2005 issue of the Food Magazine, Nestlé was one of several manufacturers of baby milk powder and follow-on formula which were said to have contravened the International Code on the Marketing of Breast Milk Substitutes. The three companies were all said to have advertised follow-on formula with claims that it made children more intelligent, that "raising an intelligent baby is no longer impossible dream" and using images of babies working laptop computers as advertising material. (ref: 60)

Politics

Genetic Engineering

Possible GM ingredients in food products (2006)

According to the Greenpeace Shoppers Guide to GM, viewed on the Greenpeace UK website on 7th September 2006, the following products had been given the 'red' rating applied to "food which may contain GM ingredients or be derived from animals fed on GM crops": After Eight, Dairy Box, Matchmakers, Aero, Kitkat, Rolo, Smarties, Quality Street, Polo Smoothies, Rowntree Fruit Gums, Buitoni Cheese/Beef Ravioli and Buitoni parmesan cheese, Carnation Milk, LC1, Ski yoghurt, Maggi Stocks, Nesquick. (ref: 17)

Boycott Call

Boycott call by BIG Campaign (2006)

The BIG Campaign (a boycott of Israeli products, services and companies organised by the UK-based Palestine Solidarity Campaign) website www.bigcampaign.org was viewed by ECRA Publishing on 31st August 2006. The website stated that the BIG Campaign had called a boycott of Nestlé as the company partnered Osem, an Israeli producer of snack foods. (ref: 61)

(See also ‘**Boycott over baby milk marketing**’ in **Irresponsible Marketing** above.)

Thai boycott over GM (May 2003)

Nestlé was the subject of a boycott call in Thailand by the Anti-GMOs Network, the Ecologist magazine reported in May 2003. The Network had been calling on the company to adopt a GM-free policy in Thailand by April 30th, accusing it of double standards (compared to Euope) and of conspiring to promote GM products with other companies. (ref: 62)

Political Activities

Lobbying against breastmilk substitute regulations (February 2002)

According to a Cornerhouse report of February 2002, in Pakistan Nestle had written to the Ministry of Health in an attempt to convince the Pakistani government that proposed legislation on breast milk substitute sales was “impractical and unworkable.” The company was also said to have “enlisted the support of certain sections of the Pakistan Paediatric Association” by “building on long-standing financial ties” but still to have failed in its attempts to prevent the legislation. (ref: 63)

Member of grocery lobby group (July 2003)

According to the website, www.gmabrands.com, viewed July 2003, Nestlé USA was listed as a member of GMA - Grocery Manufacturers of America. GMA donated \$666,847 to the US Republican Election campaign between 1999 and 2002. The GMA’s mission is to “advance the interests of the food, beverage and consumer products industry on key issues that affect the ability of brand manufacturers to market their products profitably and deliver superior value to the consumer”. (ref: 28)

Donation to US Republican campaign (2003)

According to the Open Secrets website, www.opensecrets.org, viewed in July 2003, Nestle USA had donated almost \$102,000 to the US Republican campaign during the 1999/2000 and 2001/2002 election cycles combined. (ref: 64)

Anti-Social Finance

Demanding money from war torn Iraq (2004)

According to the December 2004 issue of Baby Milk Action’s update, Nestlé was one of a number of international companies demanding compensation (in this case \$2.6 million) from the new Iraqi government for damages sustained when former dictator Saddam Hussein invaded Kuwait. (ref: 56)

Perpetuation of Ethiopian debt (January 2003)

In Jan/Feb 03 Multinational Monitor reported on a story that had originally appeared in the UK Guardian, regarding Nestlé’s involvement in the perpetuation of debt in Ethiopia. The company was seeking compensation for an Ethiopian business of Nestlé’s that the government had nationalised in 1975. Nestlé allegedly charged the government of Ethiopia US\$6million for the debt, despite making \$5.5 billion profit in 2001. Nestlé originally rejected the government’s \$1.5 million offer to settle the claim. It was reported that following a consumer protest, Nestlé reached an agreement that involved it accepting the \$1.5 million offer and promising to immediately pay the same sum to Ethiopian aid work to “deal with the hunger crisis”. (ref: 65)

PepsiCo Inc

Anderson Hill Road, Purchase, NY10577, USA

Environment

Environmental Reporting

Worst ECRA rating for environment report (April 2007)

A search was made by ECRA in April 2007 on the company website www.pepsico.com for a copy of the Pepsi environmental policy or report. The company’s interactive 2005 sustainability report was found to contain information on the company’s environmental performance, mentioning aims and describing individual programmes and achievements. However, the report did not include fixed and measurable future targets for improving environmental performance, and had not been independently monitored or verified. (ref: 66)

Climate Change

Poor climate change performance (2006)

According to an article in the Independent newspaper on 18th September 2006 and quoted on the website www.business-humanrights.org, research into the plans made by the largest global corporations to reduce climate change emissions and tackle global warming had revealed that Pepsi was amongst the worst performers. (ref: 67)

Pollution & Toxics

Subsidiary blacklisted for environmental violations in China (1 November 2006)

According to the Business Human Rights website viewed by ECRA on 1 November 2006, Pepsi Changchun was included on a blacklist produced by the Beijing-based Institute of Public and Environmental Affairs of multinationals which had violated Chinese environmental regulations. The list “criticized Changchun Pepsi for excessive discharge of waste water”. (ref: 43)

Criticism of recycling evasion (2006)

According to the August 2006 issue of ENDS Report, in 2006 the UK Dept of the Environment had announced that it was closing a legal loophole which allowed non-UK companies selling products in the UK to evade producer recycling obligations. Walkers was said to have been using its Swiss company base to avoid such obligations in Britain. (ref: 68)

Pesticides in soft drinks (2006)

According to a press release by the India Resource Centre on 3rd August 2006, a survey by the Indian Centre for Science and Environment (CSE) found dangerous high levels of pesticides in Pepsi’s soft drinks in India. The study found a “cocktail of between three to five different pesticides in all samples” which were, on average, 24 times higher than European Union standards. The study found high levels of the carcinogen Lindane as well as three other pesticides. The CSE had found similar levels three years before. (ref: 69)

Habitats & Resources

Groundwater depletion in India (2004)

The Ecologist July/August 2003 reported that two rural community in the southern Indian state of Kerala had accused Pepsi and another drinks manufacturer of depleting local groundwater and triggering water shortages due to operations at their bottling plants. A village had revoked the water use permit of a Pepsi plant. The villagers protests had begun at the time of the report to receive support from Indian national environmental organisations. (ref: 70)

Disputes over Indian water extraction (2005)

According to the June 2005 issue of Corporate Watch, Pepsi had had its license to extract water for its bottling plant in Pudusseri, India, revoked by local authorities after the surrounding area started to suffer from severe water scarcity. (ref: 71)

Irreparable damage to sensitive ecological area (2002)

In September 2002, BBC News reported that Pepsi had been one of a number of companies to be fined by the Indian government for painting advertisements onto rock faces in the Himalayas. It was fined US\$4,000 by a committee who said the paintings caused irreparable damage to an ecologically sensitive area. (ref: 72)

Animals

Factory farming

Meat products (2006)

According to the company website www.pepsico.com, viewed by ECRA in September 2006, Frito-Lay snacks range included a number of meat snacks made from meat not labelled as free range or organic. (ref: 66)

Other Animal Rights

Supporting animal abuse through advertising (16 February 2005)

According to The Guardian website (www.guardian.co.uk), the Captive Animals Protection Society (CAPS) was threatening to call a boycott over Pepsi's television advert featuring a chimp, on 16th February 2005. The Campaign Officer for CAPS was quoted saying Pepsi had given "a very basic, standard reply" saying it filmed the ad in Spain, that a trainer was used and that the four-year-old chimp's welfare needs were met. CAPS commented that a four-year-old chimp should be with its family. (ref: 73)

Animal cruelty (2003)

According to an article that was posted on the Responsible Shopper website (www.responsibleshopper.org) by PETA in June 2003, PETA had appealed to the US Fish and Wildlife Service to investigate PepsiCo's Buena Park, Calif., warehouse. It said PepsiCo had admitted to hiring a pest-control company to line its warehouse with sticky glue traps, which kill animals slowly and painfully. "If PepsiCo were found to have set these traps during the week of May 26th [2003], PETA argued that [it] would have been in violation of the Migratory Bird Treaty Act." (ref: 74)

People

Human Rights

(See also 'Disputes over Indian water extraction' in Habitats & Resources above.)

Operations in eight oppressive regimes (April 2007)

According to the PepsiCo website viewed in April 2007 [www.pepsico.com], the company had operations in countries which were considered by ECRA at the time of writing to be governed by oppressive regimes: China; Egypt; Guatemala; Pakistan; Philippines; Russia; Thailand and Vietnam. (ref: 66)

Subsidiaries in oppressive regimes and tax havens (2005)

According to Pepsi's annual report for the year ending 31st December 2005, in that year Pepsi had subsidiary companies in the following countries regarded by ECRA as having oppressive regimes: Guatemala, China, Egypt, Russia, Kazakhstan, Indonesia, Thailand, the Philippines, Pakistan and Saudi Arabia. Pepsi also listed subsidiaries in the following territories regarded by ECRA as tax havens: Panama, Guatemala, Bermuda, Cayman Islands, the Bahamas, Ireland, Luxembourg, the Netherlands Antilles, Liechtenstein, the Philippines, Cyprus, Gibraltar, Hong Kong, Barbados, Singapore and Costa Rica. (ref: 75)

Workers' Rights

Workers' rights violations in Poland (2006)

According to the International Union of Food, Agricultural, Hotel, Restaurant, Catering, Tobacco and Allied Workers' Associations (IUF) website (www.iuf.org) on 31st March 2006, the labour movement was showing solidarity with the union at PepsiCo's Frito-Lay snack food plant in Grodziesk, Poland on International Women's Day. The union was planning to demonstrate outside

a Warsaw court where the case of 8 workers was being held. "These women, who were victims of, or witnesses to, sexual harassment by a supervisor at the plant, were either dismissed or forced under pressure to resign in late December 2004." When the union filed sexual harassment charges in January 2005, the company was said to have attacked the union seeking to defend them. For example, local union leader Slawomir Zagrajek was sacked on December 14th 2005 due to an article critical of the union that was published in the tabloid Super Express. The article was said to have alleged that the union had fewer members than it claimed to, and therefore the chairman was illegally benefited from his salary as a full-time union official. IUF said that the union had collected dues rather than a check-off system as there was an anti-union climate at the plant. The management responded by bringing in a team to extract statements on union membership from staff. This information was not given to union officials, who have contested this illegal and intimidating behaviour. The company claimed its finding were consistent with the tabloid article, and sacked Zagrajek. On 13th January 2006, management distributed a letter to all employees announcing their withdrawal from the union. Employees were instructed to sign the letter, and return them within five days. (ref: 76)

Supply Chain Policy

Worst ECRA rating for code of conduct (April 2007)

A search was made by ECRA in April 2007 on the company website www.pepsico.com for a copy of the Pepsi Supply Chain Policy addressing workers' rights in supplier factories. The company's Human Rights Workplace Policy was found to contain some commitments, including freedom of association and banning of forced and child labour, but did not make commitments to a living wage or collective bargaining and did not appear to have been monitored or verified by any independent organisation. (ref: 66)

Irresponsible Marketing

Sugar Puffs contained 49% sugar (2003)

In the Food Commission supported Parents' Jury February 2003 Children's awards, in the breakfast cereal category, Quaker Sugar Puffs was one of the runners up in 'Breakfast Battles' category. It contained 49% sugar, which was considered high in comparison to the government's guidelines of 10% maximum sugar content. (ref: 24)

Sued for fraud and breach of warranty (April 2004)

According to issue 65 of the Food Magazine, April 2004, PepsiCo was one of twelve defendants in Lawsuits against companies which either manufactured aspartame or used it in products for human consumption. The suits were filed in three Californian courts in April 2004 and alleged that the companies committed 'fraud and breach of warranty' by adding the chemical to products 'in full knowledge that aspartame (was) a neurotoxic'. Plaintiffs were calling for an injunction to stop companies producing, manufacturing, processing, selling or using the artificial sweetener, the consumption of which had been linked by critics to conditions such as migraine, vision loss, multiple sclerosis and chronic fatigue. (ref: 77)

Marketing unhealthy food to US children (2004)

In March 2005 Multinational Monitor reported that PepsiCo had been criticised for marketing unhealthy foods to children. The company was said to have exclusive sales deals with schools to sell sugary drinks and salty crisps. It was also said to be one of a number of highly criticised food companies to be trying to promote themselves as healthy by advocating exercise, rather than diet, as the main way to a healthy lifestyle. It was said to have reached 3 million students by sending free exercise information to schools in 2004, and in March 2005 to have targeted all 15,000 middle schools in America with a 'get-fit' message. The company was also said to have established a website entitled 'healthispower.'

net' which advocated unhealthy snacks such as Doritos and Pepsi as part of a balanced diet. (ref: 78)

Politics

Genetic Engineering

Cracker Jack popcorn likely to contain GM ingredients (May 2007)

According to www.truefoodnow.org viewed by ECRA in May 2007, Frito-Lay's Cracker Jack popcorn sold in the US was likely to contain genetically engineered ingredients. Although Frito-Lay had informed its corn and potato suppliers that the company wished to avoid GE crops, it acknowledged that canola or other oils and ingredients in its products may be from GE. (ref: 79)

Rold Gold Pretzels sold in US likely to contain GM ingredients (May 2007)

According to the Greenpeace www.truefoodnow.org website viewed in May 2007, Frito-Lay's Rold Gold Pretzels sold in the US were likely to contain genetically engineered ingredients. (ref: 79)

Tostitos Corn Chips likely to contain GM ingredients (May 2007)

According to the Greenpeace www.truefoodnow.org website viewed in May 2007, all varieties of Frito-Lay's Tostitos Corn Chips sold in the US were likely to contain genetically engineered ingredients; the company had informed its corn and potato suppliers that it wished to avoid GM ingredients, but acknowledged that oils and other ingredients in its products might be from GM sources. (ref: 79)

Boycott Call

Boycott call for Republican donations (2007)

PepsiCo was listed on the Boycott Bush website (www.boycottbush.net) viewed in July 2007 as one of the top twenty-five donors to the US Republican Party. The website called for a boycott to the top twenty-five donors until George W Bush decided to fully implement the Kyoto protocol on climate change. The website argued that although the donor companies may not themselves have put direct pressure on the Republicans re Kyoto, they must still bear some responsibility as their funds helped to elect the Republican government. (ref: 80)

(See also 'Supporting animal abuse through advertising' in Other Animal Rights above.)

Political Activities

Member of National Foreign Trade Council (25 May 2007)

According to the website of the National Foreign Trade Council (NFTC), www.nftc.org, visited on 8th June 2007, PepsiCo was listed as a director. The NFTC's motto was 'Advancing Global Commerce' and it also claimed to be "the only business association dedicated solely to trade policy, export finance, international tax, and human resource issues on behalf of its members". It also stated the organization advocated open world markets and fought against protectionist legislation and policies. It also offered rapid and effective response to fast-moving legislative and policy developments by a team with a reputation for tackling tough issues and getting results, and participation in NFTC-led business coalitions on major international trade and tax issues. These were listed as benefits of membership of the organisation. (ref: 81)

Member of one international lobby group (May 2007)

According to the organisation's website www.wbcasd.org, viewed by ECRA in May 2007, in 2007 PepsiCo was a member of the World Business Council for Sustainable Development. This was regarded by ECRA as an international corporate lobby group which exerted undue corporate influence on policy-makers in favour of market solutions that were potentially detrimental to the environment and human rights. (ref: 82)

Member of World Economic Forum (May 2007)

According to the organisation's website www.weforum.org, viewed by ECRA in May 2007, PepsiCo was a member of the World Economic Forum. This was considered by ECRA to be a high level corporate lobby group which exerted undue corporate influence, to the potential detriment of the environment and human and animal rights. (ref: 83)

Anti-Social Finance

Subsidiaries in tax havens in order to avoid tax (1 July 2006)

A July 2006 report on corporate tax avoidance by the ICFTU (International Confederation of Free Trade Unions), Pepsi was one of a number of companies which had increased its subsidiaries in tax havens by several hundred or thousand percent in the past five years. The report claimed that companies deliberately set up subsidiaries in tax havens in order to avoid paying corporate taxes. (ref: 84)

Excessive directors' remuneration (2003)

According to the American Federation of Labor- Congress of Industrial Organisations Executive Pay Watch Database (www.alfcio.org) Steven S. Reinemund, Chairman and CEO of PepsiCo Inc. raked in \$27,375,399 in total compensation including stock option grants from PepsiCo in 2003. It also said "from previous years' stock option grants, the PepsiCo Inc. executive cashed out \$11,656,554 in stock option exercises. And Steven S. Reinemund has another \$48,933,554 in unexercised stock options from the previous years." (ref: 85)

Product sustainability

Organic product

Product sustainability feature (July 2007)

According to the Quaker Oats website www.quaker.co.uk viewed in July 2007 the cereal product Quaker Oats Organic is certified organic by the Soil Association. (ref: 86)

Pertwood Organic Cereal Company

General Manager, Lord's Hill Barn, Longbridge Deverill, Warminster, Wilts, BA12 7DY, UK

Environment

Environmental Reporting

Best ECRA rating for environmental reporting (2007)

Pertwood Organic Cereal Company's website (www.pertwood.co.uk) did not appear to contain an environmental report when it was viewed by ECRA in July 2007. Its website did claim that the whole company was organic. As its turnover was less than £5m and as organic farming significantly reduced environmental impact, ECRA awarded it with a best environmental rating for environmental reporting. (ref: 87)

Animals

Other Animal Rights

Farmer of organic meat (2007)

According to the Pertwood Organic Farm's website (www.pertwood.co.uk), viewed in July 2007, the company farmed organic lamb, beef and pork. (ref: 87)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (July 2007)

The company did not provide a supply chain policy when requested by Ethical Consumer. There was no supply chain policy apparent on its website (www.pertwood.co.uk) when viewed on 2nd July

2007. (ref: 87)

Politics

Company Ethos

Company sustainability (2007)

According to Pertwood Organic Farm's website (www.pertwood.co.uk), when viewed by ECRA in July 2007, it was a wholly organic company. (ref: 87)

Product sustainability

Organic product

Organic product (2007)

According to Pertwood Organic Farm's website (www.pertwood.co.uk), Pertwood's Organic Fruit and Seeds Muesli was certified organic by the Soil Association when it was viewed by ECRA in July 2007. (ref: 87)

Rude Health Foods

PR, Rude Health Foods Ltd, PO Box 56501,, London, SW18 9AX, UK

Environment

Environmental Reporting

Best ECRA rating for Environmental Policy (July 2007)

The Rude Health Foods website, accessed in July 2007, did not appear to contain an environmental report when it was viewed by ECRA. Its website did claim that the whole company was certified as organic by the SOIL Association. As its turnover was less than £5m and as organic farming significantly reduced environmental impact, ECRA awarded it with a best mark for its environmental policy. (ref: 88)

People

Supply Chain Policy

Worst ECRA rating for supply chain policy (July 2007)

According to a questionnaire sent to ECRA in July 2007 Rude Health Foods did not have a supply chain policy, but was planning to "be writing a more formal supply chain policy soon." (ref: 89)

Politics

Company Ethos

Company sustainability policy (July 2007)

According to the website <http://www.rudehealthfoods.co.uk> accessed in July 2007 all of Rude Health Foods' products were certified organic. (ref: 88)

Product sustainability

Organic product

Product sustainability feature (July 2007)

According to the www.rudehealthfoods.co.uk website accessed in July 2007 all of its products were organically certified by the Soil Association. (ref: 88)

Traidcraft plc

UK purchasing and Ethical Sourcing Manager, Kingsway, Tyne Valley Trading Estate, Gateshead, NE11 0NE, UK

Environment

Environmental Reporting

Middle ECRA rating for environmental reporting (2007)

Traidcraft's Social Accounts 2005-2006 contained information of its environmental policy when it was viewed by ECRA in July 2007. A separate document, Traidcraft's Environmental Policy,

stated that Traidcraft sought to work with, and purchase from, producers and suppliers who demonstrate a pro active approach to the protection of the natural environment and that it might include the gradual transition toward more organic practices when in the best interests of producers, and with due regard and consideration of market issues and cost of certification. The report also claimed that the company was committed to agricultural systems which embrace environmental protection through a balanced use of crop rotation, crop selection and careful use of inputs. Further, it promoted minimal and safe use of synthetic inputs such as fertilisers, pesticides, dyes, cleaning substances, detergents etc and a gradual transition to more natural alternatives. It also claimed to minimise the use of energy from non renewable sources. The report stated that the company safely disposed of waste materials including reduction, reuse, recycling or composting as appropriate to the nature of that product and with due regard to issues of soil, water and air contamination. Although the report was extensive and independently verified, because it did not contain two or more dated and quantified targets, Traidcraft received a middle rating for environmental reporting. (ref: 90)

Animals

Other Animal Rights

Animal rights criticism (2007)

According to the Traidcraft website, www.traidcraftshop.co.uk, visited in July 2007, the company sold products made from leather, a slaughterhouse byproduct, and silk. (ref: 91)

People

Human Rights

Fairtrade company operating in oppressive regimes (2007)

According to the Traidcraft website, accessed in July 2007 the company traded within a number of oppressive regimes: El Salvador, Guatemala, India, Indonesia, Kenya, Mexico, Peru, the Philippines and Sri Lanka. However, all company products were fair trade. (ref: 92)

Supply Chain Policy

Best ECRA rating for supply chain policy (2007)

According to Traidcraft's Purchasing Policy, published in its Social Accounts 2005/2006, accessed in July 2007, Traidcraft was committed to paying prices that enabled producers to earn a fair return for their efforts. The company claimed to give producers access to credit and advance payments where needed to enable orders to be fulfilled. The company claimed to buy from producer organisations that respected and promoted the rights, dignity and welfare of their producers and wider communities. It also claimed to seek long term partnerships with its producer groups. Regarding sustainability it helped communities reduce their vulnerabilities by diversifying their skills and products, by developing local and regional as well as international markets, and implementing good environmental practices. Traidcraft's website (www.traidcraft.co.uk) accessed in July 2007 said it was a member of the Ethical Trading Initiative, which worked to improve working conditions in the supply chain. The website also said ETI members adhered to the ILO's Base Code- this included: freedom to join trade unions, freedom from forced labour, freedom from exploitative child labour, freedom from discrimination, living wages and working hours. According to a company questionnaire returned to ECRA in June 2007, the company's Social Accounts are assured by Just Assurance (www.justassurance.org) an ethical assurance organisation. Because of its fair trade policy, and the fact that the company had a code of conduct with named independent monitors, it received a BEST ECRA rating. (ref: 92)

Politics

Company Ethos

Company sustainability (2007)

According to Traidcraft's Social Accounts 2005/2006, and its website, accessed in July 2007, the whole company was fair trade orientated. All products that could be certified by the Fairtrade Foundation were, and the rest were marketed as fair trade as they were produced according to good workers' rights and fair trade standards. (ref: 93)

Product sustainability

Fairtrade Product

Fairtrade certification (2 July 2007)

According to the www.traidcraftshop.co.uk website accessed by ECRA in July 2007 the Traidcraft Muesli was labelled fairtrade. (ref: 91)

W Jordan & Son (Silo) Ltd

Holme Mills, Biggleswade, Bedfordshire, SG18 9JY

Environment

Environmental Reporting

Worst ECRA rating for environmental reporting (2003)

Jordan & Son sent ECRA a fairly extensive environmental policy in July 2007 outlining many positive features, such as the company aiming to become carbon neutral as soon as possible. However, as the report did not contain at least two dated and quantified future targets and the report was not independently verified, the company did not qualify for a middle rating. (ref: 94)

Habitats & Resources

Use of unsustainable resources (July 2007)

In a questionnaire sent to ECRA in July 2007, Jordan & Son issued the following statement: "We are concerned about the situation regarding palm oil and have joined the Round Table on Sustainable Palm Oil (<http://www.rspo.org>) as a means of hoping to secure a sustainable source of Palm Oil. We have always been quite open about the ingredients we use in our products and the fact that we do use some Palm Oil. However, we do try to minimise our use of Palm Oil by blending it with other natural oils such as rape and sunflower seed." (ref: 95)

People

Supply Chain Policy

Middle ECRA rating for supply chain policy (July 2007)

Jordan & Son sent ECRA a Social Accountability questionnaire and an Ethical trading policy in July 2007 which was set out according to the ETI (Ethical Trading Initiative) 'base Code' and reflecting the most relevant standards with respect to ETI labour practices. ECRA gave it a MIDDLE rating as the policy was extensive but had no named independent monitoring and it was not committed to providing a living wage. (ref: 96)

Irresponsible Marketing

High sugar and fat in 'healthy' bars (2003)

Jordans Raspberry Country Crisp cereal was criticised in a report in the Food Magazine July/September 2002 issue. The report suggested that the cereals covered in the report gave the impression of being healthy, but contained an unhealthy amount of sugar, saturated fat and not enough fibre. Jordans Raspberry Country Crisp contained 10g per 50g (20% sugar - FSA recommended healthy amount is no more than 10%). The company's Maple & Pecan Luxury Crunch cereal was also criticised. It was said to contain 9g per 50g (18% sugar - FSA recommended healthy amount is no more than 10%) (ref: 41)

Politics

Company Ethos

Innovative alternative farming methods (July 2007)

W Jordan & Son had used Conservation Grade Farming since 1985 and organic farming methods in addition to that. According to the Head of Food and Farming at the Soil Association, Jordan & Son's methods were accredited. In a phone conversation with ECRA on 4 July 2007, he said: "Their scheme is not organic and nor are they pretending that it is, but it is delivering some benefits, such as making people interested in wildlife and leading people towards organic schemes." (ref: 97)

Product sustainability

Organic product

Product sustainability feature (July 2007)

According to the website www.jordans-cereals.co.uk accessed in July 2007 the company had a range of organic products certified by the Soil Association. (ref: 98)

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