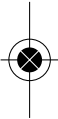




EVERY DOLLAR MAKES A DIFFERENCE

the  
better  
world  
SHOPPING  
GUIDE



Ellis Jones



NEW SOCIETY PUBLISHERS



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# APPRECIATION

I am very grateful to Paul Todisco, Collin Ahrens, Jason Logan, Brett Jacobs, Jacob O'Brien and Warren Zeger for their hard work testing the guide and researching brands in the real world, and to my wife, Ara Francis, for her unwavering advocacy and dedication to getting this project the recognition and support it deserves. Also, a very special thank you to the good people at Christie Communications who have been incredible in making important connections for me around this work.

I am also very grateful to you, the reader, for picking up this book. I'd like to say (because you may never hear it from anyone else) on behalf of all of the people on this planet whom you will never meet and all the natural places you will never see...

Thank you.

# 3RD EDITION NOTES

As I write this sentence, I must admit that I am still completely amazed at the idea that this little book has sold nearly 90,000 copies! I am deeply inspired when I think of the tens of thousands of people who have decided that the time has come to bring democracy to our economy.

After barely surviving company collapses and taxpayer bailouts, we're finally beginning to understand the deep connection between our economic and our political lives. In order to bring real change to this situation you'll need the best tools available to you. In this edition you'll find :

- ✓ More than 1500 companies evaluated
- ✓ Now over 50 sources of reliable data
- ✓ New research (Hotels, Online, Insurance)
- ✓ More Top 10 Lists (Bailouts, Lobbying)
- ✓ An expanded 20 Best List & 20 Worst List
- ✓ An iPhone App! (not included)

Let's reclaim our democracy.



# THE WEBSITE

This guide is far too small to contain the wide range of data that goes into generating the rankings for each company. If you are interested in more specifics on how individual companies are rated, and exactly what is taken into account, you can visit the website. It also contains updated rankings, direct links to resources, and new product categories that have been added since the writing of this guide.

One other note that may be of interest to some of you is the release of an iPhone App called “Better World Shopper” based on the same data. While it does not provide all of the useful information you’ll find in this book, it does give you instant access to all of the rankings. Having this information at your fingertips can turn out to be really useful, particularly when you forget to bring the book with you!

Learn more about the research behind this work and take a peek at the iphone app online at:

[www.betterworldshopper.org](http://www.betterworldshopper.org)

# THE PROBLEM

Money is power. Perhaps more than any generation that has come before us, we understand the deeply-rooted reality of this short phrase and its universal meaning for every human being living on this planet.

It follows that wherever large amounts of money collect, so also new centers of power form. The latest historical manifestation of this is the modern corporation. As trillions of dollars accumulate in the corporate sphere, we witness the growing power of corporations to shape the world as they see fit.

This power is not limited to controlling the face of our own government through consistent, record-breaking, campaign contributions, but also the fate of millions of people and the planet itself through jobs, resource exploitation, pollution, working conditions, energy consumption, forest destruction, and so on.

Make no mistake, these new power centers are not democracies. We don't vote for the CEO's or their policies (unless we are rich enough to be significant shareholders, who are informed enough to know what's going on, and compassionate enough to care about more than just personal profit), yet our destinies are increasingly in their hands.

# THE SOLUTION

As these power centers shift, we must shift our own voices if we wish to be heard. As citizens, on average, we might vote once every four years, if at all. As consumers, we vote every single day with the purest form of power...money. The average American family spends around \$18,000 every year on goods and services. Think of it as casting 18,000 votes every year for the kind of world you want to live in.

Unfortunately, as difficult as it is to find good, solid information on candidates during an election year, it's often even harder to find good, solid information on corporations. Our current laws are so lax, that half of the time we can't even figure out which brands belong to which companies (they don't have to tell us), much less have any idea of what their business practices look like.

For the past decade, I've dedicated myself to researching this very problem by compiling a database of every reliable source of information available on corporate behavior, and synthesizing the information into a single report card grade for every company. The result is this book. Use it to reclaim your true vote. Use it to build a better world.

# THE ISSUES

- **HUMAN RIGHTS:** sweatshops, third-world community exploitation, international health issues, economic divestment, child labor, worker health & safety records, union busting, fair wages, fatalities, democratic principles.
- **THE ENVIRONMENT:** global warming, toxic waste dumping, rainforest destruction, pollution, recycling, renewable energy, eco-innovations, sustainable farming, greenwashing, resource conservation.
- **ANIMAL PROTECTION:** humane treatment, animal testing, utilization of alternatives, factory farming, animal habitat preservation, sustainable harvesting, ecosystem impacts.
- **COMMUNITY INVOLVEMENT:** volunteer efforts, local business support, sustainable growth, family farms, donations, nonprofit alliances, campaign contributions, paid lobbyists, political corruption.
- **SOCIAL JUSTICE:** class action lawsuits, unethical business practices, government fines, cover-ups, illegal activities, transparency, harassment, discrimination based on race, gender, age, sexuality, ability, religion, ethnicity.

# THE SOURCES

Here is a short list of some of the resources used to assess the overall social responsibility of the companies included in this guide:

- [BBB] Better Business Bureau: Torch Awards
- [BE] Business Ethics: 100 Best Corporate Citizens
- [CPI] Center for Public Integrity: Lobby Watch
- [GAM] Green America: Green Business Certification
- [CCC] Clean Computer Campaign
- [CC] Climate Counts
- [CEP] Council on Economic Priorities
- [CER] Covalence Ethical Rankings
- [CK] Corporate Knights: 100 Most Sustainable Corporations
- [CW] Corpwatch: Greenwash Awards
- [EC] Ethical Consumer: Rankings & Boycotts
- [EPA] The US Environmental Protection Agency
- [FT] Transfair USA: Fair Trade Certification
- [GP] Greenpeace: Guide to Green Electronics
- [HRC] Human Rights Campaign: Equality Index
- [MM] Multinational Monitor: 100 Worst Corporations
- [RS] Responsible Shopper: Responsibility Rankings

For a more comprehensive list visit: [www.betterworldshopper.org](http://www.betterworldshopper.org)

# THE RANKINGS

**STEP 1:** Over 20 years worth of data is collected from a wide range of public, private, and nonprofit sources tracking information on one or more of the five issue areas that make up the overall responsibility picture for companies that create the products and services we use every day.

**STEP 2:** The data is organized into a massive database of more than 1000 companies that matches each individual company with its brands, assigns appropriate weights to each piece of data based on its quality, reliability, and scope, and calculates an overall social and environmental responsibility score for each company from -50 to +50.

**STEP 3:** Companies and brands are transferred to smaller, more specific data charts based on common product categories where each is assigned a letter grade based on its overall responsibility relative to its competitors in the same product category. This relative grading system allows consumers to maximize the impact of their dollars regardless of what they're purchasing.

# THE RANKINGS

**STEP 4:** Researchers are sent to supermarkets, natural foods stores, and retail outlets across the country to identify those products which are most commonly available to the average consumer to make sure that what you see on the shelves matches what you see in the book. Those particular companies/brands are then transferred into the easy-to-use report cards that make up the bulk of the shopping guide.

**STEP 5:** As regular data sources release their latest findings, they are added to the database. Also, as new third-party sources of data are identified, they are evaluated for potential inclusion in the ranking system. Mergers and buyouts are tracked so that their effects on the rankings can be noted. Updated rankings are regularly made available online through the website until a new edition of the shopping guide can be published.

As readers, your comments and suggestions are invaluable. Please contact me if you have ideas on how to improve the ranking system.

[contact@betterworldshopper.org](mailto:contact@betterworldshopper.org)

# **BEST COMPANY PROFILE (BANKS)**

## **SHOREBANK**

- ☆ Green America Certified Green Business
- ☆ Social Venture Network member
- ☆ A Certified “B Corporation”
- ☆ Community Investing Award Winner
- ☆ Social Capitalist Award Winner
  
- ☆ Worked closely with Muhammad Yunus,  
Nobel Peace Prize Winner, microfinance
- ☆ Financed renovation of more than  
51,000 affordable housing units
- ☆ Developed Sustainability Scoring  
System for loan projects
- ☆ Environmentally Responsible,  
Community Development Bank
- ☆ Offers Socially Responsible Credit Cards

OVERALL GRADE: A+

[www.sbk.com](http://www.sbk.com)  
[www.eco-bank.com](http://www.eco-bank.com)



# WORST COMPANY PROFILE (BANKS)

## CITIBANK

- ☒ Recipient, Corporate Shame Award<sup>3</sup>
- ☒ Worst overall ranking in industry<sup>43</sup>
- ☒ Worst Corporations List for 2 years<sup>38</sup>
- ☒ 'D' for social & environmental impacts<sup>52</sup>
- ☒ Overall ethics rating of VERY POOR<sup>22</sup>
- ☒ \$50 billion paid by us to bailout<sup>41</sup>
- ☒ \$74 million paid to political lobbyists<sup>8</sup>
- ☒ \$27 million in campaign contributions<sup>9</sup>
  
- ☒ \$2.7 billion to settle WorldCom fraud<sup>41</sup>
- ☒ SEC — Citi helped Enron commit fraud<sup>36</sup>
- ☒ Sued for selling worthless Enron stock<sup>43</sup>
- ☒ Paid largest settlement in FTC history<sup>36</sup>
- ☒ GAO — negligent of money laundering<sup>49</sup>
- ☒ \$70 million paid for unfair lending<sup>43</sup>

OVERALL GRADE: F

*For more details you can look up the source reference  
number in the DATA SOURCES section in the back.*

## THE 20 BEST LIST

1. SEVENTH GENERATION
2. METHOD
3. ORGANIC VALLEY
4. CLIF BAR
5. AVEDA
6. TOM'S OF MAINE
7. DR. BRONNER'S
8. KING ARTHUR FLOUR
9. EARTHBOUND FARM
10. DANSKO FOOTWEAR
11. PATAGONIA
12. WORKING ASSETS
13. NEW BELGIUM BREWING
14. NANCY'S DAIRY & SOY
15. ENDANGERED SPECIES CHOC.
16. HONEST TEA
17. EARTH FRIENDLY
18. ANNIE'S NATURALS
19. EDEN FOODS
20. BEN & JERRY'S

Rankings are based on overall social and environmental records

# THE 20 WORST LIST

1. EXXON-MOBIL
2. KRAFT (& ALTRIA)
3. WAL-MART
4. CHEVRON-TEXACO
5. GENERAL ELECTRIC
6. GENERAL MOTORS
7. NESTLE
8. PFIZER
9. CITIBANK
10. AIG
11. MICROSOFT
12. ARCHER DANIELS MIDLAND
13. VERIZON
14. PROCTOR & GAMBLE
15. FORD
16. DILLARD'S
17. V.F. (VANITY FAIR)
18. UNITED AIRLINES
19. SEARS
20. BANK OF AMERICA

Rankings are based on overall social and environmental records

## **THE 10 SMALL BUT BEAUTIFUL LIST**

1. SHOREBANK PACIFIC
2. NEW LEAF PAPER
3. GUAYAKI
4. BETTER WORLD TELECOM
5. NUMI TEA
6. ALTER ECO
7. RECYCLINE (PRESERVE)
8. EQUAL EXCHANGE
9. TEN THOUSAND VILLAGES
10. BETTER WORLD CLUB

The above list includes 10 small companies you may not have heard of that are true social and environmental leaders in their industries.

# THE TOP 10 THINGS TO CHANGE

1. BANK
2. GASOLINE
3. SUPERMARKET
4. RETAIL STORES
5. CAR
6. SEAFOOD
7. CHOCOLATE
8. COFFEE / TEA
9. CREDIT CARDS
10. CLEANING PRODUCTS

If you want to begin with the changes that will make the most difference for people and the planet, start with these ten things.

## THE TOP 10 BAILOUT LIST

1. AIG	70
2. CITIBANK	50
3. BANK OF AMERICA	45
4. GENERAL MOTORS	31
5. JP MORGAN	25
6. WELLS FARGO	25
7. CHRYSLER	12
8. MORGAN STANLEY	10
9. GOLDMAN SACHS	10
10. PNC FINANCIAL	8

We are quickly learning that unless we can keep companies responsible in the marketplace, we may end up paying for their irresponsible behavior with taxpayer dollars.

The above list includes the 10 companies that, as of May 2009, received the most bailout money from the US taxpayers. The figures on the right represent how much we have spent, *in billions*, bailing these companies out.<sup>41</sup>

## THE TOP 10 LOBBYIST LIST

1. GENERAL ELECTRIC	196
2. KRAFT (& ALTRIA)	178
3. AT&T	151
4. EXXON MOBIL	139
5. BLUE CROSS/SHIELD	136
6. VERIZON	133
7. GENERAL MOTORS	93
8. PFIZER	93
9. FORD	90
10. MICROSOFT	89

Its important to understand that we are not the only ones learning to turn our dollars into votes. These are some of the loudest economic voices in Washington.

The above list includes 10 companies currently spending some of the largest amounts of money on Washington lobbyists to influence the democratic process in ways that serve their own interests. The figures on the right represent how much they have spent, *in millions*, over the last decade.<sup>9</sup>

## WHAT DO THE GRADES MEAN?

<b>A</b>	Often these companies were created specifically to provide socially and environmentally responsible options for consumers. A handful are merely responsibility leaders in their industry.
<b>B</b>	These companies tend to represent mainstream companies that are making significant progress in turning toward more people/planet friendly behaviors.
<b>C</b>	Companies that fall in the middle either have mixed responsibility records or insufficient data exists to rank them relative to the other companies.
<b>D</b>	If a company ends up here, it is involved in practices that have significantly negative consequences for humans and the environment.
<b>F</b>	This category is reserved for companies that are actively participating in the rapid destruction of the planet and the exploitation of human beings. Avoid these products at all costs.



# WHAT IS ALL THIS EXTRA STUFF?

## WHAT YOU NEED TO KNOW

This section will give you a thumbnail sketch of the current industry and its impact.

## BUYING TIPS

Here you'll see tips that should help you maximize the positive impact of your dollar.

## GREEN HERO

### Company X

Examples of just a few of the things that put this particular company head and shoulders above the rest.

## CORPORATE VILLAIN

### Company Y

Examples of some of the things that land this company squarely at the bottom of the rankings.

## RESOURCES

Here you'll find web links to sites that provide you with more information on the best companies or practices.

## WHAT IF I CAN'T FIND A COMPANY?

While this guide is meant to be comprehensive, it is far from complete. You will likely encounter companies and brands on the shelves that don't show up in these pages. Here are a few simple guidelines that should help you:

If an unknown company's products are certified fair trade, you may assume that it falls into the A range.

If an unknown company's products are certified organic, you may assume that it falls into the B+ range.

If you don't know anything at all about a particular company or brand, assume that it falls into the C range.

Unknown companies producing clothing and shoes should be assumed to have a D or F.

If you wish to see a more detailed version of these rankings or ask about a particular company that you can't find in the guide, you're welcome to visit:

[www.betterworldshopper.org](http://www.betterworldshopper.org)

# HOW TO USE THIS SHOPPING GUIDE

This book is meant to be used as a practical guide while shopping at the supermarket, in the mall, or online. Familiarize yourself with the alphabetical listing of categories and “dog-ear” any pages you find particularly useful.

Utilize the rankings on the left as a quick guide to any product you’re thinking about buying. Note that all rankings are relative to their product category so that a company may shift up or down depending on its competition.

Useful information and helpful tips appear on the right along with a quick sketch of some of the differences between the best and worst companies. At the bottom of the page are links to online resources to learn more about some of the companies listed.

The book has been purposefully made small so that you can keep it with you in your purse, backpack, briefcase, or pocket. Find a convenient place for it now, while you’re reading this sentence. Whatever you do, don’t put it on a shelf!

# AIRLINES

<b>A</b>	<b>A+</b>	
	<b>A</b>	
	<b>A-</b>	
<b>B</b>	<b>B+</b>	JetBlue
	<b>B</b>	Southwest, Midwest, Virgin
	<b>B-</b>	Alaska Air, Horizon
<b>C</b>	<b>C+</b>	Frontier, Spirit, Korean
	<b>C</b>	Japan Airlines, Lufthansa, Qantas, Spirit, Air France, British Airways, AirTran, Cathay Pacific, Singapore
	<b>C-</b>	KLM, Korean
<b>D</b>	<b>D+</b>	Continental, Express Jet, SkyWest
	<b>D</b>	AirTran, Delta
	<b>D-</b>	American Airlines, American Eagle
<b>F</b>	<b>F</b>	United, US Airways

# AIRLINES

## WHAT YOU NEED TO KNOW

Air travel has become so ubiquitous in our modern society that we often forget its significant environmental impact.

## BUYING TIPS

- ✓ Green travel org's now offer carbon offsets to eliminate your flight's greenhouse gas impact

## GREEN HERO

### JetBlue

- ☆ Perfect 100 on HRC Equality Index
- ☆ Industry leader in treatment of passengers
- ☆ Offers carbon offsets & green food options

## CORPORATE VILLAIN

### United

- ✖ RS "F" for recycling efforts in the industry
- ✖ Paid \$29 million to Washington lobbyists
- ✖ Named global climate change laggard

## RESOURCES

- 🌐 [www.sustainabletravelinternational.org](http://www.sustainabletravelinternational.org)
- 🌐 [www.terrapass.com](http://www.terrapass.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

## APPLIANCES & HARDWARE

<b>A</b>	<b>A+</b>	Preserve, Recycline, TerraCycle
	<b>A</b>	Old Fashioned Milk Paint
	<b>A-</b>	
<b>B</b>	<b>B+</b>	
	<b>B</b>	3M, Ace Hardware
	<b>B-</b>	Owens Corning
<b>C</b>	<b>C+</b>	Whirlpool, Dyson, Stanley, DeWalt, JCB, Dremel, Tefal, Rubbermaid, Dupont, Norelco, Conair, Admiral, Kitchenaid, Cuisinart, Magic Chef, Hoover, Dirt Devil, Maytag, Bissell
	<b>C</b>	DeLonghi, Wahl, Haier, Electrolux, Krups, Sunbeam, Remington, Sanyo, Sylvania, Panasonic, Frigidaire
	<b>C-</b>	Siemens
<b>D</b>	<b>D+</b>	Black & Decker, Samsung, Emerson, Philips, Bosch, Hitachi
	<b>D</b>	Lowe's, Sherwin Williams
	<b>D-</b>	Home Depot, Costco, LG
<b>F</b>	<b>F</b>	Sears, Walmart, Braun, Craftsman, Daewoo, Kenmore, GE

# APPLIANCES & HARDWARE

## WHAT YOU NEED TO KNOW

Whether it's major home improvement efforts or just small kitchen appliances, the hardware you buy for your house has a significant impact on the people abroad that help manufacture it.

## BUYING TIPS

✓ Look for products with Energy Star labels

## CORPORATE VILLAIN

### Walmart

- ☠ MM's "Worst Corporation" list for 3 years
- ☠ Major toxic waste dumping fines
- ☠ CEP "F" for overall social responsibility
- ☠ Documented exploitation of child labor

## CORPORATE VILLAIN

### GE (General Electric)

- ☠ MM's "Worst Corporation" list for 4 years
- ☠ #34 in "Top 100 Corporate Criminals"
- ☠ Target of "War Profiteer" campaign
- ☠ Paid \$196 million to Washington lobbyists

## RESOURCES

🖥 [www.energystar.gov](http://www.energystar.gov)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

## BABY CARE

<b>A</b>	<b>A +</b>	Seventh Generation
	<b>A</b>	Aubrey Organics, gDiapers, Healthy Times, Peapods, Nubius Organics
	<b>A -</b>	Tushies, Earth's Best, Earth Mama, Organic Baby, Tender Care
<b>B</b>	<b>B +</b>	Nature's Gate, Avalon Organics, Weleda, Jason, Sesame Street
	<b>B</b>	Aveeno, Huggies, Pull-Ups, Johnson & Johnson, GoodNites
	<b>B -</b>	Horizon Organics
<b>C</b>	<b>C +</b>	Enfamil, Oshkosh
	<b>C</b>	Mr. Bubble, Burt's Bees, Baby Magic, Pure n' Gentle, Beech-Nut, Graco, Munchkin
	<b>C -</b>	Avent, Evenflo
<b>D</b>	<b>D +</b>	Coppertone, Playtex, Del Monte
	<b>D</b>	Pedialyte, Pediasure, Similac, Church & Dwight, Q-Tips, Vaseline
	<b>D -</b>	Chiquita
<b>F</b>	<b>F</b>	Nabisco, Gerber, Nestle, Disney, Luvs, Under Jams, Easy Ups, Pampers, Baby Einstein



# BABY CARE

## WHAT YOU NEED TO KNOW

Infants and toddlers are more vulnerable to the effects of harmful chemicals and pesticides, so if you're going to buy anything organic, it should be something from this category.

## GREEN HERO

### Seventh Generation

- ☆ Ranked #1 best company on the planet
- ☆ Empowers consumers w/packaging
- ☆ Winner, Sustainability Report Award
- ☆ Socially Responsible Business Award

## CORPORATE VILLAIN

### Gerber (Nestle)

- ☠ Baby formula human rights boycott
- ☠ "Most Irresponsible" corporation award
- ☠ Involved in child slavery lawsuit
- ☠ Aggressive takeovers of family farms

## RESOURCES

- 🖥 [www.seventhgen.com](http://www.seventhgen.com)
- 🖥 [www.healthytimes.com](http://www.healthytimes.com)
- 🖥 [www.earthmamaangelbaby.com](http://www.earthmamaangelbaby.com)
- 🖥 [www.gdiapers.com](http://www.gdiapers.com)
- 🖥 [www.earthsbest.com](http://www.earthsbest.com)
- 🖥 [www.tushies.com](http://www.tushies.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

## BAKED GOODS & BAKING SUPPLIES

<b>A</b>	<b>A +</b>	King Arthur, Eden
	<b>A</b>	Rapunzel, Nature's Path
	<b>A -</b>	Bob's Red Mill, Ener-G, Spectrum
<b>B</b>	<b>B +</b>	Vermont Bread Co, Arrowhead Mills, SunSpire, Betty Crocker, Pillsbury, Gold Medal, Bisquick, Progresso, Hain, Quaker
	<b>B</b>	
	<b>B -</b>	
<b>C</b>	<b>C +</b>	Keebler, Kellogg's
	<b>C</b>	Ghirardelli, Krusteaz, Duncan Hines, Karo, Mother's, Eagle Brand, Sun Maid, Baker's, Diamond Walnut, Dr. Oetker, Borden, Hershey's, Cake Mate, Hodgson Mills, Entenmann's
	<b>C -</b>	Little Debbie
<b>D</b>	<b>D +</b>	Contadina
	<b>D</b>	Arm & Hammer, Hostess
	<b>D -</b>	Banquet
<b>F</b>	<b>F</b>	Jell-O, Nabisco, Kraft, Planters, Nestle, Carnation, Albers, Libby's

# BAKED GOODS & BAKING SUPPLIES

## BUYING TIPS

- ✓ Buy organic baking products when available

## GREEN HERO

### King Arthur Flour

- ☆ 100% employee-owned company
- ☆ Business Ethics award winner
- ☆ BBB's Torch Award for ethics

## CORPORATE VILLAIN

### Jell-O (Kraft)

- ☠ MM's "Worst Corporation" list for 5 years
- ☠ Currently target of 2 major boycotts
- ☠ Greenwash Award for public deception
- ☠ Named global climate change laggard
- ☠ Paid \$178\* million to Washington lobbyists

## RESOURCES

- 🖥 [www.edenfoods.com](http://www.edenfoods.com)
- 🖥 [www.kingarthurfleur.com](http://www.kingarthurfleur.com)
- 🖥 [www.rapunzel.com](http://www.rapunzel.com)
- 🖥 [www.naturespath.com](http://www.naturespath.com)
- 🖥 [www.bobsredmill.com](http://www.bobsredmill.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

## BANKS & CREDIT CARDS

<b>A</b>	<b>A +</b>	ShoreBank, ShoreBank Pacific, University Bank, VanCity Credit Union, New Resource Bank
	<b>A</b>	Chittenden, Wainwright, Albina Community, City First, Franklin
	<b>A -</b>	Working Assets, Green America, Brighter Planet
<b>B</b>	<b>B +</b>	
	<b>B</b>	LOCAL CREDIT UNIONS
	<b>B -</b>	
<b>C</b>	<b>C +</b>	American Express, ING, HSBC
	<b>C</b>	Mastercard, VISA
	<b>C -</b>	Sovereign, UBS, Credit Suisse
<b>D</b>	<b>D +</b>	KeyBank, Discover, Diners Club, Regions, US Bank, Capital One
	<b>D</b>	Wachovia, Citizens, Wells Fargo, JP Morgan, SunTrust, Comerica, Chase, Fifth Third, Barclay's
	<b>D -</b>	National City, PNC
<b>F</b>	<b>F</b>	Citibank, MBNA, Bank Of America

# BANKS & CREDIT CARDS

## WHAT YOU NEED TO KNOW

Where you put your money when you're not spending it is just as important as responsibly choosing what you spend it on. For your whole life (even while you sleep), that money will either be building a better world or tearing it down. While shopping, make each purchase doubly effective by using a credit card that donates a percentage of your purchases (over \$5500/yr for the average American) to saving the planet.

## BUYING TIPS

- ✓ Try using both a local bank AND an 'A' bank
- ✓ Find out which credit unions are in your area
- ✓ Switch to a socially responsible credit card

## RESOURCES

- 🖥 [www.sbk.com](http://www.sbk.com)
- 🖥 [www.universitybank.com](http://www.universitybank.com)
- 🖥 [www.newresourcebank.com](http://www.newresourcebank.com)
- 🖥 [www.creditunion.coop/cu\\_locator](http://www.creditunion.coop/cu_locator)
- 🖥 [www.eco-bank.com/cards](http://www.eco-bank.com/cards)
- 🖥 [www.workingassets.com/creditcard](http://www.workingassets.com/creditcard)
- 🖥 [www.communityinvest.org](http://www.communityinvest.org)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# BEER

<b>A</b>	<b>A+</b>	New Belgium
	<b>A</b>	Wolaver's, Sierra Nevada
	<b>A-</b>	Eel River, Butte Creek, Peak, Bison, ORGANIC / LOCAL BREWERIES
<b>B</b>	<b>B+</b>	Samuel Smith's, St. Peter's
	<b>B</b>	Allagash, Rogue, Full Sail, Pyramid, Anchor Steam, Harpoon, Alaskan
	<b>B-</b>	Widmer, Redhook, Samuel Adams, Pabst Blue Ribbon
<b>C</b>	<b>C+</b>	Coors, Molson, Killian's, Blue Moon, Keystone, Amstel, Heineken, Asahi
	<b>C</b>	Guinness, Harp, Pacifico, Newcastle Brown, Corona, Modelo
	<b>C-</b>	Miller, Carlsburg, Mickey's, Hamm's, Milwaukee's Best, Foster's, Grolsch, Blue Moon, Leinenkugel
<b>D</b>	<b>D+</b>	
	<b>D</b>	Bass, Michelob, Busch, King Cobra, Becks, Budweiser, Stella Artois, Lowenbrau, Rolling Rock
	<b>D-</b>	
<b>F</b>	<b>F</b>	

# BEER

## BUYING TIPS

- ✓ Look for organic varieties of beer
- ✓ Buy from local microbreweries when possible
- ✓ Avoid buying beer in plastic bottles

## GREEN HERO

### New Belgium

- ☆ 1<sup>st</sup> 100% wind-powered brewery
- ☆ Conserves 50% more water vs. average
- ☆ An employee-owned business
- ☆ \$1.6 million donated to local community

## CORPORATE VILLAIN

### Budweiser (Anheuser-Busch)

- ☠ #41 of PERI 100 Most Toxic Air Polluters
- ☠ Paid \$12 million to Washington lobbyists
- ☠ EC overall responsibility rating of POOR

## RESOURCES

- 🖥 [www.newbelgium.com](http://www.newbelgium.com)
- 🖥 [www.sierranevada.com](http://www.sierranevada.com)
- 🖥 [www.ottercreekbrewing.com](http://www.ottercreekbrewing.com)
- 🖥 [www.beertown.com](http://www.beertown.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

## BODY CARE

<b>A</b>	<b>A+</b>	Druide, Preserve, Dr. Bronner's, Tweezerman, Method
	<b>A</b>	Tom's of Maine, Aveda, Aubrey, Kiss My Face, EO, Auromere, EcoLips, Pangea, Body Shop
	<b>A-</b>	Lush, Dr Hauschka, NOW
<b>B</b>	<b>B+</b>	Pure & Basic, Ecco Bella, Giovanni, Jason, Alba, Nature's Gate, Shikai
	<b>B</b>	Avalon, Desert Essence, Crystal, Colgate, Speed Stick, Mennen
	<b>B-</b>	Lubriderm, Aveeno, Neutrogena, Purell, Clean & Clear
<b>C</b>	<b>C+</b>	St. Ives, Keri, Curel
	<b>C</b>	Ban, Jergens, Blistex, Biore, Edge, Barbasol, Burt's Bees, Banana Boat
	<b>C-</b>	
<b>D</b>	<b>D+</b>	Mitchum, Coppertone, Nivea, Bic
	<b>D</b>	L'Oreal, Arrid, Arm & Hammer, Dove, Suave, Vaseline, Degree, Axe
	<b>D-</b>	
<b>F</b>	<b>F</b>	Chapstick, Schick, Noxema, Dial, Old Spice, Secret, Sure, Gillette, Olay, Right Guard, Dry Idea, Soft & Dri



# BODY CARE

## BUYING TIPS

- ✓ Avoid products tested on animals
- ✓ Seek out items made with organic ingredients
- ✓ Look for recyclable containers — #1, #2 plastic
- ✓ Buy larger quantities to reduce packaging

## GREEN HERO

### Tom's Of Maine

- ☆ Powered by 100% renewable energy
- ☆ Gives 10% of profits to nonprofits
- ☆ Ranked #6 best company on the planet

## CORPORATE VILLAIN

### Chapstick (Wyeth)

- ☠ #93 in "Top 100 Corporate Criminals"
- ☠ MM's "Worst Corporation" list for 2 years
- ☠ Paid \$29 million to Washington lobbyists

## RESOURCES

- 🖥 [www.tomsofmaine.com](http://www.tomsofmaine.com)
- 🖥 [www.druid.ca](http://www.druid.ca)
- 🖥 [www.recycline.com](http://www.recycline.com)
- 🖥 [www.drbronner.com](http://www.drbronner.com)
- 🖥 [www.methodhome.com](http://www.methodhome.com)

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# BREAD

<b>A</b>	<b>A +</b>	LOCAL BAKERY
	<b>A</b>	Alvarado St Bakery, Nature's Path
	<b>A -</b>	Ener-G, Rudi's Organic, Food For Life, French Meadow Organic, Vermont Bread Co., Barowsky's
<b>B</b>	<b>B +</b>	Great Harvest Bread Co.
	<b>B</b>	Gold Medal, Pillsbury, Betty Crocker, FiberOne, Country Kitchen, Colombo
	<b>B -</b>	Pepperidge Farm
<b>C</b>	<b>C +</b>	Sun-Maid
	<b>C</b>	Country Hearth, Boboli, Oroweat, Milton's, Roman Meal, Tia Rosa, Thomas', Lender's, Van De Kamp's, Mission, Arnold
	<b>C -</b>	Sara Lee, Rainbo, Earth Grains, Weight Watchers, Ball Park
<b>D</b>	<b>D +</b>	
	<b>D</b>	Wonder, Home Pride, Nature's Pride
	<b>D -</b>	Alexia
<b>F</b>	<b>F</b>	Kraft, Stove-Top

# BREAD

## WHAT YOU NEED TO KNOW

Despite all of our technological advancement, it's still a challenge to find a good, socially responsible loaf of bread in the supermarket.

## BUYING TIPS

✓ Support a local bakery in your community

## GREEN HERO

### Alvarado Street Bakery

- ☆ Worker-owned cooperative
- ☆ PC socially responsible business award
- ☆ GAM certified Green Business

## CORPORATE VILLAIN

### Wonder (Interstate Bakeries)

- ☠ Major racial discrimination law suit
- ☠ Refuses disclosure to consumers
- ☠ CEP "F" for overall social responsibility

## RESOURCES

- 🖥 [www.alvaradostreetbakery.com](http://www.alvaradostreetbakery.com)
- 🖥 [www.rudisbakery.com](http://www.rudisbakery.com)
- 🖥 [www.foodforlife.com](http://www.foodforlife.com)

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# BREAKFAST FOOD

<b>A</b>	<b>A +</b>	
	<b>A</b>	Amy's Kitchen, Nature's Path, Envirokidz, Lifestream
	<b>A -</b>	Van's, Batter Blaster
<b>B</b>	<b>B +</b>	Shelton's
	<b>B</b>	General Mills, Betty Crocker, Pillsbury, Quaker, Ian's
	<b>B -</b>	
<b>C</b>	<b>C +</b>	Morningstar Farms, Eggo, Kashi, Kellogg's, Aunt Jemima, Armour, Smucker's
	<b>C</b>	Entenmann's, Krusteaz, Farm Rich, Hershey's, Weight Watchers, Hungry Jack
	<b>C -</b>	Jimmy Dean, Bob Evans
<b>D</b>	<b>D +</b>	Hormel, Ore-Ida
	<b>D</b>	Golden Griddle, Skippy
	<b>D -</b>	PAM, Banquet, Kudos
<b>F</b>	<b>F</b>	Nestle, Boca

# BREAKFAST FOOD

## WHAT YOU NEED TO KNOW

Every morning of your life, what you put on your plate for breakfast will determine what kind of world your children inherit in the future.

## BUYING TIPS

✓ Buy at least one organic item for breakfast

## GREEN HERO

### Amy's Kitchen

- ☆ Donates food to relief efforts
- ☆ Produces all-vegetarian, organic foods
- ☆ GAM certified Green Business

## CORPORATE VILLAIN

### Banquet (ConAgra)

- ☠ #50 in "Top 100 Corporate Criminals"
- ☠ Ceres "Climate Change Laggard"
- ☠ CEP "F" for overall social responsibility

## RESOURCES

- 🖥 [www.amyskitchen.com](http://www.amyskitchen.com)
- 🖥 [www.envirokidz.com](http://www.envirokidz.com)
- 🖥 [www.naturespath.com](http://www.naturespath.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# BUTTER & MARGARINE

<b>A</b>	<b>A+</b>	Organic Valley
	<b>A</b>	Organic Pastures, Straus Family
	<b>A-</b>	Spectrum
<b>B</b>	<b>B+</b>	Clover Stornetta, Smart Balance, Earth Balance
	<b>B</b>	Tillamook, Cabot
	<b>B-</b>	
<b>C</b>	<b>C+</b>	Challenge
	<b>C</b>	Horizon Organic, Canoleo, Nucoa, Crystal, Kerrygold, Cloverleaf, Saffola, Canola Harvest, Benecol
	<b>C-</b>	Land O' Lakes
<b>D</b>	<b>D+</b>	
	<b>D</b>	Brummel & Brown, I Can't Believe It's Not Butter, Willow Run, Shedd's, Country Crock, Imperial, Promise
	<b>D-</b>	Blue Bonnet, Fleischmann's, Parkay
<b>F</b>	<b>F</b>	

# BUTTER & MARGARINE

## BUYING TIPS

- ✓ Look for “No Hormones” and “No Antibiotics”
- ✓ Seek out items made with organic ingredients
- ✓ Avoid hydrogenated, saturated, and trans fats

## GREEN HERO

### Organic Valley

- ☆ Small family farmer-owned co-operative
- ☆ Gives 10% of profits to local community
- ☆ Humane animal treatment a priority
- ☆ Ranked #3 best company on the planet

## CORPORATE VILLAIN

### Parkay (ConAgra)

- ☠ #50 in “Top 100 Corporate Criminals”
- ☠ CEP “F” for overall social responsibility
- ☠ Ceres “Climate Change Laggard”

## RESOURCES

- 🖥 [www.organicvalley.coop](http://www.organicvalley.coop)
- 🖥 [www.strausmilk.com](http://www.strausmilk.com)
- 🖥 [www.organicpastures.com](http://www.organicpastures.com)
- 🖥 [www.cornucopia.org](http://www.cornucopia.org)

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# CANDY, GUM & MINTS

<b>A</b>	<b>A+</b>	
	<b>A</b>	Glee Gum, Pure Fun, Sencha Natural
	<b>A-</b>	Speakeasy, Hain, Ginger People, St. Claire's, College Farm Organic
<b>B</b>	<b>B+</b>	Newman's Own Organic, Xylichew
	<b>B</b>	Reed's
	<b>B-</b>	Panda, Haribo, La Vie
<b>C</b>	<b>C+</b>	Jolly Ranchers, Good & Plenty, Hershey's, Andes, Heath, Twizzlers, Kit Kat, Almond Joy, Tootsie Roll, Mounds, Reese's, York, Charm's
	<b>C</b>	Red Vines, Mike & Ike, Werthers, Tic Tacs, Mentos, Riesen, Almond Roca
	<b>C-</b>	Jelly Belly
<b>D</b>	<b>D+</b>	
	<b>D</b>	Cadbury, Certs, Dentyne, Trident
	<b>D-</b>	Twix, Starburst, Skittles, M&Ms, Snickers, Milky Way, 3 Musketeers, LifeSavers, Mars, Extra, Orbit
<b>F</b>	<b>F</b>	Kraft, Trolli, Nerds, Laffy Taffy, Nestle, Daim, Butterfinger, Wonka, SweetTarts, After Eight, Nips



# CANDY, GUM & MINTS

## BUYING TIPS

Most major candy manufacturers are also major chocolate purchasers, which currently means that they are using child slave labor to produce much of their candy. It's important to keep these companies accountable until they agree to basic human rights standards in the industry.

## GREEN HERO

### Glee Gum

- ☆ GAM certified Green Business
- ☆ Uses wild-harvested rainforest plants
- ☆ Actively supports environmental groups

## CORPORATE VILLAIN

### M&Ms (Mars)

- ☠ On MM's "10 Worst Corporations" list
- ☠ Evidence that suppliers use child slave labor
- ☠ Target of fair trade campaign

## RESOURCES

- 🖥 [www.gleegum.com](http://www.gleegum.com)
- 🖥 [www.econaturalsolutions.com](http://www.econaturalsolutions.com)
- 🖥 [www.gingerpeople.com](http://www.gingerpeople.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

## CANNED BEANS, CHILI & STEWS

<b>A</b>	<b>A+</b>	Eden Foods
	<b>A</b>	Amy's
	<b>A-</b>	Walnut Acres, Westbrae, Bearitos
<b>B</b>	<b>B+</b>	Shelton's
	<b>B</b>	Old El Paso, Hamburger Helper, Progresso
	<b>B-</b>	Campbell's
<b>C</b>	<b>C+</b>	
	<b>C</b>	Bush's, B&M, Nalley, Ortega, GOYA
	<b>C-</b>	
<b>D</b>	<b>D+</b>	Hormel, S&W, Stagg, Dinty Moore, Heinz
	<b>D</b>	Knorr
	<b>D-</b>	Dennison's, Rosarita, Van Camp's, Marie Callender's
<b>F</b>	<b>F</b>	Libby's, Taco Bell

# CANNED BEANS, CHILI & STEWS

## WHAT YOU NEED TO KNOW

Some of the most socially responsible companies now provide a wide variety of canned goods that should be available at most supermarkets.

## GREEN HERO

### Eden Foods

- ☆ Ranked #19 best company on the planet
- ☆ CEP's highest social responsibility score
- ☆ GAM certified Green Business

## CORPORATE VILLAIN

### Hormel

- ✖ Supports inhumane factory farming
- ✖ Low score on HRC Equality Index
- ✖ Refuses disclosure to consumers

## RESOURCES

- 🖥 [www.edenfoods.com](http://www.edenfoods.com)
- 🖥 [www.amyskitchen.com](http://www.amyskitchen.com)
- 🖥 [www.westbrae.com](http://www.westbrae.com)
- 🖥 [www.walnutacres.com](http://www.walnutacres.com)

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## CANNED FRUIT & VEGETABLES

<b>A</b>	<b>A+</b>	Eden Foods
	<b>A</b>	
	<b>A-</b>	Muir Glen, Westbrae, Native Forest
<b>B</b>	<b>B+</b>	Natural Value, Santa Cruz Organic
	<b>B</b>	Progresso, Green Giant, Sunsweet, Tree Top, Ocean Spray
	<b>B-</b>	Mott's
<b>C</b>	<b>C+</b>	
	<b>C</b>	Oregon, Glory Foods
	<b>C-</b>	
<b>D</b>	<b>D+</b>	Del Monte, S&W, Contadina, Dole
	<b>D</b>	
	<b>D-</b>	Hunt's, French's
<b>F</b>	<b>F</b>	Libby's

# CANNED FRUIT & VEGETABLES

## WHAT YOU NEED TO KNOW

While “organic” has become increasingly popular in fresh produce sections of supermarkets, there is a small, but growing, selection of canned fruits and vegetables available on the aisle shelves.

## GREEN HERO

### Muir Glen

- ☆ First organic tomato processor in US
- ☆ Environmental leader in food industry
- ☆ GAM certified Green Business

## CORPORATE VILLAIN

### Libby's (Kraft)

- ☠ Greenwash Award for public deception
- ☠ Named global climate change laggard
- ☠ Undermines overseas health standards
- ☠ Paid \$178\* million to Washington lobbyists

## RESOURCES

- 🖥 [www.muirglen.com](http://www.muirglen.com)
- 🖥 [www.edenfoods.com](http://www.edenfoods.com)
- 🖥 [www.scojuice.com](http://www.scojuice.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# CARS

<b>A</b>	<b>A +</b>	
	<b>A</b>	
	<b>A -</b>	
<b>B</b>	<b>B +</b>	Toyota, Lexus, Scion
	<b>B</b>	Honda, Acura
	<b>B -</b>	
<b>C</b>	<b>C +</b>	Subaru
	<b>C</b>	Porsche, Hyundai, Kia, BMW, Audi, Renault, Peugeot, Volkswagen, Tata, Jaguar, Land Rover, Mercedes
	<b>C -</b>	Mini, Isuzu, Mazda, Smart Car
<b>D</b>	<b>D +</b>	Suzuki, Infiniti, Nissan
	<b>D</b>	Mitsubishi
	<b>D -</b>	
<b>F</b>	<b>F</b>	Chrysler, General Motors, Jeep, Dodge, Ford, Volvo, GMC, Lincoln, Mercury, Buick, Cadillac, Saturn, Chevrolet, Saab, Hummer

# CARS

## BUYING TIPS:

- ✓ Look for cars that get at least 30 MPG
- ✓ Think about a hybrid vehicle for your next car
- ✓ Consider buying carbon offsets for your car

## CORPORATE VILLAIN

### Chrysler

- ☠ UCS worst environmental auto ranking
- ☠ Paid \$54 million to Washington lobbyists
- ☠ #53 of PERI 100 Most Toxic Air Polluters
- ☠ \$12 billion paid by taxpayers to bailout

## CORPORATE VILLAIN

### General Motors

- ☠ Leader in fighting clean air legislation
- ☠ Paid \$107 million to Washington lobbyists
- ☠ MM's "Worst Corporation" list for 4 years
- ☠ \$31 billion paid by taxpayers to bailout

## RESOURCES

- 🖥 [www.fueleconomy.gov](http://www.fueleconomy.gov)
- 🖥 [www.betterworldclub.com](http://www.betterworldclub.com)
- 🖥 [www.terrapass.com](http://www.terrapass.com)
- 🖥 [www.toyota.com/prius](http://www.toyota.com/prius)

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## CELL PHONES & SERVICE

<b>A</b>	<b>A+</b>	Better World Telecom, Credo, Working Assets
	<b>A</b>	Earth Tones
	<b>A-</b>	
<b>B</b>	<b>B+</b>	Apple
	<b>B</b>	Sony, Nokia, Ericsson
	<b>B-</b>	AT&T
<b>C</b>	<b>C+</b>	Motorola
	<b>C</b>	STI Mobile, TracFone, MetroPCS, Jabra, Kyocera, Audiovox, Sanyo, BlackBerry, Palm, US Cellular, Cricket
	<b>C-</b>	
<b>D</b>	<b>D+</b>	T-Mobile, Sprint Nextel, Virgin, Boost Mobile
	<b>D</b>	Samsung, Siemens
	<b>D-</b>	Windows Mobile, LG, Acer
<b>F</b>	<b>F</b>	Verizon



# CELL PHONES & SERVICE

## WHAT YOU NEED TO KNOW

Cell phones are part of a billion dollar industry. Make sure that this significant revenue stream is going toward building a better world rather than tearing it apart.

## BUYING TIPS

- ✓ Remember to recycle your old cell phone(s)
- ✓ Look for solar chargers to reduce energy use

## GREEN HERO

### Credo (Working Assets)

- ☆ Given \$60 million to a range of nonprofits
- ☆ Purchases carbon offsets for energy use
- ☆ Educates for engaged citizenship

## CORPORATE VILLAIN

### Verizon

- ☠ Given \$133 million to Washington lobbyists
- ☠ CEP “F” for overall social responsibility
- ☠ Discriminated against pregnant employees

## RESOURCES

- 🖥 [www.workingassets.com](http://www.workingassets.com)
- 🖥 [www.earthtones.com](http://www.earthtones.com)
- 🖥 [www.betterworldtelecom.com](http://www.betterworldtelecom.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# CEREAL

<b>A</b>	<b>A +</b>	
	<b>A</b>	Alvarado Street, Nature's Path, Envirokidz, Barbara's
	<b>A -</b>	Peace Cereal, Arrowhead Mills, Health Valley, Earth's Best, Yogi
<b>B</b>	<b>B +</b>	Lundberg, Bob's Red Mill, Newman's Own, Food For Life, Cascadian Farm
	<b>B</b>	General Mills, Pillsbury, Wheaties, Nature Valley, Cheerios, Chex, Total, Quaker, Mother's, Kix
	<b>B -</b>	
<b>C</b>	<b>C +</b>	Kelloggs, Kashi, Corn Flakes, All-Bran, Frosted Flakes, Rice Crispies, Special K, Raisin Bran, Bear Naked
	<b>C</b>	Malt-O-Meal, Cream of Wheat, Weetabix
	<b>C -</b>	Weight Watchers, Heartland
<b>D</b>	<b>D +</b>	Post, Grape Nuts, Shredded Wheat
	<b>D</b>	
	<b>D -</b>	
<b>F</b>	<b>F</b>	Kraft, Nabisco, Back To Nature

# CEREAL

## WHAT YOU NEED TO KNOW

Currently, choosing a socially responsible cereal is one of the easiest ways to make a difference with your dollars. There are a wide variety of excellent choices available in most supermarkets.

## GREEN HERO

### Nature's Path

- ☆ GAM certified Green Business
- ☆ Named one of Canada's Greenest Employers
- ☆ Sponsors environmental efforts and festivals

## CORPORATE VILLAIN

### Back To Nature (Kraft)

- ☠ Part of #2 worst company on the earth
- ☠ MM's "Worst Corporation" list for 5 years
- ☠ Currently target of 2 major boycotts
- ☠ Named global climate change laggard

## RESOURCES

- 🖥 [www.peacecereal.com](http://www.peacecereal.com)
- 🖥 [www.barbarasbakery.com](http://www.barbarasbakery.com)
- 🖥 [www.envirokidz.com](http://www.envirokidz.com)
- 🖥 [www.naturespath.com](http://www.naturespath.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# CHIPS

<b>A</b>	<b>A+</b>	
	<b>A</b>	Barbara's
	<b>A-</b>	Little Bear, Bearitos, Garden of Eatin', Hain, Terra, Kettle Chips
<b>B</b>	<b>B+</b>	Lundberg, Casa Sanchez
	<b>B</b>	Lay's, Cheetos, Doritos, Fritos, Sun Chips, Tostitos, Ruffles, Quaker, Funyuns
	<b>B-</b>	Pepperidge Farm
<b>C</b>	<b>C+</b>	
	<b>C</b>	True North, Cape Cod, Solea, Utz, Eat Smart, Stacy's, Boulder, Glicks, Genisoy, Guiltless Gourmet, Food Should Taste Good, Robert's, Dirty's, Hawaiian, Margaritaville, Mission
	<b>C-</b>	
<b>D</b>	<b>D+</b>	
	<b>D</b>	
	<b>D-</b>	French's, Alexia
<b>F</b>	<b>F</b>	Pringles, Nabisco

# CHIPS

## BUYING TIPS

- ✓ Look for chips made with organic ingredients
- ✓ Avoid hydrogenated, saturated and trans fats
- ✓ Buy larger quantities to reduce packaging

## GREEN HERO

### Kettle Chips

- ☆ 100% of waste oil turned into biodiesel
- ☆ Restored local wetlands habitat
- ☆ One of the largest solar arrays in NW
- ☆ Gives tons of potatoes to hunger orgs

## CORPORATE VILLAIN

### Nabisco (Kraft)

- ☠ Greenwash Award for public deception
- ☠ Continues to do business in Burma
- ☠ Named global climate change laggard
- ☠ Refuses to disclose data on diversity
- ☠ Spent over \$178\* million on lobbyists

## RESOURCES

- 🖥 [www.kettlefoods.com](http://www.kettlefoods.com)
- 🖥 [www.barbarasbakery.com](http://www.barbarasbakery.com)
- 🖥 [www.lundberg.com](http://www.lundberg.com)

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# CHOCOLATE

<b>A</b>	<b>A+</b>	Endangered Species, Rapunzel, Equal Exchange, AlterEco, Divine
	<b>A</b>	Theo, Shaman, Terra Nostra, Sjaak's
	<b>A-</b>	Green & Black's, Dagoba
<b>B</b>	<b>B+</b>	Ah!Laska, Newman's Own, Cloud Nine, Tropical Source, Sunspire
	<b>B</b>	
	<b>B-</b>	
<b>C</b>	<b>C+</b>	
	<b>C</b>	Hershey's, Scharffen Berger, Droste, Godiva, Ferrero Rocher, Russell Stover, Lindt, Ritter, Valor, Nutella, Chocolove, Whitman's, Ghirardelli, Veritas, Ovaltine
	<b>C-</b>	
<b>D</b>	<b>D+</b>	
	<b>D</b>	Cadbury
	<b>D-</b>	Dove, Swiss Miss
<b>F</b>	<b>F</b>	Nestle, Perugina, Toblerone, Crunch

# CHOCOLATE

## WHAT YOU NEED TO KNOW

Recently, the ILO, UNICEF and US State Department uncovered the widespread use of child slave labor in the chocolate industry — up to 40% of all chocolate is currently being produced in this way.

## BUYING TIPS

- ✓ Companies in the A category are slave-free
- ✓ Look for chocolate that is fair trade certified
- ✓ Buy organic chocolate when available

## GREEN HERO

### Endangered Species

- ☆ Ethically traded, organic, slave-free chocolate
- ☆ Suppliers = small, family-owned farms
- ☆ Eco-certified (LEED) production plant
- ☆ 10% of profits donated to wildlife groups

## CORPORATE VILLAIN

### Nestle

- ☠ “Most Irresponsible” corporation award
- ☠ Aggressive takeovers of family farms
- ☠ Involved in child slavery lawsuit
- ☠ Baby formula human rights boycott

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# CLEANING PRODUCTS

<b>A</b>	<b>A+</b>	Seventh Generation, Earth Friendly, Method, Dr. Bronner's, Oxo Brite
	<b>A</b>	Biokleen, Planet, Air Therapy, ECOS, Ecover, Citri-Glow, Citra-Solv
	<b>A-</b>	Mrs. Meyers, Shaklee
<b>B</b>	<b>B+</b>	LifeTree
	<b>B</b>	Bon Ami, Simple Green, 3M
	<b>B-</b>	Ajax, Colgate, Palmolive, Murphy Oil
<b>C</b>	<b>C+</b>	Pledge, SC Johnson, Drano, Vanish, Fantastik, Windex, Ziploc, Glade
	<b>C</b>	Hefty, Comet, WD-40
	<b>C-</b>	Amway, Sara Lee
<b>D</b>	<b>D+</b>	
	<b>D</b>	Arm & Hammer
	<b>D-</b>	Clorox, Green Works, Pine Sol, Tilex, SOS, Glad, Liquid-Plumr, 409, Lysol, Easy-Off, Wizard, Reckitt Benckiser, Chore Boy, Resolve, Woolite
<b>F</b>	<b>F</b>	Soft Scrub, Joy, Procter & Gamble, Ivory, Swiffer, Dial, Mr. Clean, Dawn



# CLEANING PRODUCTS

## BUYING TIPS

- ✓ Look for non-petroleum based products
- ✓ Avoid products with chlorine/toxic chemicals

## GREEN HERO

### Seventh Generation

- ☆ #1 best company on the planet
- ☆ Empowers consumers w/packaging
- ☆ Winner, Sustainability Report Award
- ☆ Socially Responsible Business Award

## CORPORATE VILLAIN

### Clorox

- ☠ On MM's "10 Worst Corporations" list
- ☠ Continues unnecessary animal testing
- ☠ Refuses disclosure to consumers
- ☠ Major producer of chlorine — dioxin

## RESOURCES

- 🖥 [www.seventhgeneration.com](http://www.seventhgeneration.com)
- 🖥 [www.ecover.com](http://www.ecover.com)
- 🖥 [www.drbronner.com](http://www.drbronner.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# CLOTHING

<b>A</b>	<b>A +</b>	Patagonia, TS Designs, Autonomie
	<b>A</b>	No Enemy, Hempys, Ecolution, Deva, Maggie's Organics, Justice Clothing
	<b>A -</b>	Eileen Fisher, American Apparel
<b>B</b>	<b>B +</b>	Levi's, Liz Claiborne, Timberland
	<b>B</b>	Gap, Nordstrom, Cutter & Buck, LL Bean, Eddie Bauer, Coldwater Creek
	<b>B -</b>	Abercrombie & Fitch, H&M, J Crew, PVH, Bass, Izod, Calvin Klein
<b>C</b>	<b>C +</b>	Tommy Hilfiger, Nicole Miller, Burberry, Quiksilver, Rip Curl
	<b>C</b>	Men's Warehouse, The North Face
	<b>C -</b>	American Eagle
<b>D</b>	<b>D +</b>	Hanes, Champion, Beefy-T
	<b>D</b>	Target, Express, Limited, Victoria's Secret, Esprit, Bill Blass, Land's End, Fruit of the Loom, JC Penney
	<b>D -</b>	Russell, Guess, DKNY, Kohl's
<b>F</b>	<b>F</b>	Wal-Mart, Sam's Club, Macy's, Polo, Jones, Marshall Fields, Foley's, LA Gear, Dillard's, Disney, Kmart, TJ Maxx, Perry Ellis, Vanity Fair, Ralph Lauren, Marshall's, Consolidated

# CLOTHING

## WHAT YOU NEED TO KNOW

The fact is that many of the clothes we wear today are made in sweatshops in the developing world. Better companies have either US-made clothing or strictly enforced human rights standards that ensure fair wages and safe working conditions.

## GREEN HERO

### Autonomie Project

- ☆ Offers organic, sweatshop-free clothing
- ☆ Highest standard in the industry
- ☆ Includes eco-friendly, fair trade shoes
- ☆ GAM certified Green Business

## CORPORATE VILLAIN

### Macy's

- ☠ Weak code of conduct for sweatshops
- ☠ Refuses disclosure on its business
- ☠ Named "Sweatshop Laggard" by CEP
- ☠ "Bottom Rung", Ladder of Responsibility

## RESOURCES

- 🖥 [www.cleanclothes.org](http://www.cleanclothes.org)
- 🖥 [www.americanapparel.net](http://www.americanapparel.net)
- 🖥 [www.autonomieproject.com](http://www.autonomieproject.com)
- 🖥 [www.patagonia.com](http://www.patagonia.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# COFFEE

<b>A</b>	<b>A+</b>	Thanksgiving, Cafe Humana, Equal Exchange
	<b>A</b>	Cafe Campesino, Café Mam, Elan, Pachamama, Peace Coffee, AlterEco, Newman's Own, Caffè Ibis, Grounds For Change, Larry's Beans, Higher Grounds, Alterra, Green Mountain
	<b>A-</b>	LOCAL COFFEE SHOPS
<b>B</b>	<b>B+</b>	Peet's
	<b>B</b>	
	<b>B-</b>	Starbucks, Seattle's Best
<b>C</b>	<b>C+</b>	
	<b>C</b>	Continental, Eight O'Clock, Hill Bros, MJB, Millstone, Folgers
	<b>C-</b>	illy, LaVazza
<b>D</b>	<b>D+</b>	
	<b>D</b>	International Delight
	<b>D-</b>	
<b>F</b>	<b>F</b>	Maxwell House, Gevalia, Sanka, General Foods, Yuban, Nescafe, Nestle, CoffeeMate

# COFFEE

## WHAT YOU NEED TO KNOW

Global coffee prices have plummeted recently, pushing some coffee farmers in the developing world to the brink of starvation. Buying fair trade coffee is now more important than ever.

## BUYING TIPS

- ✓ Look for fair trade, shade grown, organic
- ✓ Support local, independent coffee shops

## GREEN HERO

### Thanksgiving Coffee

- ☆ Supports religious tolerance & wildlife
- ☆ Uses biodiesel trucks for transportation
- ☆ Fair trade, organic, shade grown coffee

## CORPORATE VILLAIN

### Nescafe (Nestle)

- ☠ Involved in union busting outside US
- ☠ “Bottom Rung”, Ladder of Responsibility
- ☠ Aggressive takeovers of family farms
- ☠ Baby formula human rights boycott

## RESOURCES

- 🖥 [www.transfairusa.org](http://www.transfairusa.org)
- 🖥 [www.thanksgivingcoffee.com](http://www.thanksgivingcoffee.com)
- 🖥 [www.equalexchange.com](http://www.equalexchange.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# COMPUTERS & ACCESSORIES

<b>A</b>	<b>A +</b>	
	<b>A</b>	GreenDisk
	<b>A -</b>	HP, Compaq
<b>B</b>	<b>B +</b>	Apple, IBM, Intel, Dell, Toshiba
	<b>B</b>	Sony, Canon, AMD, Sun, Lexmark
	<b>B -</b>	NEC, Adobe
<b>C</b>	<b>C +</b>	NCR, Micron, Motorola, Imation
	<b>C</b>	Panasonic, Oki, Brother, Asus, Best Buy, 3COM, Epson, Belkin, Creative, Kensington, Logitech, Plantronics, Sanyo, SanDisk, Fujitsu, Fellowes
	<b>C -</b>	Seagate, Sharp, Oracle, Maxell, LSI
<b>D</b>	<b>D +</b>	Philips, Samsung, JVC, Hitachi
	<b>D</b>	Viewsonic, Circuit City, CompUSA, Acer, Gateway, eMachines, Lenovo
	<b>D -</b>	LG
<b>F</b>	<b>F</b>	Microsoft, GE

# COMPUTERS & ACCESSORIES

## WHAT YOU NEED TO KNOW

Computers have become an essential part of everyday life for many of us, but that need to stay up-to-date has also led to a rapidly growing problem of toxic computer waste in our landfills.

## GREEN HERO

### HP (Hewlett Packard)

- ☆ Free return recycling of its computers
- ☆ Perfect 100 on HRC Equality Index
- ☆ Countless awards for business ethics

## CORPORATE VILLAIN

### Microsoft

- ☠ CEP “F” for overall social responsibility
- ☠ Named “abusive monopoly” by US Court
- ☠ Paid \$89 million to Washington lobbyists
- ☠ Greenpeace “Green Electronics Laggard”
- ☠ Refuses disclosure on its business

## RESOURCES

- 🖥 [www.computertakeback.com](http://www.computertakeback.com)
- 🖥 [www.hp.com](http://www.hp.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)

# CONDIMENTS

<b>A</b>	<b>A+</b>	Eden, Annie's
	<b>A</b>	Vegenaise, Sierra Nevada, San-J
	<b>A-</b>	Woodstock Farms, Spectrum, Muir Glen, Hain, Hollywood, Westbrae
<b>B</b>	<b>B+</b>	Ginger People, Nasoya, Organic Ville, Bragg's
	<b>B</b>	
	<b>B-</b>	
<b>C</b>	<b>C+</b>	Mrs. Dash
	<b>C</b>	Saffola, Lea & Perrins, Thai Kitchen, McCormick, Tabasco, Kikkoman, La Victoria, Tapatio
	<b>C-</b>	
<b>D</b>	<b>D+</b>	Del Monte, Contadina, Jack Daniel's, Heinz
	<b>D</b>	Lawry's, Best Foods, Lizano, Knorr
	<b>D-</b>	Hunt's, La Choy, Gulden's, KC Masterpiece, French's, Cattlemen's
<b>F</b>	<b>F</b>	Miracle Whip, Kraft, Bull's Eye, A1, Grey Poupon



# CONDIMENTS

## WHAT YOU NEED TO KNOW

Whether you're looking for ketchup, mustard, mayonnaise, barbeque sauce or soy sauce, there are now socially responsible brands of each.

## BUYING TIPS

✓ Choose organic condiments when available

## GREEN HERO

### Sierra Nevada

- ☆ 98% of waste created is recycled
- ☆ Designated Climate Action Leader
- ☆ Numerous environmental awards
- ☆ Leader in eco-friendly brewing

## CORPORATE VILLAIN

### Miracle Whip (Kraft)

- ☠ Named "Top 10 Greenwasher"
- ☠ Involved in document deletion cover-up
- ☠ Continues to do business in Burma
- ☠ Paid \$178\* million to Washington lobbyists

## RESOURCES

- 🌐 [www.sierranevada.com](http://www.sierranevada.com)
- 🌐 [www.edenfoods.com](http://www.edenfoods.com)
- 🌐 [www.anniesinc.com](http://www.anniesinc.com)

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# COOKIES & CRACKERS

<b>A</b>	<b>A+</b>	
	<b>A</b>	Mary's Gone Crackers, Barbara's, Natures Path, Annies, San-J, Lydia's
	<b>A-</b>	Alternative Baking Co, Sun Flour Baking Co, Nature's Choice, Hain, Immaculate, Health Valley, Doctor Kracker, Earth's Best, Late July, O'Cocos, Edward & Sons
<b>B</b>	<b>B+</b>	Newman's Own, Cascadian Farm, Lundberg
	<b>B</b>	Quaker, Mother's, Mi-del
	<b>B-</b>	Pepperidge Farm
<b>C</b>	<b>C+</b>	Keebler, Kashi, Famous Amos, Sunshine, Kellogg's
	<b>C</b>	Pamela's, LU, Archway, Loacker, Gille, Manishewitz, Ryvita, Wasa
	<b>C-</b>	
<b>D</b>	<b>D+</b>	Ry Krisp
	<b>D</b>	
	<b>D-</b>	Dove
<b>F</b>	<b>F</b>	Back To Nature, Snackwell's, Nabisco, Red Oval

# COOKIES & CRACKERS

## WHAT YOU NEED TO KNOW

The socially responsible cookie industry has recently exploded, so there's no longer any need to feel guilty about reaching into the cookie jar.

## GREEN HERO

### Newman's Own

- ☆ 100% of profits to education & charity
- ☆ CEP "A" for overall social responsibility
- ☆ Given over \$200 million to good causes

## CORPORATE VILLAIN

### Nabisco (Kraft)

- ☠ Part of #2 worst company on the earth
- ☠ Currently the target of 2 major boycotts
- ☠ Spent over \$178\* million on lobbyists
- ☠ Greenwash Award for public deception

## RESOURCES

- 🖥 [www.newmansownorganics.com](http://www.newmansownorganics.com)
- 🖥 [www.barbarasbakery.com](http://www.barbarasbakery.com)
- 🖥 [www.annies.com](http://www.annies.com)
- 🖥 [www.naturespath.com](http://www.naturespath.com)
- 🖥 [www.healthvalley.com](http://www.healthvalley.com)

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# COSMETICS

<b>A</b>	<b>A +</b>	
	<b>A</b>	Aveda, Aubrey, EO, Zia, Body Shop, Colororganics, Kiss My Face, Pangea
	<b>A –</b>	Dr. Hauschka, BWC, Lush
<b>B</b>	<b>B +</b>	Gabriel, Herbs of Grace, Ecco Bella, Zuzu, Grateful Body, Nature's Gate
	<b>B</b>	Avon, Desert Essence, Avalon
	<b>B –</b>	Johnson & Johnson, Aveeno, Neutrogena
<b>C</b>	<b>C +</b>	Physician's Formula
	<b>C</b>	La Cross, Sally Hansen, Wet & Wild, Burt's Bees, Cutex, Bare Escentuals
	<b>C –</b>	Estee Lauder
<b>D</b>	<b>D +</b>	Nivea, Revlon, Almay
	<b>D</b>	Dove, L'Oreal, Maybeline, Pond's, Chesebrough Ponds
	<b>D –</b>	
<b>F</b>	<b>F</b>	Max Factor, Olay, Covergirl

# COSMETICS

## WHAT YOU NEED TO KNOW

While some cosmetics companies still carry out tests on animals, many smaller companies now provide animal and eco-friendly alternatives.

## BUYING TIPS

- ✓ Choose companies that don't test on animals
- ✓ Look for products with organic ingredients

## GREEN HERO

### Aveda

- ☆ Products never tested on animals
- ☆ Perfect score for social responsibility
- ☆ Sustainable sourcing of ingredients
- ☆ #5 best company on the planet

## CORPORATE VILLAIN

### CoverGirl (Proctor & Gamble)

- ☠ Continues unnecessary animal testing
- ☠ "Bottom Rung", Ladder of Responsibility
- ☠ MM's "10 Worst Corporations" list for 2 years
- ☠ Paid \$38 million to Washington lobbyists

## RESOURCES

- 🖥 [www.aveda.com](http://www.aveda.com)
- 🖥 [www.caringconsumer.com](http://www.caringconsumer.com)

For more detailed data visit – [www.betterworldshopper.org](http://www.betterworldshopper.org)