

THE GUIDE TO ETHICAL SUPERMARKET SHOPPING

2010 Edition

Compiled by Nick Ray and Clint Healy
Published by The Ethical Consumer Group
RRP \$6.00



Your dollar is your vote – make it count!

The Guide to Ethical Supermarket Shopping 2010 is a handy pocket sized guide which ensures that every time you spend money in a supermarket you can make an informed decision about where your money goes. This new edition has been expanded to include alcohol and office supplies, and is also available as the **Shop Ethical!** iPhone app,

When you purchase a brand you are effectively endorsing that company and its activities, regardless of whether or not you are fully aware of what those activities are. Quite often our values are not reflected in our buying choices. In easy to understand language, **The Guide to Ethical Supermarket Shopping 2010** offers you a practical way to make a positive difference through your everyday purchases. In this revised edition you will find more information to empower you to make the best possible choices at the supermarket, as well as the bottle shop and office supplies store.

The Guide to Ethical Supermarket Shopping 2010 also contains information addressing contemporary issues such as food miles, palm oil, overfishing, child labour, genetic engineering, multinational ownership and packaging. Looking beyond the supermarket, the Guide encourages home-grown, independent and local purchasing choices.

Included in the **The Guide to Ethical Supermarket Shopping 2010**:

- Comprehensive list of products and brands, aisle by aisle, with company and parent company information, fully revised
- Easy-to-use icons to clearly identify company ratings, Australian ownership, and outstanding products - all at a glance
- New categories: Alcohol (beer & spirits), and Office Supplies (paper, pens, folders, etc)
- 5 principles to guide a more sustainable purchase
- What's Behind the Label. Explanation of the various logos found on packaging labels
- Improved 'Supermarkets in Australia' blurb includes information on all the main supermarket chains, and a side by side comparison of Woolworths and Wesfarmers (Coles)
- Colour coded categories to make things easier to find
- Upgraded Ratings System

The Guide to Ethical Supermarket Shopping has sold over 50,000 copies and is in its third edition. This handy pocket sized booklet is great for keeping in your bag for quick reference while shopping.

ABOUT THE EDITORS:

Nick Ray and Clint Healy both belong to the Ethical Consumer Group, a community-based, not-for-profit network set up to facilitate more sustainable purchasing practices for the everyday consumer. The Ethical Consumer Group also runs monthly 'Shopping with a Conscience' Supermarket workshops and tours.

To find out more about the Ethical Consumer Group please visit www.ethical.org.au

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