

**Press release - 23 November 2011:**

**THE GUIDE TO ETHICAL  
SUPERMARKET SHOPPING  
2012 Edition**

Compiled by Nick Ray and Clint Healy  
Published by The Ethical Consumer Group RRP \$7.00

**What are you supporting when you shop?**

**The Guide to Ethical Supermarket Shopping 2012** is a handy pocket-sized guide designed to help you match your shopping habits with your values. It's the ideal size for keeping in your bag for quick reference, so every time you shop in a supermarket, you can make an informed decision about where your money goes. This completely updated edition includes special features on cosmetics, toys, meat, and beer, while tracking the ever-increasing consolidation of company ownership.

When you purchase a product, the money you spend endorses a company and its activities, whether you are aware of it or not. In easy to understand language, **The Guide to Ethical Supermarket Shopping 2012** 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.

**The Guide to Ethical Supermarket Shopping 2012** also contains information addressing contemporary issues such as food miles, palm oil, overfishing, animal welfare, child labour, genetic engineering, multinational ownership and packaging. Looking beyond the supermarket, the Guide encourages home-grown, independent and local purchasing choices.

Here's what you'll find in the **The Guide to Ethical Supermarket Shopping 2012**:

- A 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
- Expanded Cosmetics, Skin Care and Hair Care section now includes pharmacy and department store brands, plus icons indicating cruelty-free companies
- See how SABMiller's purchase of Foster's and Pacific Beverages changes the Australian beer landscape
- Updated 'Supermarkets in Australia' blurb with a side-by-side comparison of Woolworths, Wesfarmers (Coles) and Metcash
- Five principles to guide a more sustainable purchase
- Easy-to-use contents page, index page, and colour-coded categories

**The Guide to Ethical Supermarket Shopping** has sold over 100,000 copies and is in its fifth edition, and is also available as the **Shop Ethical!** iPhone app.

**ABOUT THE ETHICAL CONSUMER GROUP:**

The Ethical Consumer Group is 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](http://www.ethical.org.au)

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