

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 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

A	A+	
	A	
	A-	
B	B+	★JetBlue, Southwest
	B	Alaska Air, Horizon
	B-	Frontier, Virgin
C	C+	KLM, Air France, Spirit, Easy Jet
	C	Cathay Pacific, Qantas, Singapore, Japan Airlines, Lufthansa, British Airways
	C-	Korean Air, SAS, AirTran, Aer Lingus, Air Canada, Air New Zealand, Express Jet, Sky West
D	D+	
	D	Delta
	D-	
F	F	✂ United, Continental, US Airways, American Airlines, American Eagle

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

- ✓ Many online travel organizations now offer carbon offsets to offset your flight's greenhouse gas emissions. (See TRAVEL.)

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 industry⁶¹
- ☠ Paid \$73 million to Washington lobbyists¹²
- ☠ Named global climate change laggard¹⁵

USEFUL RESOURCES

- 📄 sustainabletravelinternational.org

APPLIANCES & HARDWARE

A	A+	★Preserve, Recycline, TerraCycle
	A	Old Fashioned Milk Paint
	A-	
B	B+	Ace Hardware
	B	WD-40,
	B-	Electrolux, Frigidaire, Norelco, Cuisinart, Conair
C	C+	Dyson
	C	Miele, Tefal, DeWalt, JCB, Wahl, BSH, Dremel, RYOBI, DeLonghi, Siemens, Sunbeam, Haier, Black & Decker, Stanley, Sony, Krups, <i>Bissell, Dirt Devil, Tupperware, Hoover, Magic Chef</i>
	C-	Kitchenaid, Admiral, Maytag, Owens Corning, Sylvania, Whirlpool, LG, Sherwin Williams, Acme, Dutch Boy, Sanyo, Bosch
D	D+	3M
	D	Daewoo, Philips, Braun, Panasonic, Hitachi, Samsung
	D-	Home Depot, Lowe's, Emerson
F	F	☼ Walmart, Sears, Kenmore, ☼ GE, Craftsman, Costco

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 who help manufacture it.

BUYING TIPS

- ✓ Look for products with Energy Star labels

CORPORATE VILLAIN

Walmart

- ☠ MM's "Worst Corporation" list for three years⁵¹
- ☠ Major toxic waste dumping fines²⁵
- ☠ CEP "F" for overall social responsibility¹⁴
- ☠ Documented exploitation of child labor⁶¹

CORPORATE VILLAIN

GE (General Electric)

- ☠ MM's "Worst Corporation" list for five years⁵¹
- ☠ #34 in "Top 100 Corporate Criminals"⁵¹
- ☠ Target of "War Profiteer" campaign⁶¹
- ☠ Paid \$348 million to Washington lobbyists¹²

USEFUL RESOURCES

- 🌐 www.energystar.gov

For more detailed data visit – www.betterworldshopper.org

BABY CARE

A	A+	★Seventh Generation, ★gDiapers, Plum Organics
	A	Earth Mama, Peapods, Happy Baby, Healthy Times, Ella's Kitchen
	A-	Organic Baby, Tender Care, Tushies
B	B+	Weleda, Earth's Best, Jäsön
	B	Huggies, GoodNites, Baby Magic
	B-	Mr. Bubble,
C	C+	Playtex, Nature's Gate
	C	Graco, Horizon Organic, BeechNut, Bourdreaux's, Burt's Bees, <i>Munchkin</i>
	C-	Avent, Oshkosh, Britax, Chicco, Evenflo, Playmates, Carter's, Nature's Goodness
D	D+	Babies R Us
	D	Church & Dwight, Arm & Hammer, Del Monte, Enfamil, QTips, Vaseline
	D-	Coppertone, Chiquita, Johnson & Johnson, Aveeno, Baby Einstein, Disney
F	F	☞ Gerber, Nestlé, Nabisco, Pampers, Pedialyte, Pediasure, Similac, Luvs

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

GREEN HERO

gDiapers

- ☆ B Lab Certified Responsible Company
- ☆ GAM certified Green Business
- ☆ Developed cloth/disposable hybrid diaper

CORPORATE VILLAIN

Gerber (Nestlé)

- ☠ Baby formula human rights boycott⁴⁸
- ☠ "Most Irresponsible" corporation award⁶
- ☠ Involved in child slavery lawsuit⁶¹
- ☠ Aggressive takeovers of family farms⁶¹

For more detailed data visit – www.betterworldshopper.org

BAKED GOODS & BAKING SUPPLIES

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

BAKED GOODS & BAKING SUPPLIES

BUYING TIPS

- ✓ Buy organic baking products when available

GREEN HERO

King Arthur Flour

- ☆ 100% employee-owned company
- ☆ Awarded “Most Democratic Workplace”
- ☆ Business Ethics award winner
- ☆ B Lab Certified Responsible Company
- ☆ BBB’s Torch Award for ethics

GREEN HERO

Nature’s Path

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

CORPORATE VILLAIN

Jell-O (Kraft)

- ☠ MM’s “Worst Corporation” list for five years⁵¹
- ☠ Currently target of two major boycotts^{22,55}
- ☠ Greenwash Award for public deception²⁵
- ☠ Named global climate change laggard¹⁵
- ☠ Paid \$329 million to Washington lobbyists¹²

For more detailed data visit – www.betterworldshopper.org

BANKS & CREDIT CARDS

A	A+	★New Resource Bank, One Pacific Coast, Sunrise Banks, Vancity
	A	Alternatives FCU, Green Choice, City First, Albina, First Green Bank
	A-	Working Assets CC, Green America CC, Brighter Planet CC
B	B+	
	B	LOCAL CREDIT UNIONS
	B-	American Express, TD Bank, ING, Northern Trust
C	C+	Deutsche Bank
	C	MasterCard, Sovereign, Santander, Capital One
	C-	KeyBank, Comerica, Discover
D	D+	Fifth Third, Citizens
	D	SunTrust, VISA, Credit Suisse, Royal Bank of Scotland, US Bank, HSBC
	D-	Chase, JP Morgan, UBS, Barclay's
F	F	☠ Citibank, Bank of America, Wells Fargo, Goldman Sachs

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. Small, local banks and credit unions are typically your best bet. While shopping, make each purchase doubly effective by using a credit card (CC) that donates a percentage of your purchases (over \$5,500/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

GREEN HERO & CORPORATE VILLAIN

- ✓ Detailed profiles on pages 12–13

USEFUL RESOURCES

- 📄 www.creditunion.coop/cu_locator
- 📄 www.breakupwithyourmegabank.org

For more detailed data visit – www.betterworldshopper.org

BEER

A	A+	★New Belgium
	A	★Sierra Nevada, Brewery Vivant, Hopworks, Bison, Otter Creek
	A-	LOCAL MICROBREWRIES, Odell, Alaskan, Brooklyn, Great Lakes
B	B+	Allagash, Eel River, Stone, Anderson Valley, Boulevard, Bell's, Uinta
	B	Long Trail, Harpoon, Anchor Steam, Kona, Widmer, Full Sail
	B-	Samuel Smith's
C	C+	Pabst, Stroh's, Schlitz
	C	Newcastle, Heineken, Amstel, Asahi
	C-	
D	D+	Samuel Adams
	D	Keystone, Molson, Carlsberg, Blue Moon, Leinenkugel, Guinness, Old Milwaukee, Coors, Foster's, Miller
	D-	☞ Budweiser, Michelob, Rolling Rock, Becks, Stella Artois, Bass, Busch, Lowenbrau, Harp, Natural Light, Modelo, Pacifico, Corona
F	F	

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

- ☆ 1st 100% wind-powered brewery
- ☆ Conserves 50% more water vs. average
- ☆ An employee-owned business
- ☆ 4x awarded “Most Democratic Workplace”
- ☆ \$1.6 million donated to local community

GREEN HERO

Sierra Nevada

- ☆ Designated Climate Action Leader
- ☆ Numerous environmental awards
- ☆ Recycles 98% of waste created in production

CORPORATE VILLAIN

Budweiser (Anheuser-Busch InBev)

- ☠ Paid \$55 million to Washington lobbyists¹²
- ☠ EC overall responsibility rating of POOR³⁰
- ☠ US govt sued over monopolistic practices⁵⁴

For more detailed data visit – www.betterworldshopper.org

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BODY CARE

A	A+	★Pangea Organics, Preserve, Dr. Bronner's, Method, Tweezerman, Aubrey Organics, Eco Lips, EO
	A	Aveda, Auromere, Aura Cacia, Zia, Nubius, Kiss My Face, Badger
	A-	Tom's of Maine, Allen's Naturally, Dr. Hauschka, Weleda, Jäsön, Alba
B	B+	Lush, BWC
	B	Shikai, Body Shop, Colgate, Speed Stick, Mennen, Ecco Bella, Crystal
	B-	CO Bigelow, Carmex, Shikai
C	C+	Bic, Burt's Bees, Nature's Gate
	C	Jergens, Biore, Ban, Banana Boat, Avalon Organics, Hawaiian Tropic, Schick, Edge, <i>Sure, Barbasol, Blistex</i>
	C-	Nivea
D	D+	Curel
	D	Coppertone, Keri, Dove, Suave, Vaseline, Degree, Axe, Q-Tips
	D-	Arrid, Arm & Hammer, Neutrogena, Lubriderm, Aveeno, Clean & Clear, Purell, Right Guard, Dry Idea
F	F	☠ Chapstick, Mitchum, Oil of Olay, ☠ Secret, Gillette, Noxema, Old Spice

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

Pangea Organics

- ☆ GAM certified Green Business
- ☆ Never tests ingredients on animals
- ☆ 2x award winner for Business Ethics

CORPORATE VILLAIN

Chapstick (Pfizer)

- ☠ #64 of PERI 100 Most Toxic Water Polluters⁵⁸
- ☠ #17 in “Top 100 Corporate Criminals”⁵¹
- ☠ MM’s “Worst Corporation” list for four years⁵¹
- ☠ Paid \$171 million to Washington lobbyists¹²

CORPORATE VILLAIN

Secret (Procter & Gamble)

- ☠ MM’s “Worst Corporation” list for two years⁵¹
- ☠ Continues unnecessary animal testing¹⁰
- ☠ “Bottom Rung,” Ladder of Responsibility⁴⁰
- ☠ Spent over \$68 million on lobbyists¹²

For more detailed data visit – www.betterworldshopper.org