

Analysts calculate shopping trolley footprints

4ecotips



Home >> Eco Scope >> Lifestyle

PRINT

E-MAIL

Analysts calculate shopping trolley footprints

By 4ecotips

Published on August 26, 2009, 9:23 am

Carbon ranking for leading grocery brands

What is said to be the first time, analysts have calculated the carbon footprint of the UK's shopping trolleys and ranked the leading grocery brands in order of their impact on the environment.

The researchers worked alongside the University of Nottingham to devise a scoring system, which evaluated each product on a wide range of eco-factors, including packaging and energy needs.

The survey found that the greenest grocery item on the supermarket shelves is Persil laundry products, followed closely by PG Tips tea, Finish dishwasher tablets, Volvic water and Kellogg's Special K breakfast cereal.

A box of Quality Street sweets, with its compostable packaging, also makes an appearance in the green top 10.

The EnvirUP Green Index Report used 48 questions to cover all areas of environmental sustainability and the overall score was linked to an A to G grade, similar to the energy performance of domestic appliances such as fridge-freezers.

The biggest 'eco-villain' was found to be Haribo sweets, which scored a lowly 72 points out of the possible 590. Persil was crowned the greenest supermarket product with 385 points, achieving a grade C.

Other brands that propped up the green table in the bottom five included Muller yoghurts, Cathedral City cheese and Young's chilled fish.

No brands were judged to be green enough to achieve the top A and B grades overall.

Researchers scored each of the leading 100 brands on its resource requirements, packaging and the green credentials of its manufacturers, as well as such criteria as food miles and fairtrade ingredients.

The team worked with the Environmental Technology Centre at the University of Nottingham to ensure the survey questions and scoring were correct, fair and balanced.

EnvirUP found the big brands performed particularly badly on packaging, with over 60% of products scoring grades E to G and Pringles crisps performing worst.

EnvirUP team leader Assim Ishaque said the survey took 18 months to complete and was devised to help consumers make greener buying decisions. He explained: "Many brands have caught on to the 'green' trend, some have clearly missed the demand for greener products and some are just confusing.

"So we developed the EnvirUP Green Index as the first review of the widely accepted Top 100 list of consumer goods, such as washing products, snacks, drinks and other everyday items.

Top 10 Green Index 1. Persil Laundry; 2. PG Tips; 3. Finish; 4. Volvic; 5. Kellogg's Special K; 6. Surf; 7. Ribena; 8. Quality Street; 9. Ariel; and 10. Evian

Bottom 10 Green Index 1. Haribo gums and jellies; 2. Muller Light; 3. Muller Corner; 4. Cathedral City; 5. Young's Chilled Fish; 6. Warbutons; 7. John West Canned Fish; 8. Richmond Sausages; and 9. Clover Spread.

More information: www.clickgreen.org.uk

