

## World's first supermarket shelf green league revealed

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# World's first supermarket shelf green league revealed ✓

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For 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 devised 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 percent of products scoring grades E to G and Pringles crisps performing worst.

And the survey revealed that some manufacturers had no accessible policy for reducing carbon emissions.



The greenest soft drink was found to be Volvic, while Pepsi was higher in the eco-league than Coca Cola because of proactive green policies.

Environmentally minded pet owners are advised to choose Bakers and Felix ahead of Pedigree and Whiskas because of over-packaging and a lack of clear environmental company policies.

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.

"We took all the leading brands and put them through our objective assessment methodology, and we have presented the results in an easy-to-understand format for the consumer."

#### 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
10. Evian

#### Bottom 10 Green Index

1. Haribo Gums & 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
9. Clover Spreads
10. Red Bull