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Green divide between food giants



Kraft's £10bn attempt to land UK confectionery firm Cadbury is the latest in a long line of major takeover moves involving the Illinois-based firm.

Kraft revenues last year

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Creators of an eco-index of the best and worst green products claimed there was an "environmental divide" between US food giant Kraft and confectionery company Cadbury.

Cadbury rejected a surprise £10.2 billion approach from the US food giant, which is also behind brands including Kenco coffee and Terry's Chocolate Orange.

The environment consultancy EnvirUP.com, which created the new Green Index Report, said the environmental effect of a takeover should be considered.

The Nottingham-based consultancy said the two companies had earned very different rankings in its index, with Cadbury's Roses coming in at number 42 whereas Kraft's DairyLea was number 78.

Last month the EnvirUP.com Green Index put Persil laundry products top of the list for environmentally-friendly products, with Haribo sweets at the bottom.

The report assessed 100 products on a range of eco-factors then ranked them in order of their impact on the environment.

Researchers looked at Britain's top 100 biggest brands, based on UK sales as calculated by research provider AC Nielsen.

They used 48 questions covering areas of environmental sustainability, linking an overall score out of 590 points to an A to G grade.

The report found 85% of the brands analysed achieved a D grade or below overall, and even the greenest only achieved a C. None made it to A or B grades.

Researchers assessed the brands on use of resources, packaging materials and their manufacturers' green credentials, as well as criteria such as food miles and fairtrade ingredients.

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