

# THE PROBLEM

Money is power. Perhaps more than any generation that has come before us, we understand the deeply rooted reality of this short phrase and its universal meaning for every human being living on this planet.

It follows that wherever large amounts of money collect, so also new centers of power form. The latest historical manifestation of this is the modern corporation. As trillions of dollars accumulate in the corporate sphere, we witness the growing power of corporations to shape the world as they see fit.

This power is not limited to controlling the face of our own government through consistent, record-breaking campaign contributions, but also the fate of millions of people and the planet itself through jobs, resource exploitation, pollution, working conditions, energy consumption, forest destruction, and so on.

Make no mistake, these new power centers are not democracies. We don't vote for the CEOs or their policies (unless we are rich enough to be significant shareholders who are informed enough to know what's going on and compassionate enough to care about more than just personal profit), yet our destinies are increasingly in their hands.

# THE SOLUTION

As these power centers shift, we must shift our own voices if we wish to be heard. As citizens, on average, we might vote once every four years, if at all. As consumers, we vote every single day with the purest form of power...money. The average American family spends around \$25,000 every year on goods and services. Think of it as casting 25,000 votes every year for the kind of world you want to live in.

Unfortunately, as difficult as it is to find good, solid information on candidates during an election year, it's often even harder to find good, solid information on corporations. Our current laws are so lax that half of the time we can't even figure out which brands belong to which companies (they don't have to tell us), much less have any idea of what their business practices look like.

For the past two decades, I've dedicated myself to researching this very problem by compiling a database of every reliable source of information available on corporate behavior and synthesizing the information into a single report card grade for every company. The result is this book. Use it to reclaim your true vote. Use it to build a better world.

# THE ISSUES

- **HUMAN RIGHTS:** child labor, sweatshops, slavery, worker health and safety records, human trafficking, developing-world exploitation, international health issues, economic divestment, union busting, fair trade, worker fatalities, livable wages, democratic principles.
- **THE ENVIRONMENT:** climate change, renewable energy, toxic waste, recycling, eco-innovations, sustainable farming, ocean conservation, rainforest destruction, ecosystem impacts, overall pollution.
- **ANIMAL PROTECTION:** humane treatment, factory farming, animal habitat preservation, sustainable seafood harvesting, animal testing, animal-free alternatives, vegan-friendliness.
- **COMMUNITY INVOLVEMENT:** family farms, non-profit alliances, local businesses, sustainable growth, campaign contributions, paid lobbyists, political corruption, greenwashing, transparency.
- **SOCIAL JUSTICE:** harassment, discrimination (based on race, gender, age, sexuality, ability, religion, ethnicity), class action lawsuits, unethical business practices, government fines, cover-ups, illegal activities, executive pay.

# THE SOURCES

Here is a list of a few of the resources used to assess the overall social and environmental responsibility of the companies in this guide:

- [AH] American Humane Association
- [AYS] As You Sow: CEO Salaries & Packaging
- [CCC] Clean Clothes Campaign
- [CC] Climate Counts: Global Warming Score
- [CER] CERES: Climate Change Research
- [CRP] Center for Responsive Politics
- [CSP] Center for Science in the Public Interest
- [CW] Corpwatch: Greenwash Awards
- [EC] Ethical Consumer: Rankings & Boycotts
- [EPA] US Environmental Protection Agency
- [FTF] Fair Trade Federation: FT Certified
- [FTW] Free2Work: Human Trafficking
- [GAM] Green America: Certified Green Business
- [GP] Greenpeace: Sustainable Seafood
- [HRC] Human Rights Campaign: Equality Index
- [ILRF] International Labor Rights Forum
- [OXF] Oxfam International
- [PERI] Political Economy Research Institute
- [SAI] Social Accountability International
- [SEC] Securites and Exchange Commission
- [SVT] Silicon Valley Toxics Coalition
- [UCS] Union of Concerned Scientists

For a more comprehensive list visit, [www.betterworldshopper.org](http://www.betterworldshopper.org)

# THE RANKINGS

STEP 1: Over 35 years' worth of data has been collected from a wide range of public, private, and nonprofit sources, tracking information on one or more of the five issue areas that make up the overall responsibility picture for companies that create the products and services we use every day.

STEP 2: The data is organized into a massive database of more than 2,000 companies that matches each individual company with its brands; assigns appropriate weights to each piece of data based on its quality, reliability, and scope; and calculates an overall social and environmental responsibility score for each company from -100 to +100.

STEP 3: Companies and brands are transferred to smaller, more specific data charts based on common product categories, where each is assigned a letter grade based on its overall responsibility. This highly organized grading system allows consumers to maximize the impact of their dollars regardless of what they're purchasing.

# THE RANKINGS

STEP 4: Researchers are sent to supermarkets, natural foods stores, and retail outlets across the country to identify those products that are most commonly available to the average consumer to make sure that what you see on the shelves matches what you see in the book. Those particular companies and brands are then transferred into the easy-to-use report cards that make up the bulk of the shopping guide.

STEP 5: As regular data sources release their latest findings, they are added to the database. Also, as new third-party sources of data are identified, they are evaluated for potential inclusion in the ranking system. Mergers and buy-outs are tracked so that their effects on the rankings can be noted. Updated rankings are regularly made available online through the website until a new edition of the shopping guide can be published.

As readers, your comments and suggestions are invaluable. Please contact me if you have ideas on how to improve the rating system.

# FREQUENTLY ASKED QUESTIONS

*“Isn’t it more important to buy less rather than worry about the kind of stuff we’re buying?”*

Both are equally important. As we’ve learned from the voluntary simplicity movement, we must reduce our quantity of consumption if we are to have any reasonable future. At the same time, we must increase the quality of our consumption so that every dollar spent helps build a better tomorrow rather than bring about its destruction. While I wholeheartedly support the former, this book deals mainly with the latter.

*“What if I don’t have access to or can’t afford many of the products that receive ‘A’ ratings?”*

Don’t give up! It’s important to choose the best option available to you depending on your location and resources, both of which will likely change many times in your life. Sometimes the choice is between a ‘C’ brand and an ‘F’ brand, and that is just as important a choice to make. I, myself, strive to maintain an overall shopping GPA of ‘B+’ — and even then, I’m not always successful. Remember, as with voting, there is always a choice to be made, imperfect as it may be.

## FREQUENTLY ASKED QUESTIONS

*“Isn’t this ‘buying green’ just something to make us feel better rather than something that will actually lead to real change?”*

No. Trillions of dollars circulate in the global economy, driven primarily by consumers. These are our dollars that are shaping the fate of this world, and we must begin taking responsibility for their collective impact. Dollars (like votes) add up very quickly and can lead to powerful changes in both the short and long term.

*“Shouldn’t we be voting, demonstrating, and organizing within our political system?”*

Yes. We need to bring transparency, accountability, and responsibility to both our political AND economic systems. If we address only one, our efforts will ultimately fail. So, do not use this guide as an excuse to shift focus away from our political problems — the two go hand in hand.

*“How do I find out more details about a particular company or the ranking system as a whole?”*

Email me, or better yet, invite me out to come talk about it!

## WHAT DO THE GRADES MEAN?

★	Top 1% of all companies.
A	Social and environmental leaders in their respective industries.
B	Noteworthy progress improving their social and environmental impacts.
C	Mixed records of overall responsibility and/or insufficient data available.
D	Significantly negative social and environmental impacts noted.
F	Some of the worst companies based on overall social and environmental data.
X	Bottom 1% of all companies.

# STAR COMPANY PROFILE

## NEW RESOURCE BANK

- ☆ Green America Certified Green Business<sup>40</sup>
- ☆ San Francisco Certified Green Business<sup>27</sup>
- ☆ Social Venture Network member<sup>66</sup>
- ☆ Certified Benefit Corporation (B Corp)<sup>70</sup>
- ☆ 100% Wind Power, EPA Certified<sup>27</sup>
- ☆ LEED Gold Certified headquarters<sup>3</sup>
- ☆ Member, American Sustainable Business Council<sup>48</sup>
- ☆ Car-sharing program offered to all employees for meetings<sup>40</sup>
- ☆ Offers a debit card that donates to environmental orgs with each purchase

OVERALL GRADE: ★

[TOP 1%]

For more details, you can look up the source reference number in the DATA SOURCES section.

# 'A' COMPANY PROFILE

## CLIF BAR

- ☆ Green Cross Environmental Leader Award<sup>41</sup>
  - ☆ EPA — Green Power Award Winner, 3 years<sup>70</sup>
  - ☆ GAM certified Green Business<sup>40</sup>
  - ☆ 100% Green Power Purchaser<sup>70</sup>
  - ☆ Affiliate, Social Accountability International<sup>65</sup>
  - ☆ Member, 1% For The Planet<sup>1</sup>
  - ☆ Member, Social Venture Network<sup>66</sup>
  - ☆ Member, Ceres Coalition Companies<sup>15</sup>
  - ☆ Rated 72/100 for Climate Commitment<sup>19</sup>
  - ☆ Business Ethics Award Winner<sup>8</sup>
- Mid-level organic label integrity<sup>21</sup>

OVERALL GRADE: A

[TOP 15%]

For more details, you can look up the source reference numbers in the DATA SOURCES section.

# 'B' COMPANY PROFILE STAPLES

- ☆ EPA — 100% Green Power Purchaser<sup>70</sup>
- ☆ Green Power Award Winner, 6 years<sup>70</sup>
- ☆ LGBTQ Equality Index Score of 93/100<sup>46</sup>
- ☆ 'B' for the social & environmental impacts of their paper supply process<sup>36</sup>
  
- CERES — Climate Change Score 43/100<sup>15</sup>
- Former target of AFL-CIO boycott<sup>73</sup>
  
- 💀 \$1 million in campaign contributions<sup>12</sup>
- 💀 \$2 million paid to political lobbyists<sup>12</sup>

OVERALL GRADE: B

[TOP 33%]

For more details, you can look up the source reference number in the DATA SOURCES section.

# 'C' COMPANY PROFILE

## GENERAL MILLS

- ☆ EPA — 100% Green Power Purchaser<sup>70</sup>
- ☆ Member, Fair Trade USA<sup>34</sup>
- ☆ Affiliate, Social Accountability International<sup>65</sup>
- ☆ LGBTQ Equality Index Score of 100/100<sup>46</sup>
  
- Rated 'C' for overall social responsibility<sup>61</sup>
- Rated 62/100 for Climate Commitment<sup>19</sup>
- 'B-' for marketing junk food to children<sup>13</sup>
  
- ⊗ Rated 40/100 social/environmental impacts<sup>56</sup>
- ⊗ Rated 'D' for plastic packaging pollution<sup>4</sup>
- ⊗ Rated 22/100 for Climate Responsibility<sup>15</sup>
- ⊗ Low ratings for organic label integrity<sup>21</sup>

OVERALL GRADE: C

[MIDDLE 33%]

For more details, you can look up the source reference numbers in the DATA SOURCES section.

# 'D' COMPANY PROFILE

## SONY

☆ Rated 82/100 Sourcing of Conflict Minerals<sup>70</sup>

☆ LGBTQ Equality Index Score of 90/100<sup>46</sup>

☆ Rated 85/100 for Climate Commitment<sup>19</sup>

○ Rated 'C' for labor in electronics industry<sup>15</sup>

○ Rated 'C' for use of intl forced labor<sup>73</sup>

☠ Rated 'F' for overall social responsibility<sup>61</sup>

☠ \$10 million in campaign contributions<sup>12</sup>

☠ \$54 million paid to political lobbyists<sup>12</sup>

☠ Former member of ALEC, a shadowy pro-corporate, Washington lobbying group<sup>78</sup>

☠ 'F' for marketing junk food to children<sup>13</sup>

☠ Rated 'D+' for eco-responsibility in industry<sup>44</sup>

OVERALL GRADE: D

[BOTTOM 33%]

For more details, you can look up the source reference numbers in the DATA SOURCES section.

# 'F' COMPANY PROFILE

## FACEBOOK

- ✘ 33/100 on climate change actions taken<sup>19</sup>
- ✘ \$5.8 million in fines paid for legal violations of privacy, discrimination, campaign finance<sup>77</sup>
- ✘ \$17 million in campaign contributions<sup>12</sup>
- ✘ \$115 million paid to political lobbyists<sup>12</sup>
- ✘ #53 in Top 100 List of Most Overpaid CEOs<sup>4</sup>
- ✘ Former member of ALEC, a shadowy pro-corporate, Washington lobbying group<sup>78</sup>
- ✘ 'D' for clean energy transparency<sup>44</sup>
- ✘ Named "monopoly" by FTC for long-term anti-competitive practices in social media<sup>79</sup>
- ✘ Internal memos reveal company knows that it is harming children and democracy<sup>80</sup>
- ✘ US Justice Dept suit — worker discrimination<sup>81</sup>

OVERALL GRADE: F

[BOTTOM 15%]

For more details, you can look up the source reference numbers in the DATA SOURCES section.

# 'X' COMPANY PROFILE

## KOCH INDUSTRIES

- ☠ #14 of Toxic 100 Water Polluters<sup>58</sup>
- ☠ #23 of Toxic 100 Greenhouse Gas Polluters<sup>58</sup>
- ☠ #24 of Toxic 100 Air Polluters<sup>58</sup>
- ☠ Founding member of shadowy American Legislative Exchange Council (ALEC)<sup>78</sup>
- ☠ US Justice Dept imposes largest fines in history for over 300 oil spills<sup>81</sup>
- ☠ \$67 million in campaign contributions<sup>12</sup>
- ☠ \$166 million paid to political lobbyists<sup>12</sup>
- ☠ \$929 million in fines paid for violations of environmental, workplace safety, health, price-fixing, and consumer-protection laws<sup>77</sup>
- ☠ One of 12 major companies blocking climate change legislation<sup>44</sup>

OVERALL GRADE: X

[BOTTOM 1%]

For more details, you can look up the source reference numbers in the DATA SOURCES section.

## THE 20 BEST LIST

1. GUAYAKI
2. ALTER ECO
3. SEVENTH GENERATION
4. PATAGONIA
5. NEW BELGIUM BREWING
6. ORGANIC VALLEY
7. NEW LEAF PAPER
8. METHOD
9. AMALGAMATED BANK
10. EQUAL EXCHANGE
11. NUMI TEA
12. DR. BRONNER'S
13. BETTER WORLD CLUB
14. GROUNDS FOR CHANGE
15. PRESERVE
16. NUTIVA
17. ECOVER
18. KLEAN KANTEEN
19. EO BODY CARE
20. NATURE'S PATH

Rankings are based on overall social and environmental records.

# THE 20 WORST LIST

1. EXXON-MOBIL
2. KRAFT
3. WALMART
4. CHEVRON-TEXACO
5. GENERAL ELECTRIC
6. GENERAL MOTORS
7. PFIZER
8. DOW CHEMICAL
9. KOCH INDUSTRIES
10. CITIBANK
11. NESTLÉ
12. BP
13. AT&T
14. SHELL
15. BOEING
16. CONOCOPHILLIPS
17. VERIZON
18. ABBOTT LABORATORIES
19. DUKE ENERGY
20. MONSANTO

Rankings are based on overall social and environmental records.

# THE TOP 10 CLIMATE ACTIONS

1. REDUCE ALL GAS/OIL USE
2. PLANT-BASED DIET
3. CONSERVE ELECTRICITY
4. VOTE EVERY YEAR
5. FLY LESS OFTEN
6. JOIN AN ECO-ORGANIZATION
7. INSTALL SOLAR PANELS
8. ELIMINATE PLASTICS
9. WEATHERIZE YOUR HOME
10. PRESSURE GOVT OFFICIALS

The above list includes 10 of the most effective ways you can help combat climate change. We'll ultimately need deep, systemic changes to be successful, but you can also become part of the solution right now while we all push for more substantive social change.

# THE TOP 10 THINGS TO CHANGE

1. BANKS
2. GASOLINE
3. SUPERMARKETS
4. RETAIL STORES
5. CARS
6. SEAFOOD
7. CHOCOLATE
8. COFFEE / TEA
9. CREDIT CARDS
10. CLEANING PRODUCTS

If you want to begin with the changes that will make the most difference for people and the planet, start with these 10 things. They are listed in order of importance based on my own research into these industries.

# THE 10 BIGGEST SUCCESS STORIES

GRADE CHANGE	'06 ▶ '22
1. EO BODY CARE	B <sup>+</sup> ▶ ★
2. GREEN FOREST	B ▶ A
3. SAN-J	C ▶ A
4. DANNON	C ▶ B
5. GAP CLOTHING	C <sup>+</sup> ▶ B
6. SOUTHWEST AIR	D <sup>+</sup> ▶ B
7. METHOD	** ▶ ★
8. PANGEA ORGANICS	** ▶ A
9. ECO LIPS	** ▶ ★
10. CHIPOTLE	** ▶ A

The above list includes the six companies that, as of early 2022, have shown the most improvement since the first edition of the book was released, as well as four companies that weren't listed in the original edition (noted by \*\*). Every one of these companies is a demonstration of what a deep commitment to a better world can achieve given enough time and effort.

# THE 10 BIGGEST DISAPPOINTMENTS

GRADE CHANGE	'06 ▶ '22
1. BURT'S BEES	A <sup>-</sup> ▶ C
2. BP	A <sup>-</sup> ▶ X
3. PEPSI	B ▶ D
4. FEDEX	B ▶ D
5. CADBURY	B <sup>-</sup> ▶ D
6. GERBER	C <sup>+</sup> ▶ X
7. KELLOGG'S	C <sup>+</sup> ▶ D
8. UNILEVER	C ▶ D
9. PROCTER & GAMBLE	C ▶ F
10. BANK OF AMERICA	C <sup>-</sup> ▶ F

The above list includes the 10 companies that, as of early 2022, have fallen from the top of their respective industries to the middle, or worse, from the middle to the very bottom. It is essential that we, as consumers, send a clear message that we will no longer reward companies for this kind of irresponsible behavior.

## THE TOP 10 BAILOUT LIST

1. AIG	70
2. CITIBANK	50
3. BANK OF AMERICA	45
4. GENERAL MOTORS	31
5. J.P. MORGAN	25
6. WELLS FARGO	25
7. CHRYSLER	12
8. MORGAN STANLEY	10
9. GOLDMAN SACHS	10
10. PNC FINANCIAL	8

We are quickly learning that unless we, as consumers, can keep companies responsible in the marketplace, we may end up paying for their irresponsible behavior with our own taxpayer dollars.

The above list includes the 10 companies that, by mid-2009, had received the most bailout money from the US taxpayers. The figures on the right represent how much we have spent, in billions, bailing these companies out.<sup>54</sup>

## THE TOP 10 LOBBYIST LIST

1. BLUE CROSS/SHIELD	416
2. AT&T	395
3. GENERAL ELECTRIC	374
4. KRAFT	331
5. VERIZON	295
6. EXXON MOBIL	289
7. COMCAST	234
8. PFIZER	221
9. GENERAL MOTORS	212
10. MICROSOFT	193

It's important to understand that we are not the only ones learning to turn our dollars into votes. These are some of the loudest economic voices in Washington.

The above list includes 10 companies currently spending some of the largest amounts of money on Washington lobbyists to influence the democratic process in ways that serve their own interests. The figures on the right represent how much they have spent, in millions, over the past twenty-four years.<sup>12</sup>

## WHO OWNS WHO?

COMPANY	OWNED BY
1. WHOLE FOODS	AMAZON
2. SEVENTH GEN	UNILEVER
3. BURT'S BEES	CLOROX
4. TOM'S OF MAINE	COLGATE
5. STONYFIELD	DANONE
6. BEN & JERRY'S	UNILEVER
7. AVEDA	L'OREAL
8. NEW CHAPTER	P & G
9. HONEST TEA	COCA-COLA
10. ANNIE'S	GEN MILLS

The above list includes the 10 companies that people are most surprised to find out are owned by larger companies that don't always share the values of the former.

Don't assume, however, that these companies are no longer socially and environmentally responsible. According to the data, many of them have maintained most or all of their social and environmental responsibility.

# INDEPENDENTLY OWNED

1. CLIF
2. DR. BRONNER'S
3. ALTER ECO
4. EQUAL EXCHANGE
5. ORGANIC VALLEY
6. PATAGONIA
7. KLEAN KANTEEN
8. NATURE'S PATH
9. EDEN FOODS
10. CHIPOTLE

The above list includes 10 companies that have yet to be purchased by larger multinational corporations with unknown intentions. While our financial system currently incentivizes purchasing smaller companies as an effective "growth strategy," the results are not always best for consumers or citizens.

These 10 companies could "cash out" at any point, but for now, they are holding on to their independence despite the odds.

## THE NEWS

It's become clear that how we consume our daily news may be as important, if not more important, as what we purchase at the supermarket, department store, or online.

I have applied the same data-driven approach that underpins the research for the products and services in these guides for the past 15 years and adapted it to rate news sources based on: reliability, integrity, neutrality, independence, transparency, and fact-based reporting.

I've organized the results into three charts: center, left, and right. Use these charts to help your friends, your family, and yourself find more thoughtful sources of news. Whether you lean left, right, or neutral, there are better and worse sources of news to consume.

Improve your media diet the way you might improve the nutritional value of the food you eat, slowly and methodically, with a lot of forgiveness built in. Try and rely on sources rated 'B' or better. It's OK to dip into 'C' and 'D' sources every now and then, but avoid 'F' and 'X' sources if at all possible. Lists within grade ranges are organized alphabetically.

For more details, you can download Media Glass, the smartphone app for iOS and Android.

# NEWS - CENTER

★	AP, CSPAN, Financial Times, New York Times, NPR, PBS, Politico, Reuters
A	ABC, Al Jazeera, The Atlantic, AXIOS, BBC, Bloomberg, CBS, CDC, Chicago Sun Times, Chicago Tribune, Christian Science Monitor, Consumer Reports, The Conversation, Fact Check, FiveThirtyEight, Gallup, Guardian, IJR, LA Times, National Geographic, NBC, Newsday, Newsy, Daily News, Politifact, PRI, ProPublica, Quartz, Reason, The Skimm, TIME, USA Today, Wall St Journal, Washington Post, Weather Channel, WHO
B	Boston Globe, Boston Herald, CNET, Globe & Mail, Google News, LA Daily News, Miami Herald, Newsweek, OZY, Philadelphia Inquirer, SF Chronicle, Snopes, US News & World, Wikipedia, Yahoo News
C	Buzzfeed, CNN, Forbes, The Observer (UK), Orange County Register, TMZ
D	Daily Mail, Washington Times
F	
X	

# NEWS - LEFT

★	
A	Al Jazeera, The Atlantic, Chicago Sun Times, Common Dreams, Guardian, Houston Chronicle, The Independent, LA Times, NY Daily News, New Yorker, Newsday, ProPublica, The Root, The Skimm
B	CNET, Daily Beast, Democracy Now, Google News, Huffpost, Miami Herald, Mother Jones, The Nation, New Republic, Newsweek, OZY, The Progressive, Rolling Stone, Salon, SF Chronicle, Slate, The Verge, VICE, Vox, Yahoo News
C	Buzzfeed, CNN, Facebook News, Mashable, MSNBC, MTV News, The Observer (UK), TMZ, Washington Monthly
D	Boing Boing, Care2, Counter Punch, Daily Kos, Raw Story, Think Progress, TYT
F	Democratice National Committee, Free Speech TV, Palmer Report, Wonkette
X	Occupy Democrats

# NEWS - RIGHT

★	
A	Christianity Today, Detroit News, Fiscal Times, Fortune, Independent Journal Review (IJR), Market Watch, Rasmussen Reports, Reason, Wall Street Journal
B	Boston Herald, The Bulwark, Dallas Morning News, The Dispatch, Globe & Mail, LA Daily News, National Interest, New York Observer, Weekly Standard
C	American Conservative, Commentary, Independent Institute, Intellectual Conservative, Libertarian Republic, Orange County Register, Real Clear Politics
D	Daily Mail, Daily Telegraph, National Review, New York Post, Newsmax, Sinclair, The Washington Times
F	The Blaze, Breitbart, OAN, FOX News, Red State, Republican National Committee
X	Conservative Tribune, Gateway Pundit, Info Wars, News Punch, QAnon, WND

## WHAT IF I CAN'T FIND A COMPANY?

While this guide is meant to be comprehensive, it is far from complete. You will likely encounter companies and brands on the shelves that don't show up in these pages. Here are a few simple guidelines that should help you:

If an unknown company's products are certified fair trade, you may assume that it falls into the A- range.

If an unknown company's products are certified organic, you may assume that it falls into the B+ range.

If you don't know anything at all about a particular company or brand, assume that it falls into the C range.

Unknown companies producing clothing, electronics, or shoes should be assumed to have a D or F.

If you wish to see a more detailed version of these rankings or ask about a particular company that you can't find in the guide, you're welcome to visit:

[www.betterworldshopper.org](http://www.betterworldshopper.org)

# 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!

[www.betterworldshopper.org](http://www.betterworldshopper.org)

# AIRLINES

★	
A	
B	Alaska, Southwest, JetBlue, Virgin, Delta
C	KLM, Air France, Easy Jet, Lufthansa, British Airways, Singapore, Cathay Pacific, Qantas, JAL, ANA, Allegiant, Korean Air, SAS, AirTran, Aer Lingus, Air Canada, Express Jet, Sky West, Air New Zealand
D	Frontier, Spirit
F	American Airlines, United
X	

# AIRLINES

## 2022 RANKINGS

1. Alaska
2. Southwest
3. JetBlue
4. Virgin
5. Delta
6. Allegiant
7. Frontier
8. Spirit
9. American
10. United

### BETTER CHOICE

#### JetBlue

- ☆ Perfect 100 on HRC Equality Index
- ☆ Industry leader in treatment of passengers
- ☆ Offers carbon offsets & green food options

### WORST CHOICE

#### United

- ☠ RS 'F' for recycling efforts in the industry<sup>61</sup>
- ☠ Paid \$90 million to Washington lobbyists<sup>12</sup>
- ☠ Named global climate change laggard<sup>15</sup>

### USEFUL RESOURCES

📄 [sustainabletravel.org](https://sustainabletravel.org)

# APPLIANCES & HARDWARE

★	Preserve, Recycline
A	TerraCycle, Old Fashioned Milk Paint
B	Ace Hardware, WD-40, Norelco, Cuisinart, EGO
C	Siemens, Electrolux, Frigidaire, Dyson, JCB, DeLonghi, Dewalt, Wahl, Haier, Krups, BSH, Sunbeam, Dremel, RYOBI, Miele, Remington, Sherwin Williams, Acme, Dutch Boy, Stanley, Black & Decker, Hoover, Magic Chef, Sylvania, Bosch
D	Sanyo, Whirlpool, Maytag, KitchenAid, 3M, Admiral, Braun, T-fal, Daewoo, Hitachi, Owens Corning, Philips, Samsung, SONY, LG, Panasonic, Home Depot, Lowe's, Emerson, Sears, Kenmore, Kmart
F	Costco
X	GE, Walmart

# 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

## WORST CHOICE

### Walmart

- ☠ MM's "Worst Corporation" list for three years<sup>51</sup>
- ☠ Major toxic waste dumping fines<sup>25</sup>
- ☠ CEP 'F' for overall social responsibility<sup>14</sup>
- ☠ Documented exploitation of child labor<sup>61</sup>

## WORST CHOICE

### GE (General Electric)

- ☠ MM's "Worst Corporation" list for five years<sup>51</sup>
- ☠ #34 in "Top 100 Corporate Criminals"<sup>51</sup>
- ☠ Target of "War Profiteer" campaign<sup>61</sup>
- ☠ Paid \$374 million to Washington lobbyists<sup>12</sup>

## USEFUL RESOURCES

- 🌐 [www.energystar.gov](http://www.energystar.gov)

# BABY CARE

★	<b>Seventh Generation</b>
A	gDiapers, Plum Organics, Ella's Kitchen, Earth Mama, Happy Baby, Healthy Times, Peapods, Organic Baby, Tender Care, Tushies, Earth's Best, Jason, Weleda
B	TastyBaby, Huggies, GoodNites, Baby Magic, Mr. Bubble
C	Playtex, Nature's Gate, Graco, Boudreaux's, Britax, Chicco, Evenflo, Playmates, Avent, Oshkosh
D	Carter's, Nature's Goodness, Church & Dwight, Arm & Hammer, Del Monte, Enfamil, Q-Tips, Vaseline, Chiquita
F	Johnson & Johnson, Aveeno, Coppertone, Disney, Baby Einstein, Pampers, Luvs
X	<b>Gerber, Nestlé, Nabisco, Pedialyte, Pediasure, Similac</b>

# 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.

## BEST CHOICE

### Seventh Generation

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

## BETTER CHOICE

### gDiapers

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

## WORST CHOICE

### Gerber (Nestlé)

- ☠ Baby formula human rights boycott<sup>48</sup>
- ☠ "Most Irresponsible" corporation award<sup>6</sup>
- ☠ Involved in child slavery lawsuit<sup>61</sup>
- ☠ Aggressive takeovers of family farms<sup>61</sup>