

Ethics – more than a sticker?

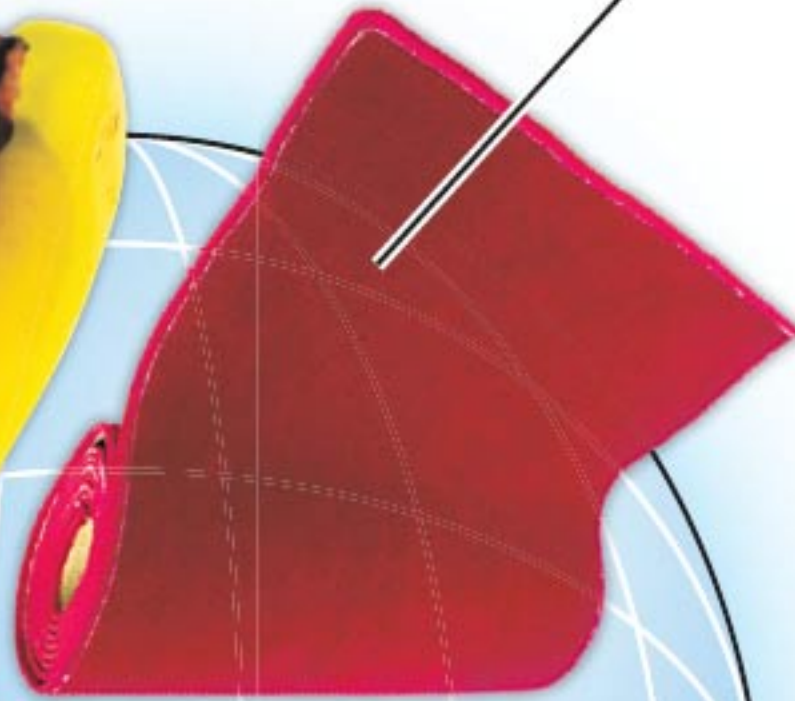
Bananas

Dole's "ethical choice" bananas are not certified by any fair-trade organisation but the company's New Zealand market manager Stephen Barton said British company Social Responsibility Solutions audited Dole's standards. A worker at one of Dole's plantations in the Philippines would earn around US\$20 (\$24) a week, he added, and the company provided schools and medical centres in the villages.



Woollen carpet

Wools of New Zealand's Laneve-branded carpets and rugs are made from wool that is traceable to farmers who are independently audited on social responsibility. Operations officer Craig Osborne said demand for ethically produced products was huge in Europe. AsureQuality independently audits local sheep farms, but company staff visit offshore factories.



Coffee beans

Derek Townsend, owner of coffee roaster Karajoz, said some importers were put off by the 2 per cent certification charge by fair-trade organisations and were choosing non-certified "fairly traded" coffee instead. But, he said, independent certification provided a necessary guarantee for consumers.



Cafes

Forty-three cafes around the country have signed up to the Conscious Cafes programme launched last week. Inspired by the Boy Scouts, cafes earn badges by meeting specific standards on recycling, sustainability, fair trade, and animal welfare.

