

THE GOOD GROCERY GUIDE

Being Good is Easy!

NEW GUIDE HELPS PERTH SHOPPERS USE THEIR BUYING POWER TO MAKE A DIFFERENCE

The Good Grocery Guide promotes ethical decision making in the Perth community. It has been released by local not-for-profit group The Concrete Organisation.

The Good Grocery Guide is a handy, pocket sized book and is accompanied by a comprehensive website. This is an exciting new resource for Perth.

WHAT IS THE GUIDE?

The guide features a supermarket product list with symbols to represent ethical criteria.

OZ OWNED & MADE **WA OWNED & MADE** **OZ OWNED ONLY** **PACKAGING**
GE FREE **ORGANIC** **CRUELTY FREE** **FAIRTRADE**

It also has facts and tips about ethical shopping and a directory of outlets. The guide gives readers the resources to make their own ethical choices when doing their weekly grocery shopping.

THE BACKGROUND

The Good Grocery Guide has been in production for two years by volunteers Anita Lumbus and Natalija Brunovs. Their vision was supported by Oxfam Australia who have provided funding for the printing.

They believe ethical shopping is a complex beast and means different things to different people.

“We consulted with a range of people and organisations at the beginning of the project,” says Lumbus. **“It became clear that people held their own values in relation to the issue, for example preferring organic products, purchasing from cruelty-free or vegetarian suppliers or supporting local producers. We capture this in the guide by highlighting these different aspects allowing people to choose products according to what they value most.”**

THE FUTURE

Brunovs says, **“The guide doesn’t end here! We need to keep our fingers on the pulse of what companies are doing as company activities are always changing, causing them to become more or less ethical, so we have the ongoing job of watching them and updating the website and future editions of the guide.”**

The Good Grocery Guide is available for \$4 at various outlets including Wembley IGA, FairGo Trading, (Brisbane St, Perth) and Kakulus Sister, (Market St Fremantle).

It can also be purchased from the website www.goodgroceryguide.org.au

