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Table 1. A matrix to illustrate the complexity of attempting to meet multiple values when food shopping: ‘can I get ‘values-for-money’ when buying everyday foods?’. A thought experiment in London

<i>Product examples</i>	<i>Fair trade¹</i>	<i>Labour / ETI²</i>	<i>Consumer data³</i>	<i>Organic⁴</i>	<i>Health⁵</i>	<i>Local / Food miles⁶</i>	<i>Package / waste⁷</i>
Chocolate	YES	YES	YES	some	NO	NO	?
Tea	YES	YES	YES	some	Depends	NO	?
Coffee	YES	YES	YES	some	NO	NO	?
Fruit juice	YES	?	YES	some	YES	NO	NO
Fish	NO	?	YES	some	YES	Mostly not	YES
Milk	NO	NO	YES	YES	If skimmed	YES	some
Bread	NO	some	YES	some	YES	some	few

¹ Fair trade is where a guaranteed amount, usually higher than market rates, goes to the primary producer

² Ethical Trade Initiative uses the international labour standards to ensure decent working conditions throughout the supply chain

³ Consumer data refers to whether the consumer knows where food comes from, what is in it, and how it got to the consumer...ie what the Co-op Responsible Retailing called its integrity

⁴ Organic means that the food has not been grown with pesticides, plus other standards off the land

⁵ Health refers to whether the food can usefully play a part in meeting a healthy diet as advised by WHO and UK Dept of Health / Food Standards Agency.

⁶ local / reduced food miles refers to ensuring that the food has as short and as energy-reduced distance between primary producer and end consumer as possible.

⁷ Packaging and waste refers to whether the food is highly packaged or packaged in a way that minimises its environment wastage or damage e.g. biodegradability

Table 2. Some ‘omni-standards’ or criteria by which a sustainable / ethical food system might be judged

<i>Issue</i>	<i>Omni-standard</i>	<i>Indicator(s)</i>	<i>Agreed or assured?</i>	<i>Relevant organisations (global, EU, national)</i>
Quality	Fresh	? Not frozen/chilled	?? No	Company defined
	Local	30/50 mile?	No	Farmers Markets. Some retailers have their own.
	Seasonal	Depends on plant variety	No	None
	Sustainable source	various	Various; eg. Yes for fish	Marine Stewardship Council. Marine Conservation Society (UK)
Social Justice	Animal welfare	Various	Emerging for different species/ conditions	World Society for Protection of Animals. Compassion in World Farming + Freedom Foods (UK)
	Fair trade	Fair-trade certification	Yes	European Fair Trade Association. Fairtrade Labelling Organisation (global). Fairtrade Foundation (UK)
	Work conditions	International and national conventions, eg on health & safety	Yes	International Labour Organisation, Ethical Trading Initiative
Environment	Climate change	Greenhouse gas emissions (GHGe)	Emerging	Eg. British Standards Institute & Carbon Trust’s PAS2050 (UK)
	Water	Embedded water	Emerging	WWF. Waterwise (UK)
	Land use	Eco footprint	Emerging	Various eg. Stockholm Environment Institute, WWF
	Biodiversity	Number of species per hectare	No for food. Yes for the ‘edge of field’	None for diet but eco-systems support covered by FAO, Kew Botanic Gardens, etc
	Organic	Many	Yes	EU standards. International Federation of Organic Agriculture Movements
	Soil	Soil health / erosion / loss	No	World Resources Institute. Sustainable Agriculture Initiative.
	Health	Safety	Pathogens, & contaminants	Yes
Nutrition		Macro nutrients	Not for labels	WHO. EU’s Eurodiet. National Food standards bodies
Cultural		Emerging on children eg ads	No	Mostly self-regulated. Political ‘hot potato’ in EU. UK opposed but Sweden has ban
Social determinants	Affordability	Minimum Income Standards	No (generally left to market forces)	Some countries have overt national standard (eg USA), others tacit (eg. UK)
	Access	Geo-physical e.g. distance to shops	No	Town planning regulations.
	Socio-economic status	Social gradients / Gaps between high and low income earners	No	Commission on Social Determinants of Health (WHO). EU indicators. UK commitments to reduce poverty.