

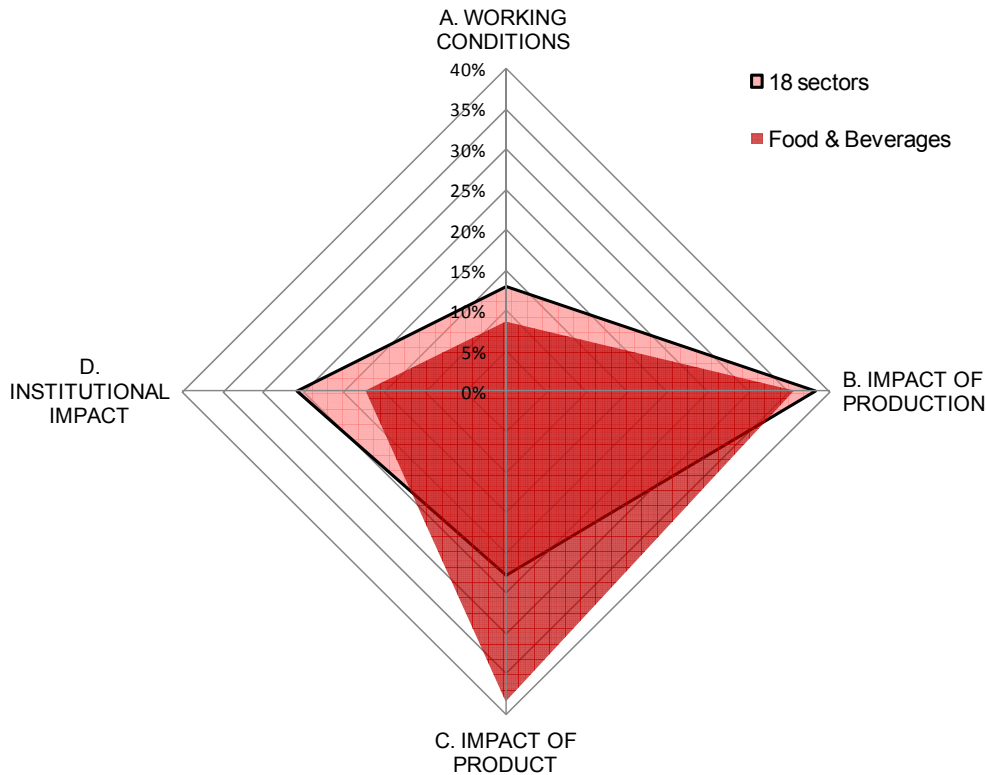
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### FOOD & BEVERAGES VS 18 SECTORS: GROUPS OF CRITERIA (NEGATIVES)

The radar chart and table below compare the distribution of negative news among the four groups of criteria for Food & Beverages with that of the other sectors.

Food & Beverages vs 18 sectors: news by criteria groups, Jan - Dec 2008



The Food & Beverage sector shows sensibly more negative news in group C. Impact of Product (+15%), reaching 38% of overall criticisms targeting. Differences by criteria are presented on the next page.

Again this expresses the impact of Monsanto's GMOs production and perceived risks on the human and the environment, as well as a need or demand for more information and transparency from the sector's companies (criteria 34. *Information to consumers*).

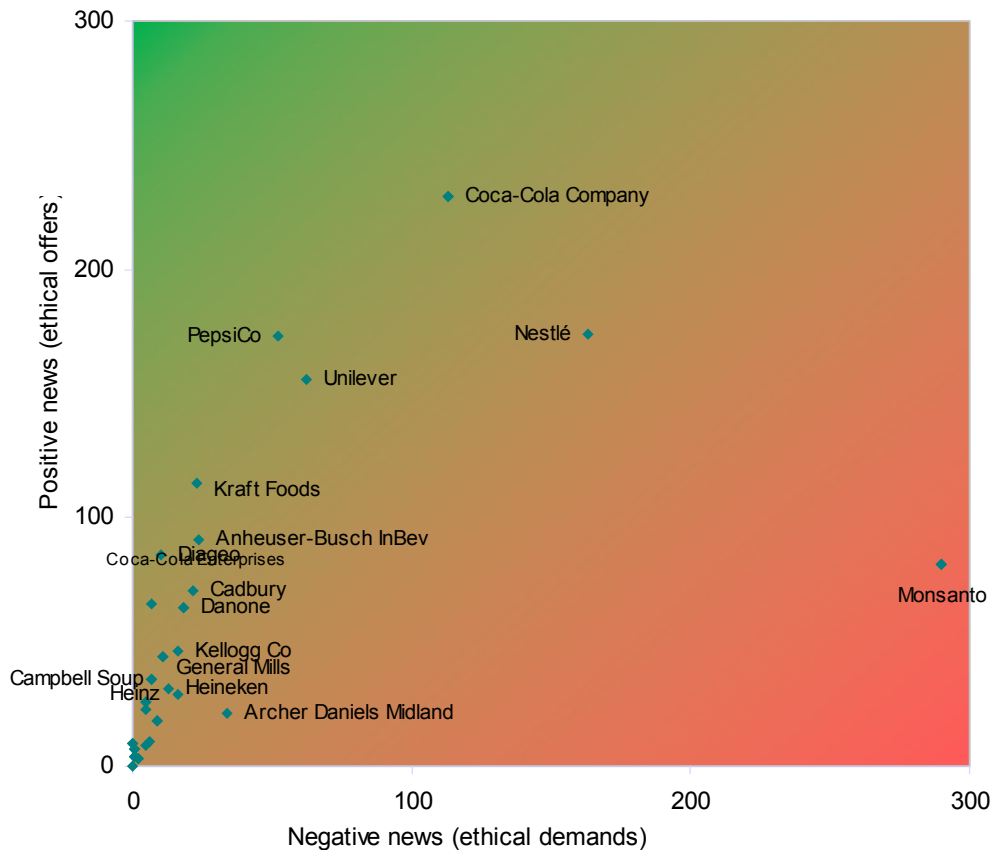
| Criteria group (negatives) | Difference | 18 sectors | Food & Beverages |
|----------------------------|------------|------------|------------------|
| A. WORKING CONDITIONS      | -4%        | 13%        | 9%               |
| B. IMPACT OF PRODUCTION    | -3%        | 38%        | 36%              |
| C. IMPACT OF PRODUCT       | 15%        | 23%        | 38%              |
| D. INSTITUTIONAL IMPACT    | -9%        | 26%        | 17%              |

## FOOD & BEVERAGE SECTOR – 2008 ANALYSIS

### COMPANIES IN BI-DIMENSIONAL SPACE – 2008

Below, companies have been placed in a bi-dimensional space according to the quantity of positive news (offers), on the vertical axis and to the quantity of negative news (demands) on the horizontal axis. This chart covers last year only (Jan - Dec 2008).

Food & Beverage sector: positive and negative news, Jan - Dec 2008



Top producers of positive news in Jan - Dec 2008 have been Coca-Cola Company, Nestlé, PepsiCo and Unilever, while Monsanto, Nestlé, Coca-Cola Company, and Unilever come first as for negative news.

The critical situations of Archer Daniels Midland and Monsanto reflect the challenges along the supply chain and the potential risks that lie in the sector for big consumer brands.

Last year both Coca-Cola Company and PepsiCo reduced their amounts of negative news, therefore moving into the green zone; Unilever experienced an opposite move.

### EVOLUTION OF CRITERIA WEIGHT WITHIN POSITIVE NEWS

The chart below shows criteria that have gained or lost importance during last year for the Food & Beverage sector within positive news.

#### Food & Beverage sector: changes within positive news last year (Jan - Dec 2008)



Criteria gaining weight within positive news in 2008 have been: 32. Waste Management, 11. Joint Venture, 1. Labour Standards, 10. International Presence and 13. Social Impact.

Major positive issues & keywords registered for the Food & Beverage sector in the Jan - Dec 2008 period were: Climate Change; Water; Packaging, waste, recycling; Energy; Carbon emissions; Community; Marketing Practices; Child issues; Health; CSR awards & rankings.

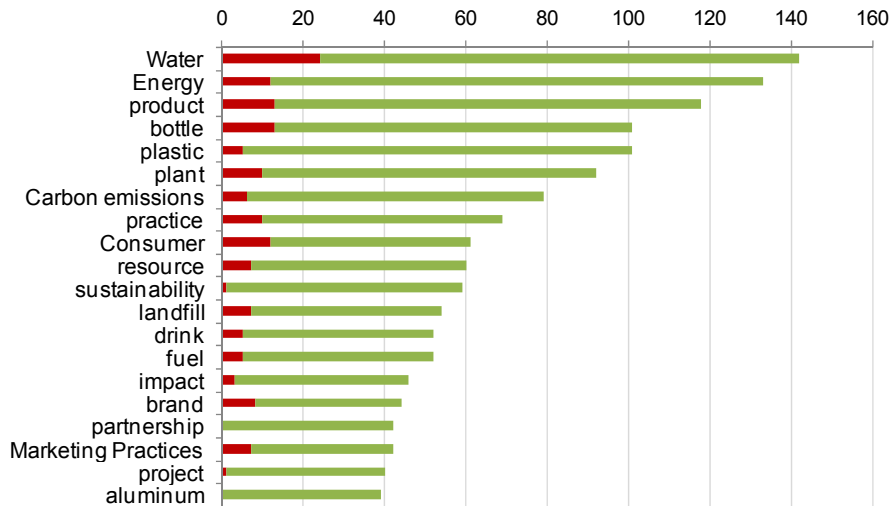
| id | Criteria                           | Change | Jan - Dec 2007 | Jan - Dec 2008 |
|----|------------------------------------|--------|----------------|----------------|
| 32 | Waste Management                   | 5%     | 6%             | 12%            |
| 11 | Joint Ventures                     | 2%     | 1%             | 3%             |
| 1  | Labour Standards                   | 2%     | 2%             | 4%             |
| 10 | International Presence             | 1%     | 4%             | 6%             |
| 13 | Social Impact                      | 1%     | 4%             | 5%             |
| 5  | Women                              | -1%    | 2%             | 1%             |
| 6  | External Working Conditions        | -2%    | 4%             | 2%             |
| 41 | United Nations Policy              | -3%    | 5%             | 2%             |
| 26 | Environmental Impact of Production | -3%    | 22%            | 19%            |
| 34 | Information to Consumers           | -4%    | 13%            | 8%             |

**PACKAGING, WASTE, RECYCLING**

The charts below express the quantity of news items registered regarding Packaging, Waste, Recycling by sub-issues and by competitors.

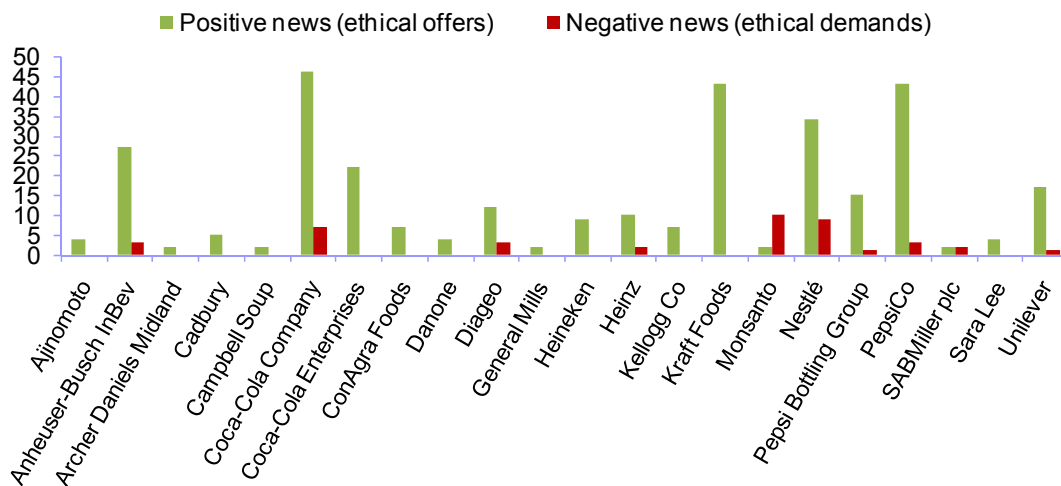
**Packaging, waste, recycling: Sub-issues & Keywords**

Packaging, waste, recycling: Sub-issues, Jan - Dec 2008



**Packaging, waste, recycling: Competitors**

Packaging, waste, recycling: Competitors, Jan - Dec 2008



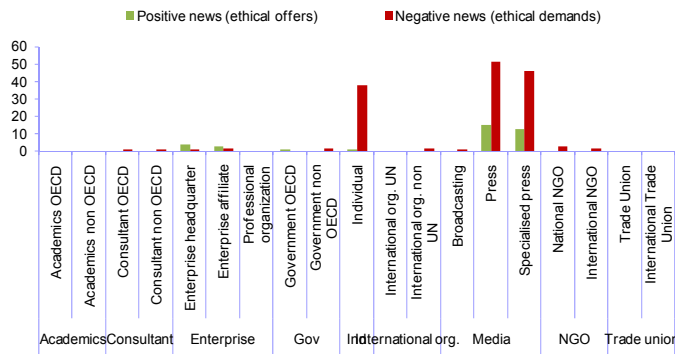
The issue of 'Packaging, waste, recycling' is one that offers a good opportunity for companies to prove their commitment to climate change mitigation. It was no surprise to see the most famous brands very active on the issue.

### 27. Product Human Risk

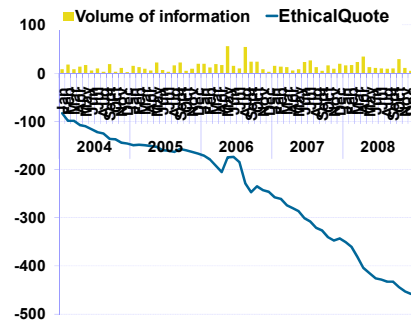
| Criteria               | Issues & Keywords   | Scores     | % total         | Trend     |
|------------------------|---|------------|-----------------|-----------|
| 27. Product Human Risk | Health, GMOs, drink, Legal issues, farmer, chemical, milk, Child issues, Nutrition, Marketing Practices | Positives  | 37 2%           | Future ↓  |
|                        |   | Negatives  | 152 17%         | Present ↓ |
|                        |   | EQuote/vol | -115/189 (-61%) | Past ↓    |

Criteria 27. Product human risk describes when a product or service is perceived to be risky to man or nature and when a company reduces such risks.

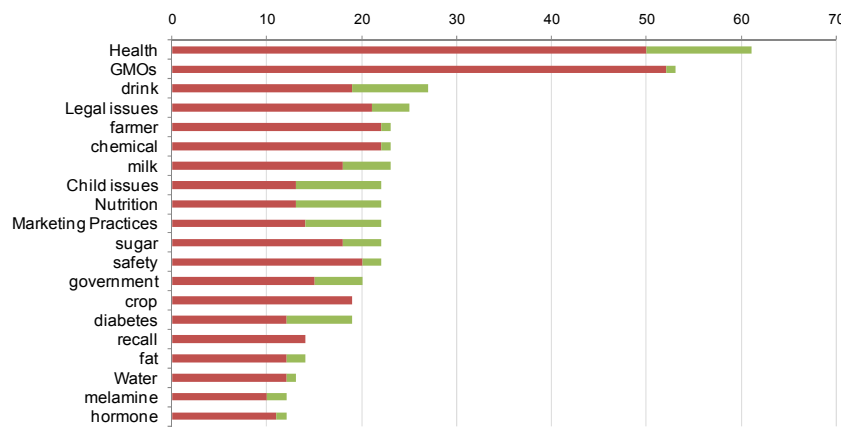
| Source groups   | History   |
|---|---|
| Food & Beverage sector: criteria 27. Product Human Risk, Jan - Dec 2008 | Food & Beverages: EthicalQuote and vol. on criteria 27, 2004-2008 |



Media echo (Media / Other sources Ratio): 2

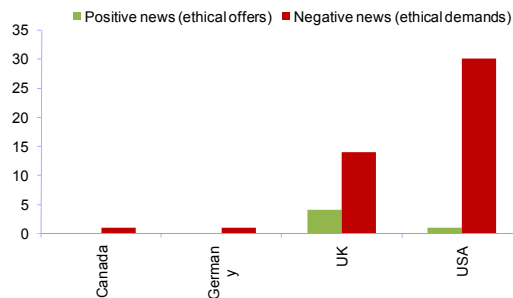


### Issues & Keywords



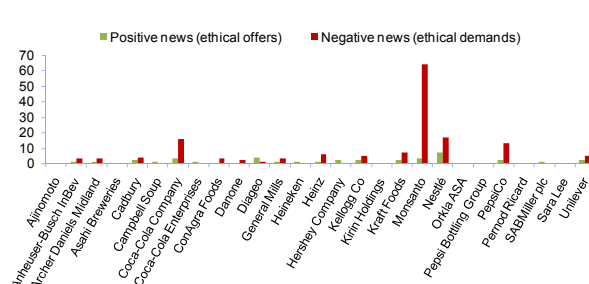
### Source countries

Food & Beverages: criteria . by source countries, Jan - Dec 2008



### Competitors

Food & Beverage sector: criteria 27. Product Human Risk, Jan - Dec 2008



## 5. ANNEXES

### Covalence Company and Methodology

#### Company

- > [About Covalence](#)
- > [Team](#)
- > [Clients](#)
- > [News](#)
- > [Products](#)
- > [Covalence in the News](#)

#### Methodology

- > [Methodology](#)
- > [Sources](#)
- > [Criteria](#)
- > [Universe](#)
- > [Publications](#)
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phone: +41 (0) 22 800 08 55.

### Original data

Data used for producing this report is available upon request. Price depends on the quantity of information used.