

Air Freighted / We Never Air Frieght



Even though it accounts for a tiny 0.1% of total food transport measured by distance and only 1% of food transport measured by weight, air-freight is responsible for 11% of Carbon Dioxide emissions from all UK food transport. People are beginning to worry about this, but air-freight is still the fastest growing form of food transport – its use has doubled since 1992. Air-freighting is unacceptable - not to mention unnecessary. As well as causing devastating damage to our planet, it relies heavily on oil. Oil is an ever-dwindling resource, that air-freighting is wasting. As it begins to run out, air-freighting will become economically unviable as well as environmentally unsustainable. Why not get used to life without it now, and do the planet a favour?

Beyond growing your own and generally trying to get your food supplied as locally as possible, you should opt for food transported by ship - using the above logos to guide you.

Marks & Spencer introduced the “air freighted” label in March 2007. It initially appeared on around 20 different food products such as beans, mangetout and strawberries. M&S boasted that this would rise to 150 by the end of the year - revealing a lot about their attitude. If they cared about the environment rather than their greenwash PR, M&S would adopt a policy of “Zero Air Miles”, making a positive environmental decision, rather than passing the buck onto consumers.

Other companies have adopted the “air freighted” logo, but as well as avoiding products with it stamped on, you’d be wise to support those companies that have adopted the “We Never Air Freight” stance. The logo above isn’t subject to profit-seeking copyright, but uses a ‘Creative Commons License’ to allow it to be protected and freely-shared at the same time (see creativecommons.org): “If you supply food with a no air freight policy on your produce then please feel free to use it” (www.flickr.com/photos/triplegem/1744465881).

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