

9th April 2008

MEDIA RELEASE

Wake Up Woolworths! – Billboard Campaign Begins

‘Wake up Woolworths’, that’s the message seen by thousands of Melbournians to and from work from tomorrow. The *Wake up Woolworths** campaign and the Pulp & Paper Workers’ Branch of the Construction, Forestry, Mining & Energy Union (CFMEU) will tomorrow unveil a massive banner at the union’s West Melbourne offices calling for Woolworths to ‘Earn some real green credentials’.

“We are taking the campaign to the people” said Alex Millar, Secretary of the Pulp & Paper Workers’ Branch of the CFMEU. “This banner is the opening shot in a billboard campaign, including mobile billboards to raise consumer awareness about Woolworths’ hypocritical environmental and social policies.

“Woolworths continues to source its Select Brand paper products from Asia Pulp and Paper (APP), a company with an appalling environmental, social and financial record. Woolworths is duping Australian consumers with its paper thin assertions of environmental and social responsibility.”

“If Woolworths was fair dinkum about its own claims they would dump APP and source their Select Brand products from reputable manufacturers” Mr. Millar said.

In August last year, after the CFMEU raised awareness of misleading labelling on the Select Brand tissue products which declared them to be made from ‘Sustainable Forest Fibre’, Woolworths removed them from the shelves only to return the same products to the shelves with the offending label stickered over. On this issue the spokesperson for the *Wake Up Woolworths* campaign, Tim Woods said,

“In an act of obvious disrespect to its customers, the public and Australian workers in the pulp and paper industry, Woolworths stickers over its sins whilst buying products from a company responsible for the deaths of endangered animals and Australian jobs.”

“Woolworths’ supplier, APP, is continually singled out for being responsible for massive deforestation in central Sumatra, which poses real and significant threats to the survival of Sumatran elephants and tigers. On top of that, APP has been called ‘Asia’s biggest single corporate disaster’ when it defaulted on loans worth more than US\$13.9 billion.”

“Woolworths knows its supplier is a disaster, but they continue to use them. Woolworths needs to wake up to itself and earn some real green credentials.” said Mr. Woods.

Contacts: Alex Millar, Pulp & Paper Workers’ Branch, CFMEU—0419 872 844
Tim Woods, Wake Up Woolworths—0419 352 869

*Wake Up Woolworths is a campaign partly sponsored by the Pulp & Paper Workers’ Branch of the CFMEU