



ENVIRONMENT ISSUES: Ethical Consumerism

Being an ethical or 'conscious' consumer includes knowing about where our products come from. Have you considered how the food and other goods you buy end up in your supermarkets and local shops? The process they go through to reach you is called the supply chain - as a consumer, you are the last link in this chain!

Read through the case study example on bananas in the fact sheet [Environment Issues - Ethical Consumerism](#). Using this as a guide, pick a product you would like to know more about. Research its supply chain components and how they relate to each other, and how a change in one area can ripple throughout the chain.

Activity 1

Prepare a five to ten minute presentation for your class about your findings. Consider what visuals you would like to use for your presentation to demonstrate all parts of the chain. After describing the supply chain of the product overall, present your thoughts on what would happen to this product if the supplier decided to drop the price. How would this affect the other components in the supply chain?

Activity 2

Your school can also promote ethical consumerism by becoming a Fairtrade School. Does your school have this certification? Create a plan for how your school could become Fairtrade certified. Where might you change things? See if you can present your ideas to your headteacher.