

Name:

Fair Trade and Ethical Consumer Choices



1. Can you find some examples of household products that use greenwashing? They might use pictures, words, or phrases that are misleading. Research online and find 2-3 examples. Write down the examples, and explain how they use greenwashing:

2. Find some items in the classroom or at home. You can also look online or look at something at the store (you don't have to buy it!). Fill in the table with the labels of the items you chose:

Item	Circle one: Fair trade Greenwashing Neither	Additional Notes	Cost
	Fair trade Greenwashing Neither		
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3. Is everyone able to access fair trade or environmentally friendly products? What are some reasons that a consumer may choose to buy something that is not fair trade or not as environmentally friendly?

4. What is an example of an ethical product that does not have a fair trade label?

5. Look at the ingredients label of any item or product. Do any of them look suspicious to you? Do any of them look safe? Explain.



Fair Trade and Ethical Consumer Choices: Teacher Copy

Question 1

Using the examples from the PowerPoint, guide students to find examples of real products that use greenwashing. Web search examples include “greenwashing products Canada”.

Products might include ingredients that harm the environment.

They might have practices that use child labour or other unfair labour practices such as inadequate wages or poor conditions for workers.

Products might donate to a charity to appear ethical while doing something harmful.

Ask students to include the pictures, words, phrases, or other tactics used for greenwashing.

Question 2

Student answers may vary.

Question 3

Students might say that fair trade and environmentally options are not available where they shop. Access might be easier in larger cities.

These products tend to be more expensive, so for many people and families, it is more challenging to fit those purchases into their budget.

On an individual level, it is important that people meet the basic needs for themselves and their families, so it is not always realistic to prioritize ethical spending.

Fair trade is one certification and not the only marker for an ethical product.

Question 4

Someone local who is growing a garden, hunting, fishing, or picking berries is also growing and selling food ethically. Their products may not include a label to show this.

Some small-scale companies and farmers cannot afford to go through the process to become a certified fair trade company, but they still use ethical practices. We can look beyond the initial impression of a label and learn more about the practices that a company uses.

Question 5

Student answers may vary. Students may list ingredients that they recognize as being safe, and names that they don't understand as being potentially suspicious.

Strange names, chemicals, and processed foods are common and something to be aware of.