

# Attempts to achieve food security: Ethical Consumerism

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By the end of the lesson you will be able to.....

- Describe Ethical Consumerism and give examples of this
- Investigate food waste and fair trade as ways of being ethical consumers
- Apply knowledge to explain how Ethical Consumerism can improve food security.

Would you eat these funky looking fruits and vegetables?

What is wrong with them?

Why don't you see these in supermarkets?

QUACK!

#CarrotLove

I'm a Straw-bear-y



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# DEFINE: Ethical Consumerism

Ethical Consumerism means choosing to buy goods that have been produced with minimal harm to people and the environment. It is also about how we use good - e.g. whether we throw lots of food away, how and where we chose to shop.

In what ways can we show Ethical Consumerism?

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Whilst watching these videos you will need to note anything that you can that shows;

- Food waste
- Ways to stop waste
- Food Security
- Impacts of food



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<https://www.youtube.com/watch?v=JMWnDPxmIKo> - interrupting shoppers

<https://www.youtube.com/watch?v=TH2Jt3jobsQ> - Hugh's war on waste Carrots

<https://www.youtube.com/watch?v=KIFNp88T2cA> - Denmark's Food Vigilante

<https://www.youtube.com/watch?v=JCGDWGoXi38> - The 'Help-yourself' fridge



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# How can we make food consumption more ethical?

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Using the information sheets create a set of notes in a way that suits you best to show:

- what the method is?
- how it works?
- What are the benefits of this?

**Reduce Waste**

About 1/3 of all food grown for humans get's lost or is wasted. This is 1.3 billions tonnes of food waste per year. Food is wasted at a number of different stages in the food supply chain (See diagram below).

**Ethical Choices to reduce food waste**

Buying Locally: Locally grown food is less likely to be wasted during transportation and also reduces the food miles (distance).

**Buy Fair Trade Products**

Companies who want to sell products labelled as "Fair Trade" have to pay farmers a fair price. This helps farmers in poorer countries to improve their quality of life.

**Growing and harvesting**

Food is lost when crops are damaged, animals catch diseases or fishing by-catch.

**How does it work and how does it benefit people?**

Farmers have to pay a small fee to join a Fairtrade co-operative (a group of farmers that work together). In return Fairtrade has many benefits for the farmers:

- Fairtrade gives a guaranteed minimum price for products, which means that foods have to be imported for all or part of the year.

**Buy Local and Seasonal Food**

**How does it work?**

Consumers can choose to eat more food that has been produced locally (e.g. choosing potatoes that have been grown on a nearby farm).

They can also eat seasonally - this means eating foods that grow locally at that time of the year (e.g. only eating strawberries in the summer, when they are grown in the UK).

In Swindon places like Millet's and Lotmead Farm offer a pick your own service to it's customers which allows them to only collect food that is in season. The wide array of home grown fruit and veg also extends to locally produced milk from the dairy farm, meat from local farms and crafts from the surrounding area.

Other examples include the Highworth Town Market on Saturday mornings which has a vast array of produce for sale from fruit and vegetables from two different local farms, local cheeses, sausages made from tri-counties pork, local butchers and delicatessens all promoting buy and eat locally.

**What are the benefits?**

Local and seasonal consumption reduces the amount of food that is imported, which reduces greenhouse gas emissions from transport. This makes it more environmentally sustainable.

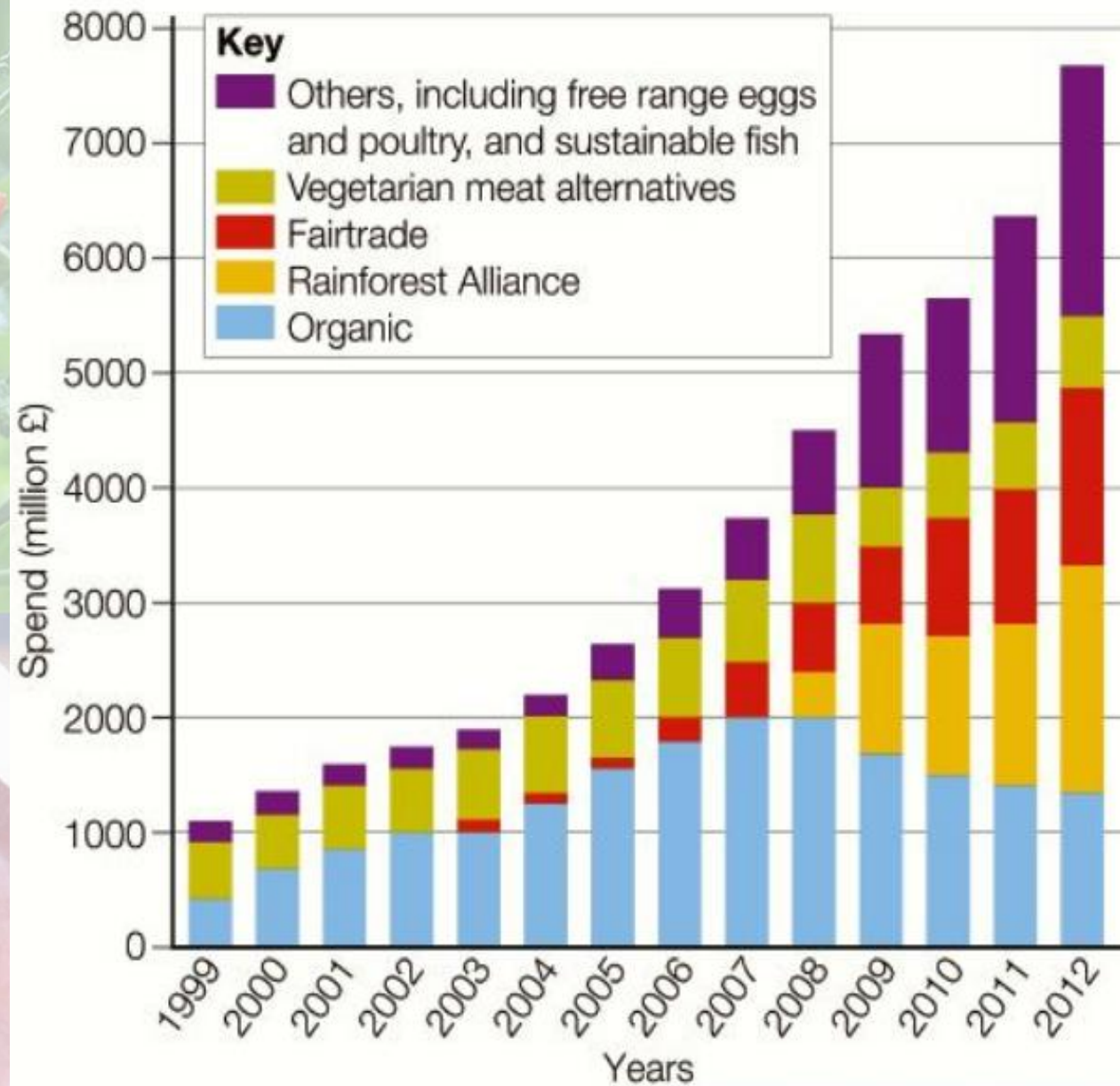
The benefits continue across all SEE categories as this increases the number of farms, which in turn provides jobs and improves local business opportunities at the same time as helping to ensure that the environment is protected and used solely for farming.

**EXTRA THINKERS:** Of these methods which one would you champion and why? Which one would be easiest to install in to ALL UK homes? Why?

## GRAPH ANALYSIS

This graph shows the changes of sales in ethical products in the UK.

- 1) Describe the change in spending on ethical products since 1999. Include statistics and refer to specific types of product.
- 2) Which ethical product type was most money spent on in 2012?
- 3) For what reasons do you think Organic has increased and then decreased overtime?



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**EXTENSION:** How would you improve this graph? Is it the best way to present this data?



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Using an example, explain how ethical consumerism can improve food security?

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.....

[6 Marks]



Read your partners report and give them some clear feedback on how they could improve on their work.

Think about content, the structure of their work, SpAG

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learning from  
today?

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# What are your feelings towards "Eating Ugly"?

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