

Candidate evidence

Discuss the ethical and environmental issues that consumers may consider when choosing food products (10)

- An environmental issue consumers may consider when choosing food products is food miles, because transporting food large distances uses a lot of fuel which will increase costs and means more global warming and carbon emissions. Also, the further food has to travel, the longer it spends in transit so resulting in a loss of freshness and nutritional value.
- Another environmental issues consumers may consider when choosing food products is organic foods because during growth, only animal and vegetable materials are used instead of synthetic chemicals and fertilisers so consumers may be more likely to buy organic foods as they will be less concerned about the synthetic chemicals having cancer causing properties.
- An ethical issue consumers may consider when choosing food products is Fairtrade because consumers will feel good knowing they are helping workers to be paid living wage which enables them to cover basic needs including food, shelter, education and healthcare for their families. The Fairtrade label is marked on food products therefore consumers concerned with the environment and working conditions in third world countries e.g. child labour will purchase these.
- Another environmental issue consumers may consider when choosing food products is Fairtrade because consumers who consider the environment will be more likely to purchase Fairtrade goods as they are believed to be a better quality of product. The producer has the advantage that they use environmentally friendly practises that manage and use local resources. This gives the local community an incentive to preserve their natural environments for future generation.
- Another environmental issue consumers may consider when choosing a food product is saving energy because consumers who use certain pieces of electrical equipment's e.g. microwaves, pressure cookers, can save some of the worlds resources as well as saving them money when cooking food.
- Another ethical issue consumers may consider when choosing food is cruelty free because many consumers feel concern about the welfare and treatment of animals during breeding e.g. battery hens. The freedom food label is designed to enable shoppers to recognise higher welfare products so are more likely to buy free range chicken eggs. E.g. products coming from farms which meet strict RSPCA standards with assured traceability from farm to fork so reassures consumers when choosing foods that can be traced to where it has been produced e.g. chicken.

- Another environmental issue consumers may consider when choosing food products is packaging that reduces pollution because packaging that has recycling symbols may encourage consumers to purchase it as it will show how and where to recycle the packaging. However, environmentally friendly consumers may not choose food products in modified atmosphere packaging as it cannot be recycled so can add to landfill sites.