

**Consumer Power – Reading task texts***Student A***Fairly traded MP3s**

Coffee, bananas and chocolate are the most popular and commonly known fair-trade goods in the UK, but other items - such as pet food, toothpaste and even MP3 players – are now being assessed by consumers for the impact their manufacture has on the environment and the ethnicity of the companies that produce them. The growing trend in ethical shopping is putting pressure on retailers to provide a wider range of ethical goods.

*Student B***How can you be sure you are buying ethical products?**

A new website – [ethiscore.org](http://ethiscore.org) – has been set up to give concerned consumers information about products and about the companies behind the brand names. It names and shames brands that do not 'embrace the ideals of the fair-trade movement' whilst rewarding those who do with a place at the top of their ethical league table. Rob Harrison, editor of Ethical Consumer magazine, which runs the website says it 'can act as an easy ethical shopping list, while making sure we keep companies with poor ethical records on their toes'.

*Student C***Other ways to do your bit**

Not only can the goods you buy be beneficial, but the way you pay for goods can contribute to ethical practices. Many charities now offer credit cards that benefit their cause as they receive funds for every card issued and a percentage of the money spent using the card. Some Internet Service Providers also give money to good causes if you sign up with them. Although there is still a long way to go before ethical consumption dominates the way we shop, it is a trend that looks set to continue. You too could shop with a guilt-free conscience.