

1 The ecological footprint and a purchasing decision

People living in Europe consume an average of 500 kg of food per year. This food consumption naturally also causes climate-damaging greenhouse gases. However, our eating habits not only contribute to anthropogenic climate change, but are also the cause of many other environmental problems. But what can we consumers actually do about it?



You are invited to a birthday party and have promised to bring a fruit salad. At home you realise that you have forgotten pears. In the supermarket, you stand in front of the fruit shelf and notice that a wide variety of pears are on offer. But which pears do you choose?

Deluxe Table pear 300 g 2,50€ Germany <i>Plastic mesh</i>	Pear Abate organic farming 500 g 2,50€ Argentina <i>Cardboard box/ Plastic film</i>	Our best Table pear OFFER 1 kg 3,50€ South Africa <i>Plastic box/ Plastic film</i>	ORGANIC - Pear 500 g 2,79€ Netherland <i>Paper bag</i>	Canned pear - 200 g 0,99€ South Africa <i>Tin can</i>
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Criteria	Weighting (1-3)	Deluxe Table pear		Bear Abate / organic farming		Our best table pear /offer		Organic Pear		Canned pear	
		Points	Value	Points	Value	Points	Value	Points	Value	Points	Value
Cultivation area											
Type of cultivation											
Packaging size											
Type of packaging											
Price											
Total											

- 1 Explain which pears you would spontaneously choose.
- 2 Evaluate the respective pear varieties with the help of the evaluation table. First weight the evaluation criteria by entering 1 to 3 points in the table (1 = not so important, 2 = important, 3 = very important). Then compare the individual pear varieties with regard to the evaluation criteria. The pear that best fulfils the criterion in your opinion gets the most points (maximum 5). The pear that fulfils the criterion the least gets the fewest points (minimum 1). Then multiply the points of your weighting with the points from the comparison of the pears and enter the respective values in the column "Value". Add up the values of each pear variety and you will get the result.
- 3 Compare your result with your initial spontaneous judgement and justify your current judgement. Discuss within the group!

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