



Two Minute Challenge: A Tale of Five Fire Trucks

You are beginning to budget for the holiday season, and you must purchase gifts for your three children. Your total budget for gifts is \$75, and although this is a bit of a stretch for you, you want to make the holiday season special. You have decided to purchase a toy fire truck, a gift they can all share, and will love to play with. You have the following options:

- **Brand 1 (\$100):** This truck is made in a local factory just outside your hometown; the product is high-quality and durable.
- **Brand 2 (\$60):** This company has faced repeated publicity about using lead paint on its products to save money. It has been previously cited for other health hazards, too. The company insists it has fixed all of its quality issues.
- **Brand 3 (\$60):** The manufacturer has faced repeated allegations of child labor violations at its overseas manufacturing plants. An advocacy group is leading a boycott of their products.
- **Brand 4 (\$60):** These trucks are produced in an Asian factory where environmental rules are clearly violated, though the rules are unenforced by the local government. There have been media exposes about health concerns in the surrounding area.
- **Brand 5 (\$75):** The U.S. based company that makes this truck has recently outsourced its manufacturing to a foreign subsidiary to save on labor costs. 5,000 American employees were laid-off. The company advertises (and it has been confirmed) that it follows all American standards for environmental and product safety standards.

Issues

Rules and Regulations

Questions

Support of local production

Your values and principles

Are the allegations about the manufacturing conditions for each product accurate/true?

Would you want your children working in these factories?

International standards

What values do you hold on child labor, health hazards, and environmental rules?

Paying more for higher quality goods

Health Codes

Does it only matter if you know the people? If you saw videos of production, or knew the families, would that change your view?

What affects you directly vs. what affects others around you

The law in the US and each country where the product is manufactured

Can you reallocate among your resources or is the \$75 a hard line?

Will your children recognize the differences? Will your children see why you chose the truck you did? Do you care? Can you find something else that would make a great present?





Resources

News, media outlets, online information

Friends, family members

Options

Make a choice among the products

Look at other product options

Reallocate in your budget

Other?

Takeaway Lessons:

- 1.) Every choice you make shows your support (or not) of your values;** if you're not willing to sacrifice for them, how important are your principles to you?
- 2.) There are tradeoffs in your choices;** what is the most important to you? How do you know which is your highest value in any given choice?
- 3.) Your personal background and experiences will influence the weight you assign to different elements.**

