

<b>Title of Lesson Plan</b>	What's in a Name
<b>Prepared By</b>	David Rowe
<b>City and State</b>	Ironwood, MI
<b>Grade Level(s)</b>	9-12
<b>Keywords (subjects covered)</b>	SFI (Sustainable Forestry Initiative)
<b>Brief Description</b>	As consumers we are constantly faced with choices. When we choose to buy one product and not another, there may be many factors involved in this decision. In this activity, the students will make a comparison between two products and determine which product would be the better "choice" in terms of cost, carbon emissions needed to produce and transport the product, and the forestry practices employed in the production of the product. In my class I will be comparing a box of toothpicks manufactured by "Diamond Brand" in Cloquet, Minnesota, to a generic box of toothpicks purchased from a local dollar store. No manufacturer is listed on the toothpicks from the dollar store and it only says, "Made in China."
<b>Total Time Required</b>	15 – 20 minutes
<b>Setting</b>	High School Biology
<b>Lesson Objectives/Goals</b>	The students will look at the monetary and ecological consequences of their choices as a consumer.
<b>Materials Needed</b>	One box of "Diamond Brand" toothpicks and one box of "Made in China" toothpicks. Pencil and paper for students.
<b>Standards Addressed</b>	<b>Michigan: B1.2B</b> Identify and critique arguments about personal or societal issues based on scientific evidence.
<b>Procedure</b>	Given the purchase price of each box of toothpicks, and the quantity of toothpicks in each box, the students will determine the price per toothpick and based on price, will determine the "better buy." Next, students will determine where the toothpicks were manufactured and based on this information, will answer the following questions: 1) In terms of carbon dioxide produced in the transportation of this product, which product will produce the most emissions of carbon dioxide?  2) Given: "Diamond Brands," the manufacturer of Diamond Brand toothpicks purchases lumber from lands that are managed with sustainable forestry practices and in some cases are SFI certified. Additionally, 30% of the wood imported into the

	<p>United States is illegally harvested, and China is the biggest culprit. China has been importing illegally harvested wood and wood cut without sustainable forest practices. This wood is then manufactured into a product and exported to other countries such as the United States.</p> <p>Given the above information, in terms of maintaining the forests, and their carbon sequestering ability, which product is more ecologically responsible to purchase?</p> <p>3) In terms of helping local communities and providing jobs in the United States, which product is the better buy?</p> <p>4) Given the price of the product and the social and ecological costs in purchasing the product, determine which of the two products is the, “better buy,” in terms of monetary and ecological cost. Support your answer with the things we have talked about in class.</p>
<b>Assessment</b>	Students will be assessed by their written and oral responses.
<b>Literature Cited/References</b>	Forestry tour statistics
<b>Forestry Tour Attended</b>	Lake States 2008

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