

Choosing a Sustainable Salsa

Salsa: _____

The Three Pillars of Sustainability are Economy, Environment, and Society. Economic factors might be (but are not limited to): jobs, work environment, profitability, human hours, prospects for growth, prospects for success into the future (long-term economic viability). Environmental factors might be (but are not limited to): air quality, water quality, impact on biodiversity, wildlife preservation, nature conservation. Societal factors might be (but are not limited to): diverse populations, equal opportunity, exploitation of labor, impact on people's health and well-being, lifestyle implications.

Use the information provided in your salsa Narrative to evaluate the sustainability of your salsa brand.

Rate each variable on a scale of 0 to 6 as follows:

- 6-Meets all of the criteria
- 5-Meets nearly all of the criteria
- 4-Meets most of the criteria
- 3-Meets some of the criteria
- 2-Meets few of the criteria
- 1-Meets almost none of the criteria
- 0-Meets absolutely none of the criteria

Calculate the average score of the four variables in each category, chart your Sustainability Score, and create a Triangle Graph.

Economy		
Criteria	Supporting Data	Score
The company is profitable. For a 6, this company should be one of the best sellers in the market and has the potential to keep up its success.		
This company shares their monetary success with the employees. For a 6, when this company is successful, all the farmers, manufacturers, laborers share in the benefits and profits of the success.		
This company's economic success benefits the local community. Statistically speaking, less money from the sales of global businesses gets filtered back into the local economy. For a 6, this company would have to buy ingredients locally, sell their product locally, and employ only local workers.		
Average Score		

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Environment		
Criteria	Supporting Data	Score
Carbon Neutrality: Examine transportation distances in order to infer carbon emissions. Greater transportation distances are likely to lead to greater carbon emissions. For a 6, the company should be Carbon Neutral.		
No harmful effects on water quality. Examine the pesticide and chemical use involved in making this product in order to infer the impact on water quality. For a 6, the company would not use any pesticides, chemicals, or synthetic fertilizers.		
Producing this salsa does not negatively impact land use. For this criteria, look at the waste stream. Land-fills require that natural/wildlife areas be transformed into a storage area for garbage. For a 6, the packaging is composted (not land-filled) and there is minimal waste involved with the production.		
Average Score		

Society		
Criteria	Supporting Data	Score
All the workers involved in producing this salsa are paid a living wage and have a comfortable work environment. For a 6 rating, all the farmers, manufacturers, producers, suppliers are paid fairly for their work and are not exposed to harmful chemicals during work.		
This product is accessible to the consumer (not overly expensive) and does not negatively impact the health and well-being of the consumer. For a 6, this product would be inexpensive, widely accessible, and healthy to eat (ie. Not high in fats and artificial ingredients).		
All the employees and laborers involved in making this salsa are seen as valued parts of this company and are in no way disposable and the community is seen as a valued part of the company. For a 6, this company treats the employees as part of their family and is concerned and involved in the community at large.		
Average Score		

Your Salsa:

Sustainability Score

Economy



Environment



Society



Triangle Graph

