

DO YOU THINK THAT PEOPLE HAVE REASON TO PROTEST OUR CONSUMER-DRIVEN CULTURE?



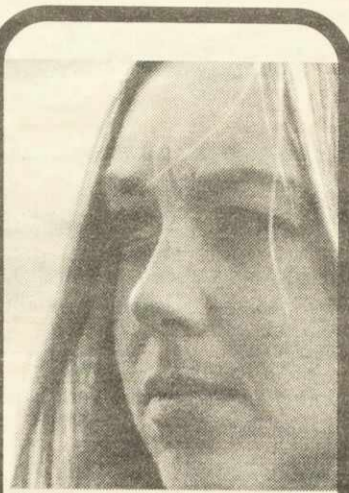
From the mouths of the masses

interviews by naomi fleschhut, photos by jennifer bethune



"Definitely. It may be fighting against a high tide, but it is a useful idea."

Elsbeth Wood



"Certainly. I am always distressed about how much money I spend in a day. It is also about being conscious of where products are coming from"

Caitlin Patrick



"I think that Buy Nothing Day is good to observe, but that its more about understanding where products come for every day of the year. It is important for the consumer to be educated about what they're buying and who they are supporting."

Allison Vuchnich



"No. People have to spend money. If you don't buy coffee, the coffee vender doesn't make a living."

Gord Danielson



"I work in retail, so I wouldn't want too many people protesting for too long."

Diane Billard



Hitler wore khakis.

What you may not have heard about these corporations...

by jay cleary

Foreground:

Nike — "Just Do it."

Maker of slickly advertised shoes and clothing

Background:

Unsafe and morally reprehensible worker conditions and child 'sweat shop' labour

Foreground:

Canada Trust — "Friends of the Environment"

Background:

Owned by Monsanto, the company which created DDT, Agent Orange, and 2,4-D, a toxic chemical ubiquitously used as a herbicide in North America. Monsanto is also one of the leaders in genetic engineering technology.

Foreground:

Irving — "The Tree Growing Company"

Background:

A monster Maritime corporation which deals in environmentally degrading petrochemicals and oils, while also contributing its fair share to the clearcutting of forests.

Foreground:

Phillip Morris — one of the world's largest food companies

Background:

Not only a huge manufacturer of highly processed, and highly packaged foods, but also the world's largest tobacco company.

* A foam coffee cup will sit in landfill for 500 years before biodegrading. *