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Files



Shortcuts



Contacts



Watch



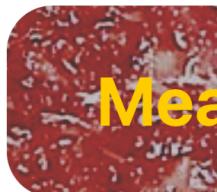
The Real Cost



The Full Cost



Food



Home Goods



Clothing



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Food Costs

TOMATOES

**Retail Price: \$4/lb
Full Cost Price: \$4.26/lb**

WHITE RICE

**Retail Price: \$1/lb
Full Cost Price: \$2.41/lb**

BEEF

**Retail Price: \$4.50/lb
Full Cost Price: \$9.80/lb**

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Full Cost Definition

Internal costs of production and marketing plus external costs of the environment as part of the cost of product or services is known as the full cost price. Most of the consumers pay only for the production and marketing costs but are never aware of the undisclosed costs towards the environment. Some ways to mitigate our impacts towards the environment is by taking steps to lower our ecological footprint as well as being aware of the environmental costs of products we purchase. We can choose to donate money to environmental restoration centers as well as taking individual action to support future generations and Mother Earth.

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What can I do?

- 1. Be More Conservative of What you buy**

- 2. Purchase food from local Farmers**

- 3. Do research on the sustainability of certain businesses and support the more sustainable ones**

- 4. Educate people around you on pressuring social/environmental issues**

- 5. Upcycle clothes around you/donate them instead of throwing them out**

- 6. Reduce, reuse, and recycle (duh!)**

- 7. Use more reusable items (Water Bottles, dishes, containers, etc.)**
