

**Answer Key: *The True Cost*--Viewing Guide**

1. As recently at the 1960's 95% of all our clothes were made in America, today that number is 3%.
2. Explain the term "Outsourcing".  
Allowing developing countries to make our clothing at a very low/ inexpensive/ unethical price.
3. Explain the term "Fast Fashion".  
Fashion changing rapidly at low prices each week rather than each season. Sales, new trends each week at big retailers
4. Describe what happened in the Rana Plaza incident.  
Tragic disaster of a building collapsing burying many workers inside in Bangladesh. Cracks in building were ignored. 1000 people killed.
5. Explain how the Rana Plaza incident could have been avoided.  
Owners could have taken responsibility to repair the buildings and not overcrowded the factory with workers.
6. Describe the characteristics of a "sweatshop".  
Low wage manufacturing with unsafe conditions which benefits the more developed countries.
7. Explain the term "Fair Trade".  
Fair trade is a consumer response designed to help producers in developing countries achieve sustainable and equitable trade relationships including a living wage for workers/farmers.
8. In Bangladesh 85% of garment factory workers are women.
9. Describe what is happening to cotton crops in terms of production and pesticide consumption.  
G.M.O -Genetically Modified Organisms. A weed eliminator is embedded in pesticides for a cotton field, via sprays or seeds. Modified crops.

10. Explain how the use of pesticides is affecting the local communities.

Soil impact, residual toxins  
BT cotton has a gene that's been added (to control a pest)  
Monsanto patents the seed  
Farmers cannot afford the seed  
Rise in birth defects + cancers

11. Studies suggest that the advertising/propaganda promoting the consumption of consumer goods has what kind of effect on the public:

Advertising makes people feel our needs will be satisfied by buying a product + fulfill our image/thirst for conforming.

More consumption = more thirst.

12. The average American throws away 82 lbs. of textile waste every year.

13. This is responsible for causing jaundice: chromium This chemical is also responsible for causing liver cancer.

14. Fashion is now the number 2 most polluting industry on Earth.

15. Explain how *fast fashion* is making consumers feel “rich” but they are actually “poorer”.

Things we need such as cars, homes, and education are expensive. But non-essentials are cheap, so people buy them more, making us poorer.

16. Write a review of this documentary film. Include answers to the following questions: What was surprised you? What was not surprising to you? What did you learn? Would you recommend this film to other people interested in the fashion/textile industry? Would you recommend this film to average consumers?

Responses will vary.