

Issue One: *Sustainable Development*

In industry, sustainable development means an approach to industrial production that can be maintained indefinitely without harming the environment, the society, and the country's economic prosperity.

Sustainable development means that producers and manufacturers are able to meet market demands, while at the same time

- reducing the rate at which they use natural resources
- reducing the amount of pollution they create
- decreasing the amount of energy they use
- providing enough products, such as food, to satisfy the needs of the population

Many see **biotechnology** as a means of achieving the goals of sustainable development. Biotechnology is the use of biological processes in industrial processes such as agriculture, as well as in the manufacturing of products.

Examples of biotechnology in action include

- the use of natural bacteria to replace harsh chemicals in the treatment and breakdown of waste material
- the use of natural bacteria to convert waste into useful materials or energy sources
- the use of pesticides derived from natural materials instead of harsh chemical pesticides, to control insects and other pests that devastate crops
- the replacement of fossil fuels and other non-renewable resources by renewable sources of **biomass**
- the replacement of harsh chemicals with biological organisms, such as bacteria, to speed up the chemical reactions used in the production of industrial products



On March 30, 2000, the Canadian Environmental Protection Act came into effect. It is an act that aims at “respecting pollution prevention and the protection of the environment and human health in order to contribute to sustainable development.” (The act can be viewed at [http://laws-lois.justice.gc.ca/eng/acts/.](http://laws-lois.justice.gc.ca/eng/acts/))

Issue Two: *Balance of Trade*

International trade involves the buying and selling of goods and services between countries. International trade has been present throughout much of history. The Silk Road was an ancient trade route between China and the Mediterranean Sea extending 6,440 kilometres; likewise, the Amber Road was an ancient trade route for the transfer of amber that led from Europe to Asia and back and from northern Europe to the Mediterranean.

Countries involved in international trade are usually involved in both the **exporting** (selling) and **importing** (buying) of goods and services. In 2007, Canadians imported goods worth more than \$395 billion and exported even more. In the same year, Canadian exports totalled more than \$440 billion. If exports exceed imports, the difference in these amounts is called a **trade surplus**. If imports are higher than exports, then it is called a **trade deficit**. Canada's trade surplus is very important because we must earn money from exports to pay for the goods and services that we buy from other countries.



Exports account for roughly one-third of Canada's total GDP and one in five Canadian jobs is tied to exports. Canada enjoys a considerable trade surplus with our number one trading partner, the United States of America, which absorbs about 80% of all Canadian exports each year. Canada is the largest supplier of oil, gas, uranium, and electric power to the United States of America. During 2007, due largely to a healthy trade surplus, Canada enjoyed good economic growth, moderate inflation, and the lowest unemployment rate of the previous 30 years.

Canada's Trading Partners

As you know, Canada is involved in international trade. Do you know whom we sell to and whom we buy from? What goods do we buy and sell?

Let's look at exports first. Canada's main exports are motor vehicles and parts, industrial machinery, aircrafts, telecommunications equipment, chemicals, plastics, fertilizers; wood pulp, timber, crude petroleum, natural gas, electricity, and aluminum. Who buys our goods? In 2006, the top ten countries that received Canada's exported goods were as follows (the percentage of exports is in brackets):

1. United States of America (81.6%)
2. United Kingdom (2.3%)
3. Japan (2.1%)
4. China (1.7%)
5. Mexico (1.0%)
6. Germany (0.9%)
7. France (0.7%)
8. Netherlands (0.7%)
9. South Korea (0.7%)
10. Belgium (0.5%)

Now, let's examine Canada's imports. Canada's chief imports are machinery and equipment, motor vehicles and parts, crude oil, chemicals, electricity, and low-cost consumer goods. From whom do we purchase these goods? In 2006, the top ten countries that Canada imported goods from were (the percentage of imports is in brackets) as follows:

1. United States of America (54.9%)
2. China (8.7%)
3. Mexico (4.0%)
4. Japan (3.9%)

5. Germany (2.8%)
6. United Kingdom (2.7%)
7. South Korea (1.5%)
8. Norway (1.4%)
9. France (1.3%)
10. Algeria (1.2%)

Take a look at the pen or pencil you are writing with and the tags on the clothing you are wearing. Where were they made? What countries did they come from?

First Nations, Métis, and Inuit Peoples, and Business and Industry

Over the past several decades, First Nations, Métis, and Inuit Peoples in Canada have come to play an increasingly greater role in business and industry in Canada. As a matter of fact, Aboriginal Affairs and Northern Development Canada (AANDC) operates a program called Aboriginal Business Canada (ABC). The aim of this program is to maximize First Nations, Métis, and Inuit Peoples' participation in the economy through business development. The program works with First Nations, Métis, and Inuit Peoples that live on-reserve, off-reserve, and in remote areas by offering financial assistance, business information, and support.

Outside of government, the Canadian Council for Aboriginal Business (CCAB) is a national non-profit organization aiming for full participation of First Nations, Métis, and Inuit Peoples and communities in Canada's economy. CCAB provides tools and resources to access First Nations, Métis, and Inuit Peoples as partners, employees, and customers. Each year, the CCAB awards outstanding First Nations, Métis, and Inuit Peoples' business leaders the Aboriginal Business Hall of Fame Award (which was designed by a Salish artist). The CCAB states that

Aboriginal business in Canada has come of age.... [we] believe that the time has come to recognize the first generation of great Aboriginal business leaders. These leaders have set the stage for the renaissance of Aboriginal business in Canada and will serve as role models for the generations who are following them.

Name: _____



Learning Activity 4.3

Industry and Trade, the World and You



1. Choose at least *three* terms listed below and complete a Word Map for each term by defining it in your own words, providing a synonym, using it in a meaningful sentence, and drawing an image that best represents the term.

Industry

International trade

Sustainable development

Import

Biotechnology

Export

Trade surplus

Inflation

Trade deficit

Unemployment rate

Term 1	Your Own Definition	Synonym	Meaningful Sentence	Representative Image
Term 2	Your Own Definition	Synonym	Meaningful Sentence	Representative Image
Term 3	Your Own Definition	Synonym	Meaningful Sentence	Representative Image

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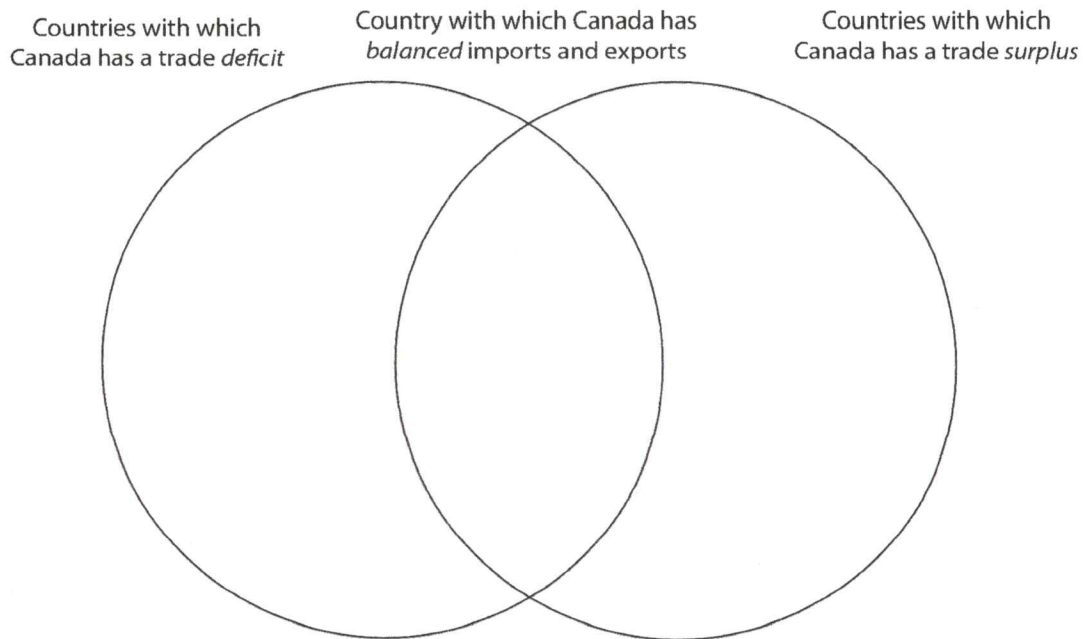


Learning Activity 4.3: Industry and Trade, the World and You (continued)

2. Name the top five countries to which Canada *exports* goods. Name the top five countries to which Canada *imports* goods. Complete the following chart to compare Canada's imports and exports.

Top 5 Export Countries	Top 5 Import Countries

3. Complete the Venn diagram to compare and contrast Canada's trade deficit, trade surplus, and trade balance.



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Learning Activity 4.3: Industry and Trade, the World and You (continued)

4. Every time we buy a product or service we are making a choice. Once we decide to make a purchase, we might have to make decisions based on the price, quality, colour, or other considerations. Many consumers are also interested in knowing where the product came from, how and under what conditions it was produced, as well as the environmental, economic, and human impact of its production. If we purchase a service, we may need to make decisions about the price, the quality, and from whom we will make the purchase. Following are several theoretical consumer choice situations for you to think about. Do your choices really matter? What should you do? What are the possible implications of your choices? Read each of the situations and respond to each of the questions in your own words.

- a) **Situation 1:** You plan to purchase some sterling silver jewellery from Mexico while on vacation. A family friend reminds you that these items are made from minerals that are mined in mines that cause the destruction of plant life in Mexico. You feel that one necklace is hardly going to destroy Mexico and that the people need jobs so you might as well buy the necklace.

What do you think? What are the economic and environmental implications if you buy just one necklace? Do our individual consumer choices matter?

- b) **Situation 2:** You are going to the corner store to purchase a chocolate bar. One of your friends objects to your choice of chocolate, saying that the manufacturer does not purchase its cocoa beans through the fair trade network and that its cocoa is produced without giving fair wages to the workers. Another friend says that since there are no cocoa plantations in Canada, there is no need to worry about where and under what conditions the cocoa is produced.

What do you think? Is it worth the trouble of looking for another place to go? What are the economic and social implications if you purchase a chocolate bar made by workers receiving low wages and living in poor conditions?

