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# Chapter 1 Marketing Is All Around Us

## Section 1.2 The Importance of Marketing

### Green Marketer Activity: Trustmarks: Green Seals of Approval

**Directions** Choose a trustmark, such as Green-e, Fair Trade Certified, Rainforest Alliance Certified, Cruelty Free (Leaping Bunny Certified), or Forest Stewardship Council Certified. Research this trustmark and answer the following questions.

1. What organization awards this trustmark?

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2. How is the organization funded?

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3. What does the trustmark represent?

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4. What are the criteria, or standards, for awarding the trustmark?

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