

a different view

a manifesto from the Geographical Association



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Producers and consumers: who gets what, where and why?

This family shows us two worlds – the majority (producers) and the minority (consumers). Many people around the world are identified by the work they do – not the work they necessarily choose, but must do to survive. The majority world is still devoted to production and most jobs are of this kind. Often this is food production, but today even in the majority world most people live urban lives, with some of the world's great producer economies, like China, India and Brazil, making vast quantities of manufactured products for the global market.



Other people are more closely defined by their consumption – the minority world, whose inhabitants possess the majority of the world's wealth. Shopping and tourism are massive occupations almost totally oriented to encouraging and servicing consumption.

Of course, we should not polarize the world quite so starkly: human beings have multiple components to their lives, and most of us are producers and consumers. The point is that geography enables us to study patterns of production and consumption – and its impacts.

Who gets what, where and why? This is an *enduring* 'big question', which brings us close to some of the moral and ethical issues of our times.