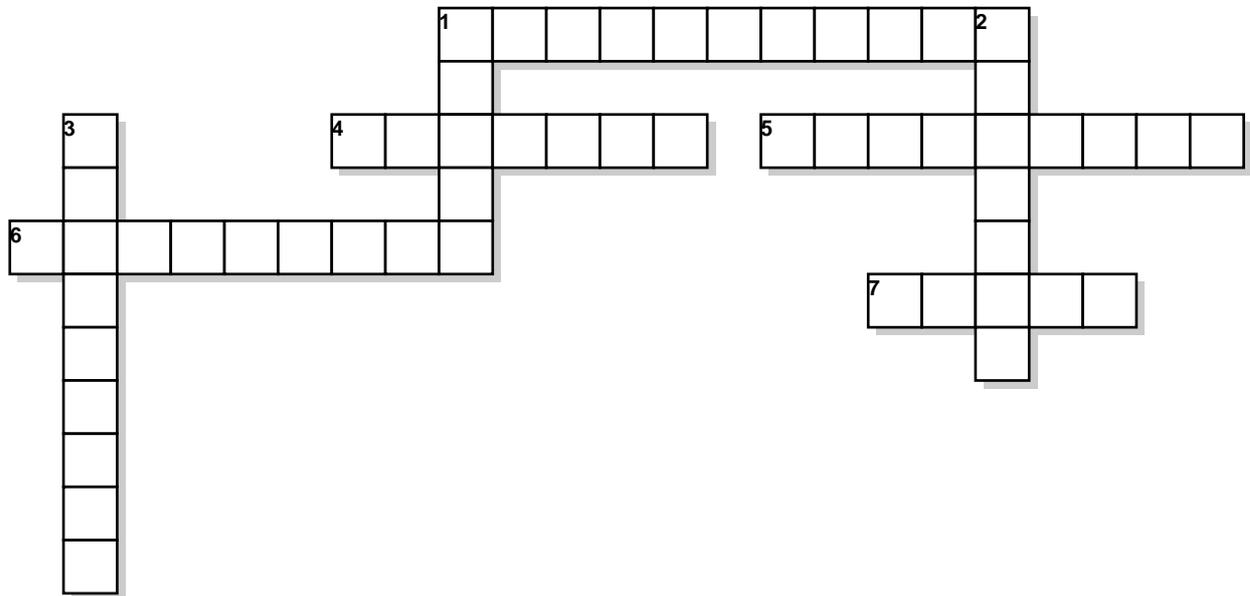


McCain Foods



Across

- 1 able to continue over time without reducing resources for future generations
- 4 standards of value and performance that meet or exceed customer needs
- 5 the costs of running a business, eg rent, salaries, heating
- 6 the distance food travels from time of production to reaching the consumer
- 7 a name or symbol used to identify a specific product or company

Down

- 1 one of the product categories on the Boston Matrix
- 2 guided by moral principles and accepted rules of behaviour
- 3 used to alert consumers to goods and services

Possible Answers:

Brand , Ethical , Food miles, Overheads , Promotion , Quality , Stars , Sustainable