There are many different ways to try to bring about an end to the harms involved in the production of consumer goods. In this article I will start at the bottom, with the individual whose ordinary choices about how to travel, what to eat, what to wear, where to shop, and which policies to support all cause her to confront the possibility of involvement in these harms to the environment, nonhuman animals, and persons.

Having dismissed the claim that an individual has a straightforward duty of justice not to consume unethically produced goods, in the second section I map out a few different approaches, all of which I take to be promising avenues for generating duties in individuals to consume ethically. I argue that the last approach is the most promising and spend the third section of this article developing it. Specifically, I argue that as a first step in collectivizing to act against unjust global labor practices, an individual ought to signal to others her commitments to ethical consumption. In section four I ask whether some signals are too cheap to function as a step toward collectivization, and defend the deliberate consumption of only ethically produced goods as a moderately costly and therefore reliable signal. In the last section I consider a challenge to the proposal in terms of whether it imposes unacceptable costs on consumers.