



The Not Quite Crunchy Parent

Not quite crunchy, not quite mainstream...news, tips and information for parents in the middle.

Thursday, February 28, 2008

[Eco Toys For 2008 – Are They Really?](#)

As I discussed [here](#), Toy Fair, the annual event where manufacturers introduce new toys for the year, just wrapped up in New York City. What happens in New York for a few days in February influences the types of decisions that parents will be making when purchasing toys later in the year.

One of the big themes for this year was environmentally friendly and eco toys. A number of manufacturer have jumped on the bandwagon with eco offerings which...may end up being confusing for parents.

Is a toy environmentally friendly just because it comes in recycled packaging – even if it's obviously over packaged?

Is a battery operated toy eco if it's fair trade – even though batteries are notoriously bad for the environment?

Just because it's made from recycled materials is it really good for my child – even if it has a violent/sexist/unhealthy theme?

Watch out for absurdity this year as manufacturers do their best to jump on the eco bandwagon. It's good that everyone is getting a bit more aware of the environment and making incremental changes for its benefit but, just because it's eco doesn't mean you should buy it for your child.

Here's a list of a few of the eco friendly toys shown at Toy Fair. Should you buy them? What do you think?

12. **Xeko trading card game** - teaches kids about the earth and it's inhabitants. The Xeko trading card game has themes like Mission Costa Rica, Indonesia and Madagascar and features recycled packaging.