

LO: To understand the benefits of Fair trade.



What influences what we buy?

When you go shopping what factors influence your decision to buy?



Do you ever think about the people who farm the materials?

Friday, 26 June 2020

Title: Fair trade



IDENTIFY what is meant by fair trade.

EXPLAIN the benefits and importance of fair trade.

EVALUATE if fair trade is a good solution for farmers in developing countries.

What is fair trade?

Task:

Watch the video clip and write a definition of fair trade in your book.

<https://www.youtube.com/watch?v=-XbP4cn8xhU>

WAGOLL:

Fair trade means that the producer receives a guaranteed and fair price for their product regardless of the price on the world market. This means their quality of life should improve.

"Before we leave for our jobs we are already indebted to more than half the world."

- Martin Luther King



Cocoa is the essential ingredient for our **chocolate**.

... 70% of the world's **cocoa** beans come from four West **African** countries: Ivory Coast, Ghana, Nigeria and Cameroon. The Ivory Coast and Ghana are by far the two largest producers of **cocoa**: together they cultivate more than half of the world's **cocoa**.



Who is involved in the creation of a chocolate bar?

Plantation worker



Plantation owner



Task:
Look at the following roles. What do you think each of them do in the creation of a chocolate bar?

Producers



Importers and shippers



Supermarket



Where does our money go?

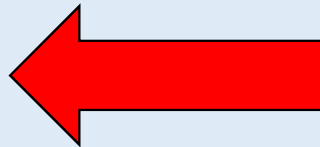
In the UK the average chocolate bar can sometimes cost £1! But who gets what?



Plantation worker	8p
Plantation owner	12p
Producer	25p
Importers and shippers	17p
Supermarkets	38p

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So is this distribution of money fair?
Write one sentence in your book explaining why this isn't fair.



Is fair trade better for all?

Choose a Task:

Look at the tasks on the following pages and choose one to complete in your books.



Is fair trade better for all? Task 1

Write a persuasive letter to a chocolate company to persuade them to use fair trade cocoa beans.

Dear Nestlé,

My name is and I am writing to you to ask you to use fair trade cocoa beans in all your chocolate. I am asking this because

*Now write about a plantation workers life - working conditions etc.
Then write about how Fair trade makes people's lives better. IN DETAIL.
Now discuss the chocolate - Fair trade chocolate tastes pretty good!*

I hope you take notice of this letter, many thanks for your time.

Yours Faithfully....

Is fair trade better for all? Task 2

Match each person with their role in the production of coffee. Then, sort the roles into the correct order to get the coffee from the bean to the shop!

Can you guess how much each person would make if a jar of coffee costs the consumer £2?

Profit from £2 =	Profit from £2 =	Profit from £2 =	Profit from £2 =	Profit from £2 =	Profit from £2 =

Retailer	Picker	Manufacturer	Exporter	Roasters	Plantation Owner
I buy machinery for the plantation and pay the pickers. I pay for fertilisers to increase harvests.	I use the roasted coffee to make instant coffee powder. I pay for workers, machinery, product development, packaging and advertising.	I process the coffee beans by roasting them and grinding them. I pay for workers, machinery and heat for roasting the beans.	I work 10 -12 hours a day. I pick the coffee beans. I also make sure the plants are fed and watered.	I transport the coffee beans by cargo ship. I pay for fuel and any loads that are lost or damaged on the journey. I also pay fees for the ship to stop in a port.	I sell the coffee to consumers. I pay for staff and the running costs of the store. I am also responsible for advertising and any losses if stock isn't sold.

Is fair trade better for all? Task 3

Design a poster for a fair trade product (new or already existing) to try and persuade consumers to buy it.

What information might you include?
What persuasive words would you use?
What images might you include?
How much does the product cost?

Don't forget to include the Fairtrade logo!

