

A question of Fairtrade

Literacy

The rules of international trade favour rich countries over poor countries.

Yet for its industry and consumption the north is dependent on commodities from the south. In return, many in the south rely on selling basic goods, such as coffee, tea, cocoa and cotton for their livelihoods.

However prices for these goods fluctuate widely, and working conditions are often bad, with low wages, poor health and safety and no job security.

The injustices of world trade are highlighted by the activities in this pack. Fairtrade offers an active way to combat these injustices and promote social justice.

What is Fairtrade and why should we support it?

Fairtrade products ensure a better deal for third world producers guaranteeing them a minimum fair price for products which is always above the world price, fairer wages, and decent working conditions. It enables consumers to declare their support for the principles of social justice in trade with Producers in the Developing World.

How can we know if it is a Fairtrade product?

Look out for the Fairtrade *Mark* on the packaging of hundreds of different products from teas, coffees and chocolates to clothes, shoes and footballs.

Does Fairtrade really make a difference?

The Fairtrade *Mark* is only awarded to producers that meet specific requirements as outlined by the [Fairtrade Foundation](http://fairtrade.org.uk) [fairtrade.org.uk]. The producers must show democratic organisation, allow participation in a Trade Union, and guarantee good housing and health and safety standards. There must be no child labour and production techniques must ensure environmentally sustainable practices.

What products can we buy which are fairly traded?

There are now over 4000 products available in the UK that carry the Fairtrade *Mark* and more Fairtrade products are becoming available all the time.

Where can we buy Fairtrade products?

Most supermarkets now sell *Fairtrade* products as well as Oxfam shops and Traidcraft. Look out for shops near you which are members of BAFTS (British Association for Fairtrade Shops). *Fairtrade* products are also available from some catering suppliers.

Essential meaning in text using non-fiction information source	Literacy Fairtrade	
A literacy activity exploring the life of a cocoa farmer in the South	45 mins	Year 3 and 4

Activity notes for teachers

This activity enables children to identify the important points in a short non-fiction passage that presents them with a few details on the life of a cocoa farmer in Ghana. The activity could provide an opportunity to revise and extend note-taking while the passage is read to them.

Children should have the opportunity to discuss the main points raised by the passage before writing a summary. This discussion can also provide an opportunity to identify the links and connection between their own lives and those of other people in different parts of the world.

The activity also provides an opportunity for introducing the children to Fairtrade products, and particularly Divine chocolate. This is produced by the Day Chocolate Company which uses cocoa beans from the 'Kuapa Kokoo' co-operative, an association of 30,000 small-scale cocoa growers in Ghana. The farmers are paid a guaranteed premium above the world market rate for their cocoa beans, which means that money is ploughed back into village communities.

Other suggested activities focusing on Divine chocolate:

- A blind tasting competition between Divine and a well known established brand
- Discuss a slogan used for Divine chocolate: *Heavenly milk chocolate with a heart* and consider why it has been chosen. Ask children to think of alternative appropriate slogans for Divine chocolate
- Further chocolate activity ideas can be found on the back page

The literacy activity in this leaflet comes from the OXFAM pack: [Making a meal of it!](http://tinyurl.com/makingameal) A photoset and activity pack for 7 to 11 year old, looking at food issues around the world. (Oxfam GB 1998) [<http://tinyurl.com/makingameal>]

Extract for text level work

Akasuwa's story

Akasuwa is a cocoa grower in Ghana. This is her story.

'My name is Akasuwa Asantewaah. I am 43 years old and I am a farmer. I am married with eight children. Two of them go to school. The others have finished school but they have not found jobs.

I did not go to school. I was helping my mother on the farm from the age of ten. My mother taught me everything about farming, from sowing to harvesting. Now I grow cocoa to sell but also vegetables to feed the family: banana's to cook: maize; cassava; spices and lots of other things.

I have a mixed crop farm and the different crops I plant help each other to grow well- for example the larger ones help to shade the smaller ones from the hot sun. Of course as well as farming I also have lots of work to do in the house. I clean the yard, wash the clothes, and cook every day.

Growing cocoa to sell is very important to my family. We can earn a little money for the clothes, for the children's school fees, things for the house, and other basic things.

Harvesting cocoa is hard work. When the cocoa pods are ready they turn yellow. We cut them from the trees with knives on sticks. Then we cut the pods open and take the beans out. We cover the beans with banana leaves and leave them for five days. The beans then get another colour and taste – this is called fermentation.

After fermentation we carry the beans to the drying mat in front of our houses and leave them to dry in the sun. We turn them from time to time so that they get dried out on all sides. After that we put the beans in bags and they are taken by lorry to the coast to be sold abroad'.

Simply Divine!

Akasuwa has a better life than many cocoa farmers. She sells her cocoa to a Fairtrade organisation. The cocoa beans she sells go to make Divine chocolate, available in many UK retail outlets.

Find out how buying Fairtrade chocolate helps people like Akasuwa have a better life



Chocolate

Chocolate is one of the most popular foods in the Western world. It is dependent on a supply of cocoa from developing countries. Yet, ironically, most cocoa farmers have never tasted a manufactured bar of chocolate.

Our appetite for chocolate continues to grow: the best selling chocolate bar in the UK, *Kit Kat*, is consumed at the rate of 50 every second! On average £40 is spent per person per year on chocolate in the UK. Yet just three companies, Nestlé, Mars and Cadbury's are responsible for over four fifths of all chocolate sales in the UK.

Fairtrade chocolate sales in the UK is are growing rapidly. Between 2008 and 2011 Fairtrade chocolate sales increased more than ten-fold. Companies like *Divine* led the Fairtrade chocolate revolution in the UK. Cadbury's, Nestle and Mars are now following suite and introducing Fairtrade cocoa into many of their popular brands. *Kit Kat*, for example, is now made using Fairtrade cocoa.

	Knowledge and Understanding		Skills		Values and Attitudes
<input checked="" type="checkbox"/>	Social justice and equity	<input type="checkbox"/>	Critical thinking	<input type="checkbox"/>	Sense of identity and self-esteem
<input type="checkbox"/>	Diversity	<input type="checkbox"/>	Ability to argue effectively	<input checked="" type="checkbox"/>	Empathy and sense of common humanity
<input checked="" type="checkbox"/>	Globalisation and Interdependence	<input checked="" type="checkbox"/>	Ability to challenge injustice & inequalities	<input checked="" type="checkbox"/>	Commitment to social justice and equity
<input checked="" type="checkbox"/>	Sustainable development	<input checked="" type="checkbox"/>	Respect for people and things	<input type="checkbox"/>	Valuing and respecting diversity
<input type="checkbox"/>	Peace and conflict	<input type="checkbox"/>	Co-operation and conflict resolution	<input type="checkbox"/>	Concern for the environment and commitment to sustainable development
				<input checked="" type="checkbox"/>	Belief that people can make a difference

Essential meaning and letters with real purpose	Literacy Fairtrade	
A literacy activity exploring the benefits of Fairtrade	45 mins	Year 5 and 6

Activity 1: Essential meaning in text

Akasuwa is a cocoa grower in Ghana. She explains why she sells her cocoa beans to a Fairtrade organisation.

- Using Akasuwa's statement children can consider which words could be removed without damaging the meaning. They can identify the essential points in the statement that are necessary to explain the advantages of Fairtrade.
- How could the sentences be reorganised so that the meaning of what she says remains the same?
- Children could also consider the other statements about Fairtrade. How could these be changed without changing the meaning?

Akasuwa's statement comes from the OXFAM pack: [Making a meal of it!](#) A photaset and activity pack for 7 to 11 year olds, looking at food issues around the world. [<http://tinyurl.com/makingameal>]

Activity 2: Letter writing with real purpose

The general aim will be to write a formal letter to a supermarket manager demonstrating support for Fairtrade products and reasons for that support.

An initial investigation could be carried out by children to see if they can find any Fairtrade products in their local supermarkets. This would enable them and others they shop with to become accustomed to looking for the Fairtrade Mark. It will also determine the type and content of the letter.

The letter could take one of the following forms:

- Congratulating the supermarket for stocking its range of Fairtrade products, encouraging them to stock more and reminding the manager of their importance in ensuring greater social justice;
- Urging the supermarket to stock Fairtrade products if it is known not to be doing so, explaining why this is so important;

- Asking the supermarket whether they stock Fairtrade products or whether they intend to in the future, again emphasising the importance of doing so.

Children can use the statements and information below to help them in drafting a letter.

<p>Akasuwa, a cocoa grower in Ghana, says: <i>“Why do I sell my cocoa to Fairtrade organisations? Because they are honest and fair and do not try to cheat us. They give me a good price and pay me straight away. They also share what they make with us and every year the farmers earn a bonus. So now we are better off and can afford to spend a little more on the children’s school fees and other basic things.”</i></p>	<p>What is a fairly-traded product? Oxfam Fairtrade Company uses the following criteria to check it is buying fairly-traded foodstuffs.</p> <p>The producers of Fairtrade products should:</p> <ul style="list-style-type: none"> • Receive fair wages • Be able to meet to discuss important issues • Not be discriminated against or exploited • Enjoy reasonable working conditions • Take care of the environment 	
<p><i>“We used to travel eight miles in search of water. Because of Fairtrade and the premium it gives, we have built a well and a pump in my village. Teachers used not to accept the posting, because of the lack of water. Now we have a well we have two teachers for the village school.”</i></p> <p>Kojo Tano, a cocoa farmer from Ghana</p>	<p><i>“In five years there have been very positive changes in our villages. We have been able to improve housing and medical facilities, but most importantly, parents can now afford school books for their children. As our children become educated that makes for a better future for all of us.”</i></p> <p>Cayetano Ico, cocoa farmer</p>	
<p><i>“We didn’t make enough money to live on before. Now we get a better price and the money comes directly to us. I can buy more food. I can support my daughter at university and take care of my son.”</i></p> <p>Bertilda Gamez Peres, a coffee farmer</p>	<p><i>“Fairtrade is one way in which we can help to make the world a fairer place for everyone.”</i></p> <p>Helen Carey, Chair of National Federation of Women’s Institutes</p>	<p><i>“We would like to thank you for giving us a fair price for our cocoa harvest, so we make sure that you always get the ‘best of the best’ beans for Divine milk chocolate.”</i></p> <p>Yaa Afra, Kuapa Kokoo Farmers Association, Ghana</p>

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Activity and Action Ideas

- Examine the wrapping of a well-known brand and compare it with that of a Divine chocolate bar wrapper. Ask children to list the similarities and differences between the wrappers.
- Ask children to name and design a wrapper for a Fairtrade chocolate bar. What features should the wrapping contain? (Attractive eye-catching wrapper, ingredients, Fairtrade Mark, contact address of manufacturing company and information inside on the benefits of purchasing Fairtrade products).
- Design a poster advertising Fairtrade chocolate.
- Give a bar of Fairtrade chocolate to a friend and explain why you have chosen Fairtrade chocolate.
- Ensure your school tuck shop stocks Fairtrade chocolate
- Become a Fairtrade school ensuring that Fairtrade is embedded in the school ethos and curriculum. Find out more about the [Fairtrade Schools Award](http://tinyurl.com/ffschools) from the Fairtrade Foundation. [http://tinyurl.com/ffschools]

Staffroom action on Fairtrade

The most obvious practical way that a school can demonstrate its commitment to Fairtrade is by ensuring that all tea and coffee in the staffroom is fairly traded. See the list of Fairtraders for details of the extensive list of suppliers of Fairtrade products.