

Classroom

V I D E O

TEACHER'S NOTES

Because Food Matters

Fairtrade – Who Benefits?

Duration: 30 minutes

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For Teachers

Introduction

This programme takes a close look at the development of Fairtrade. What is the Fairtrade scheme all about? How does Fairtrade benefit farmers in less economically developed countries? There is a case study of two farming families. Finally it looks at the promotion of Fairtrade products and the future of the Fairtrade scheme.

Curriculum Links

1. **Geography** – the programme has direct relevance to all three key stages in geography. Most of the geography exam specifications contain a section which looks at interdependence and the trading patterns of LEDCs and MEDCs. There is scope to use the case studies as examples of farming in developing countries.
2. **PSHE and Citizenship** – there is much to analyse and debate in this DVD as it illustrates an issue which more and more people are thinking about – is it important to pay a fair price for a food product that allows the farmers in developing countries to have a decent standard of living?
3. In **History**, there are some links in the video to the process of colonialism and how countries particularly in the African continent have become dependent on the UK and other western countries for the export of agricultural products.
4. In **Food Technology**, the complete *Because Food Matters* series is an excellent resource for demonstrating the impact of products beyond their original purpose, and how to assess products in terms of sustainability, developing students' understanding of the economic, ethical and social dimensions of food product sourcing, as required by the National Curriculum at key stages 3 to 4.

DVD Timeline

00:00:00	Introduction
00:00:40	What is Fairtrade?
00:04:30	What are the benefits of Fairtrade to farmers in poorer countries?
00:09:00	How is Fairtrade investing in farming communities?
00:14:40	Promoting Fairtrade products
00:19:00	What is the future of Fairtrade?
00:23:00	Conclusion and credits
00:23:30	Programme end

Related DVDs available from Classroom Video Ltd.

From the *Because Food Matters* series:

DVD 1 – *Does It Matter How Our Food is Produced?*

DVD 2 – *Local or Imported Food – How to Decide?*

Please contact customer services on 0117 929 1924
or visit www.classroomvideo.co.uk to see our full range of titles.

Useful Web Resources

<http://www.fairtrade.org.uk/>

<http://www.ifat.org/>

<http://www.fairtrade.net/>

<http://peopleandplanet.org/tradejustice/>

<http://www.traidcraftshop.co.uk/t-about.aspx>

<http://www.justfairtrade.com/>

<http://www.dubble.co.uk/>

<http://www.justtrade.co.uk/>

Student Worksheet

While Viewing the Programme

1. What are the **three aims** of the Fairtrade scheme?

a) _____

b) _____

c) _____

2. In what year was the **Fairtrade Foundation** formed?

3. How do **customers** know which products are Fairtrade products?

4. In 1993, there were just 150 **Fairtrade products** on sale in the shops. What was the approximate figure in 2007?

5. What is the '**Fairtrade premium**'?

6. **Who** decides how the 'Fairtrade premium' is used?

7. What is a farming **co-operative**? Why does the Fairtrade scheme encourage farmers to form co-operatives?

8. In what ways was the Fairtrade scheme shown to be helping:

Schools: _____

Hospitals: _____

Old Peoples' Homes: _____

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9. What is the purpose of 'Fairtrade Fortnight'?

10. Why do **schools, universities** and whole **towns** decide to seek Fairtrade status?

11. In 2007, what was the approximate **value** of all the Fairtrade products sold in the UK?

12. What evidence is there that **the future** of the Fairtrade scheme looks very positive?

After Viewing the Programme

The DVD raises many different general questions which can be followed up afterwards. These include:

- a) Which countries does the UK trade with and why?
- b) Why should we be concerned about the livelihoods of farmers in other countries?
- c) What choices do we have as consumers when buying Fairtrade products?
- d) What can be done to support the Fairtrade scheme in schools?

Suggested Student Responses

1. What are the **three aims** of the Fairtrade scheme?

- a) guaranteed minimum fair price for products*
- b) decent working conditions for farmers in LEDCs*
- c) fair terms of trade to make farming sustainable*

2. In what year was the **Fairtrade Foundation** formed?

The Fairtrade Foundation was formed in 1992.

3. How do **customers** know which products are Fairtrade products?

Each Fairtrade product carries a distinctive Fairtrade logo.

4. In 1993, there were just 150 **Fairtrade products** on sale in the shops. What was the approximate figure in 2007?

In 2007, there were over 3000 Fairtrade products on sale in the UK.

5. What is the '**Fairtrade premium**' ?

The Fairtrade Premium is money paid to local communities on top of the guaranteed minimum price for their products.

6. **Who** decides how the 'Fairtrade premium' is used ?

A local committee of people decides how the extra money should be used to help the community.

7. What is a farming **co-operative**? Why does the Fairtrade scheme encourage farmers to form co-operatives?

A co-operative is a group of farmers that work together. The benefit is that it makes them more viable when buying fertilisers, etc and selling their products – otherwise many farms are too small to survive.

8. In what ways was the Fairtrade scheme shown to be helping:

Schools: *Computers, water tanks and other equipment have helped schools*

Hospitals: *Sterilising machines have been purchased for the hospital to improve hygiene.*

Old Peoples Homes: *A variety of things including carpets and furniture have been purchased.*

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9. What is the purpose of '**Fairtrade Fortnight**'?

The aim of the Fairtrade Fortnight is to promote the scheme and get more people involved.

10. Why do **schools, universities** and whole **towns** decide to seek Fairtrade status?

It enables them to get more involved in the Fairtrade scheme and to show that they are keen to help people in the poorer countries have a better standard of living.

11. In 2007, what was the approximate **value** of all the Fairtrade products sold in the UK?

In 2007 almost £500 million worth of Fairtrade products were sold in the UK.

12. What evidence is there that **the future** of the Fairtrade scheme looks very positive?

Each year, more and more people are buying Fairtrade products and the trend looks set to continue.