

Wake up and smell the coffee

**Fairtrade products will be sold at London 2012.
Can you help make food fair?**

Aim: proving what we buy can change lives during the 2012 Olympic Games.

Group size: 20

Time: 80 minutes

You need:

role cards (see pages 3-16), panel members' notes (see page 17), paper, pens, a desk and chairs (set up in boardroom style). Optional: Fairtrade tea, coffee, sugar, bananas and chocolate.

In advance:

- print out a role card for each person (note that with a group of 20, you need to print out five copies of the pitcher's card, and four copies of the panellist's card and the panel members' notes)
- there are 20 characters in this game (ideally there will be one person per character). To play with fewer people, leave out some of the products. If you have more than 20 participants, small groups of people can represent one character
- if you have the facilities, the pitchers might want to serve the panel cups of Fairtrade tea or coffee, or offer bananas or chocolates to tempt them to invest.

Activity



Tell the group

5 MINS

Who has heard of The Apprentice? Have you ever watched Dragon's Den? Well, now it's your turn in the hot seat to go for gold!

The London Organising Committee of the Olympic and Paralympic Games, has confirmed that Fairtrade bananas, tea, coffee, sugar and chocolate will be served at 40 venues. This is our opportunity to raise awareness of Fairtrade. Let's make food fair.

The roles

- Four panellists
- Five farmers
- Five producers
- Five pitchers
- One CAFOD campaigner

You are going to take a part in pitching and investing in Fairtrade products. You will each be given a role card telling you the part you are going to play.

There are five Fairtrade products: coffee, cocoa, sugar, tea and bananas.

Each product team has a farmer, a producer and a pitcher. There is also a panel of ethical investors and a CAFOD campaigner.

The farmers and producers work with the pitchers to prepare a presentation about why the panel should invest in their product. The pitchers then have just three minutes to convince the panel. Each panel member then decides whether they are in or out. If they choose to invest, they can invest either a 25 per cent or 50 per cent share in as many of the Fairtrade products as they choose.

The pitchers need at least a 50 per cent investment in their product to be successful.

The CAFOD campaigner must also prepare a presentation about Fairtrade to present to the panel.

Here are your role cards. Get into role. The panellists will meet together in the 'boardroom'. Pitchers find your farmers and producers and get together. In your groups you'll read your role cards and prepare for your presentations. Each person will suggest information to present. The CAFOD campaigner may visit any group to get help or help them. It's time to prepare your pitch!

Prepare the pitch

20 MINS

During this time the teams will prepare their three-minute presentation.

The panel will already be in the boardroom preparing the questions they want to ask the pitchers about Fairtrade.

After 20 minutes, gather everyone in the boardroom. It's time to pitch those products!

The big pitch

45 MINS

Welcome back, everyone. It's the moment you've all been waiting for. But before the panel hears your persuasive pitches, I'd like to introduce a special guest who will leave the panel in no doubt that Fairtrade is the way forward: CAFOD campaigner [NAME].

Now, panellists: you will hear in turn from each of the five pitchers. After each presentation you will have few minutes to ask questions before I ask you whether you are in or out, and if you are in how much (25 per cent or 50 per cent) you'll invest.

What next?

You could invite local business leaders to be your panel. They can give valuable tips on improving your pitch.

Why not investigate turning your school or parish Fairtrade? Visit the Get Involved section of the Fairtrade Foundation website to find out more:

fairtrade.org.uk/get_involved/campaigns

Find out more about the Olympic values of justice, equality and respect in our Olympic activity 'Run the good race':

cafod.org.uk/olympicactivities

For lots more information about campaigning with CAFOD visit cafod.org.uk/greatgeneration

In 2011-12 we're starting a big, online relay, passing messages of friendship and peace to young people all around the world. Many young people, who have had to live with or leave their homes because of fighting, will not be at peace in 2012. Join us and let them know we are standing together with them for the Olympic values of equality and inclusion:

cafod.org.uk/passiton

Debrief

10 MINS

Each pitch was first class! We've heard some really inspiring stories. Every product had a great business case developed by talented farmers and producers. The panel had a tough choice.

Discuss:

- Which Fairtrade facts won the panel's support?
- What new facts did you learn about Fairtrade?
- How can we introduce Fairtrade to our family and friends?



FARMER

Name: Bolívar Palechor, age 48

Location: Colombia

Farm: Coffee fields and vegetable plots

Family: Wife, two daughters, two sons and two grandchildren

Your task

You and a producer from Eurocafé are meeting an entrepreneur who will pitch your coffee to a panel of ethical investors. The panel will want to understand the whole business model: who grows the coffee beans, how they are processed, where consumers can buy coffee, and how production benefits you and the wider community. Help prepare the pitch by choosing information for the presentation from this card about you and your coffee.

You have grown coffee beans for 30 years. You are a member of Eurocafé, a small coffee-selling business where you can take your coffee to be sold.

Selling coffee was not always easy.

The challenges coffee farmers face

- Tending the coffee bushes means trekking up a steep mountainside in all weathers.
- You used to pay an extortionate price to have your coffee transported to another village quite a long way down the mountain.
- Before joining Eurocafé, you could never be sure what price you'd be paid for your coffee.

"Life depends on the fluctuating price of coffee, we just get used to it. You buy the family's shopping one day for one price, the next day the price goes up. You have no choice but to buy it at the higher price; we just grin and bear it."

Bolívar Palechor

But things are changing. As well as selling to private buyers, Eurocafé now sells some of its coffee through a cooperative organisation that is applying for Fairtrade certification.

The difference Fairtrade makes

- A minimum, fair price paid to the farmers for their coffee beans at the market.
- Profits reinvested in the community to pay for things like schools and roads.
- Affordable loans for growers to buy fertilisers and tools.
- Support for farmers to grow the best coffee bushes, improving the quality of the beans.
- Traders come to the weekly market keen not to miss out on a chance to buy good coffee!

"When we first started, we all knew how to plant and grow coffee but we didn't know what coffee contained or the best ways to market it. Now I have got rid of my old coffee and I'm planting new coffee bushes to ensure the finest harvest."

Bolívar Palechor



PRODUCER

Name: Eurocafé

Location: Colombia

Industry: Coffee

Your task

You and farmer Bolívar are meeting an entrepreneur who will pitch Eurocafé's coffee to a panel of ethical investors. The panel will want to understand the whole business model: who grows the coffee beans, how they are processed, where consumers can buy coffee and how production benefits the farmers and wider community.

Help prepare the pitch by choosing information for the presentation from this card about Eurocafé coffee.

You are a representative for Eurocafé – a small coffee-selling business in Miraflores, situated next door to a Sunday market place.

Sunday is Eurocafé's busiest day. Farmers come to sell coffee during the weekly morning market from 4am to 8.30am. They arrive on motorbikes, hauling heavy cloth bags of wet, freshly harvested coffee to be weighed and checked for quality.

There are ten members of Eurocafé, including the president, the administrator, and the male and female farmers who harvest the coffee. Many of your members are scattered over a remote and mountainous area. Eurocafé was set up as a central meeting place for training farmers and storing, buying and selling coffee.

Eurocafé sells some of its coffee through a cooperative organisation that is applying Fairtrade certification.

The difference Fairtrade makes

- All the coffee that your farmers grow is sold at one market so the traders cannot buy the coffee from the farmers at different prices in different places.
- An agreed minimum price is paid to each farmer.
- An extra sum of money called the Fairtrade premium is given to communities for things like schools and health centres, and also to train farmers in better ways to grow crops.

Training

Members of Eurocafé have received training in:

- organic coffee farming
- marketing and business skills
- how to clean the coffee beans with clean water, avoiding chemicals.

This makes the coffee more attractive and also means the members of the group have the skills to be able to negotiate a better price for the coffee.



FARMER

Name: Comfort Kwaasibea
Location: Ghana
Farm: Small cocoa farm

Your task

You and a producer from the Kuapa Kokoo Union are meeting an entrepreneur who will pitch your cocoa to a panel of ethical investors. The panel will want to understand the whole business model: who grows the cocoa, how it is processed, where consumers can buy cocoa, and how production benefits the farmers and wider community.

Help prepare the pitch by choosing information for the presentation from this card about your cocoa.

You are one of 45,000 farmers who sell their cocoa to the Kuapa Kokoo Union. 28 per cent of Kuapa cocoa farmers, like you, are women. Kuapa Kokoo means 'good cocoa farmer' in Twi, the local language. You and your fellow members produce an average of 35,000 tonnes of cocoa beans a year. This is five per cent of the cocoa Ghana produces each year. Before Fairtrade, life was difficult in your village.

The challenges cocoa-farming villages face

- No healthcare.
- No clean water.
- No electricity.
- Few schools nearby and not enough books.
- Soil in many cocoa farms is poor so vegetables must be brought, rather than grown.
- Farmers rely almost entirely on cocoa for their income. If their crop is damaged one year, they won't make any money and won't be able to feed their family.

The difference Fairtrade makes

"We have taken our destiny into our own hands. Through Fairtrade and Kuapa we have made a lot of progress. We have good drinking water, toilet facilities and schools. Kuapa pays the farmers on time and there is no cheating when the cocoa is weighed."
Comfort Kwaasibea

Now 27 per cent of Kuapa Kokoo cocoa is sold through a Fairtrade scheme. Buyers of the Fairtrade cocoa have to pay an extra sum of money on top of the minimum price agreed. This is called the Fairtrade premium. The money is used by communities for things like schools and tools.

Kuapa Kokoo is one of the founders of the UK chocolate company Divine Chocolate. Kuapa owns a 45 per cent share in the company and has two elected representatives on the board. It helps make marketing and manufacturing decisions and receives a share of the profits.

Each Kuapa Kokoo cocoa-growing village has a committee, which must include at least two women to make sure that women have a say in how things are run. One woman and one man from every village society attends Kuapa's annual general meeting. Women have been taught how to make other products like soap, so they have another way of earning a living in case their cocoa crop is damaged one year.



PRODUCER

Name: Kuapa Kokoo Union

Location: Ghana

Industry: Cocoa

Your task

You and farmer Comfort Kwaasibea are meeting an entrepreneur who will pitch Kuapa Kokoo cocoa to a panel of ethical investors. The panel will want to understand the whole business model: who grows the cocoa, how it is processed, where consumers can buy cocoa-based products, and how production benefits the farmers and wider community.

You are a representative of Kuapa Kokoo Union, founded in 1993. Kuapa Kokoo means 'good cocoa farmer' in Twi, the local language. Farmers own the company and sell their cocoa through it.

Kuapa Kokoo Union

- First cocoa-buying company owned by the farmers.
- Certified as a Fairtrade producer in 1995.
- Buys cocoa from 1,200 cocoa-farming village groups.
- Represents nearly 45,000 small-scale cocoa growers who produce five per cent of Ghana's cocoa.

Twenty-seven per cent of the cocoa you produce is sold into the Fairtrade market. In the UK, Kuapa Kokoo cocoa beans are used in more than 300 Fairtrade products including chocolate bars, cakes, biscuits, cereal bars and ice cream.

The difference Fairtrade makes

"Fairtrade is a good thing. Things you take for granted may be hard to come by in Ghana."
Comfort Kwaasibea

All cocoa has to be sold to Ghana's Cocoa Marketing Company for export, but you can control the price you sell it for. The minimum Fairtrade price is £2,000 a tonne. Without Fairtrade there is no minimum price. Buyers pay an extra £200 per tonne (called the Fairtrade premium), which is used:

- to pay an end-of-year bonus to the farmers
- to dig wells and bore holes for drinking water
- to build public toilets
- to run a mobile health clinic that travels around the villages
- to run nurseries for young children
- to build classrooms for school-aged children
- to run mobile cinema vans to help train farmers
- to give advice and training on agricultural methods and leadership
- to tell people how to prevent and get medicines for HIV and AIDS.

Where does Kuapa's cocoa end up?

- Divine Chocolate, stocked in most Waitrose, Sainsbury's, Morrisons, Tesco, Booths and Oxfam
- Cadbury's Dairy milk
- The Co-operative's Truly Irresistible own brand chocolate.



FARMER

Name: Luis Ruiz Diaz, age 48
Location: Paraguay
Farm: Small sugar-cane plantation
Family: Wife and four children

Your task

You and a producer from the Manduvirá Cooperative are meeting an entrepreneur who will pitch your sugar to a panel of ethical investors. The panel will want to understand the whole business model: who grows the sugar cane, how it is processed, where consumers can buy sugar, and how production benefits the farmers and wider community.

You have been a sugar-cane farmer all your life. Your land has been in the family for many generations. As a small boy you watched your father work on the farm. When he fell ill during your first year at university, you returned to look after the farm. You joined the Manduvirá Cooperative in 1980 and were elected president three years ago. You learned shoemaking and leather upholstery. You have a small shop at the side of your house and your wife works as a teacher so you have enough money for your four children to go to school.

The challenges sugar-cane farmers face

- Farms are remote.
- Farms are small: land is constantly being divided into smaller and smaller plots because sugar-cane-farming families want to have at least a small piece of land to hand down to each of their children.
- More than 170 million tonnes of sugar is produced in 121 countries. Most sugar is consumed in the country in which it is grown – only 25-30 per cent is traded internationally. Rules restrict producers to selling in a certain region. This is called a trade bloc.
- Many farmers had to sell up and leave the countryside because they couldn't compete with large-scale Brazilian plantations.

The difference Fairtrade makes

- Fairtrade premium – an extra sum of money paid to the farmers and used in the community for things like schools.
- There is not yet a minimum Fairtrade price a trader has to pay the cooperative for sugar. But the cooperative guarantees each farmer will still receive a Fairtrade premium of £49 per tonne.
- Higher profits mean the cooperative can do its own marketing.
- The cooperative finds buyers and negotiates a fair price.
- The cooperative organises delivery of the product.
- The cooperative receives payment and pays the farmers.

The cooperative is now selling sugar directly to Italy, Belgium, Germany and Canada.

“Fairtrade has opened up opportunities for us to improve our quality of life by receiving a fair return for our work. We are so proud to be selling into Europe and the West – it’s like a dream to be able to compete with the big multinational companies. We have more confidence now to talk to the traders and we have an understanding of the European market.” Luis Ruiz Diaz



PRODUCER

Name: Manduvirá Cooperative

Location: Paraguay

Your task

You and farmer Luis Ruiz Diaz are meeting an entrepreneur who will pitch Manduvirá Cooperative sugar to a panel of ethical investors. The panel will want to understand the whole business model: who grows the sugar cane, how it is processed, where consumers can buy sugar, and how production benefits the farmers and the wider community.

Help prepare the pitch by choosing information for the presentation from this card about Manduvirá Cooperative sugar.

You are a representative of Manduvirá Cooperative, founded in 1975. It is located in the village of Arroyos y Esteros (Streams and Swamps) in south-west Paraguay. It was certified Fairtrade in 1999. Membership has grown from 300 in 2003 to 1,358 members, including 443 women, today.

Manduvirá Cooperative

The cooperative helps its farmers:

- market sugar cane
- grow and sell other crops like oranges, grapefruits, bananas, melons and pineapples
- save money
- get affordable loans
- receive agricultural training
- learn about prices
- improve their negotiating skills.

The difference Fairtrade makes

“Fairtrade brought us the contacts with traders and importers and gave us access to market information. Thanks to Fairtrade, we have grown from small sugar-cane farmers to sugar producers.”

**Andrés Gonzáles Aguilera,
Manager of Manduvirá Cooperative**

The extra sum of money buyers pay for Fairtrade (called the Fairtrade premium) is used to:

- repair or improve members' houses
- replace outside toilets with newly built bathrooms
- improve access to running water
- purchase computers for the cooperative's offices
- purchase a tractor for use by all members
- pay for a doctor and health clinic
- pay for a community hall.

Where does Manduvirá sugar end up?

- Shops in Italy, Belgium, Germany and Canada.



FARMER

Name: Irene Kijara, age 31

Location: Uganda

Farm: Two tea farms employing 15 workers and small dairy with 60 cattle

Your task

You and a producer from Mabale Growers' Tea Factory are meeting an entrepreneur who will pitch Mabale tea to a panel of ethical investors. The panel will want to understand the whole business model: who grows the tea, how it is processed, where consumers can buy tea, and how production benefits the farmers and wider community.

Help prepare the pitch by choosing information for the presentation from this card about you and your tea.

You are a teacher by profession and now you are a successful businesswoman at the Mabale Growers' Tea Factory on the slopes of the Rwenzori Mountains, western Uganda. This is the country's main tea-growing area and farmers depend on tea for more than half of their income.

You were elected to represent female farmers as treasurer on the Mabale Growers' Tea Factory joint committee of farmers, factory workers and managers. Mabale is owned by the farmers, who joined together to turn their tea leaves into processed tea to sell. Contracts guarantee the factory will buy the farmers' tea. Although Fairtrade makes up a small percentage of the sales, you have seen the difference it can make. Mabale also promotes its members' businesses, and provides tools and equipment to them at cheaper prices.

The two biggest challenges tea farmers face

- Farmers depend on tea for more than half of their incomes. If the crop is damaged, they lose a big chunk of their income.
- Fertiliser, herbicides and protective clothing are expensive.

The difference Fairtrade makes

"Fairtrade really benefits us. It has helped us build roads, schools, leaf-collection sheds, and a clinic at the factory. Field officers trained by the Fairtrade Labelling Organisation have helped us improve the quality of our tea." Irene Kijara

The Fairtrade premium is an additional 43p a kilo paid by Fairtrade buyers. It is being used for:

- completing the building of a primary school left unfinished by the government
- repairing roads that have pot-holes or have been washed away
- building new roads to make it easier for farmers to transport their tea to collection sheds and their other crops to market
- providing concrete covers for wells so dead rats and other animals don't get into the water
- buying sports kits for the local football and netball teams.



PRODUCER

Name: Mabale Growers' Tea Factory

Location: Kyenjojo district, western Uganda

Industry: Tea

Your task

You and farmer Irene Kijara are meeting an entrepreneur who will pitch Mabale tea to a panel of ethical investors. The panel will want to understand the whole business model: who grows the tea, how it is processed, where consumers can buy tea, and how production benefits the farmers and wider community.

Help prepare the pitch by choosing information for the presentation from this card about Mabale tea.

You are a representative of Mabale Growers' Tea Factory. The factory is a farmer-owned business with a tea-processing factory, two tea estates where tea is grown, and a eucalyptus plantation that provides fuel for the factory furnace. It was certified Fairtrade in 1999.

Mabale Growers' Tea Factory

- Is owned by 1,000 shareholders who supply the factory with their tea (80% of shareholders are farmers with small plots of land).
- Promotes members' businesses.
- Finds buyers for the tea.
- Sells most of the processed tea to international buyers, apart from a small number of Fairtrade and local sales.
- Signed a contract to buy tea from registered growers.
- Twice a year provides discounted fertiliser, herbicides and protective capes for the workers to wear in the wet season. These are normally expensive items.

How the factory works

- 1,573 farmers supply the factory with an average 2,600 tonnes of green-leaf tea a year. Farmers don't have to be shareholders to sell their tea to the factory.
- 80 per cent are small-scale tea growers and subsistence farmers.
- Farms are located up to 30km from the factory.

- Green tea leaves are processed into 11 different types of tea at the factory.
- Tea is taken by lorry to auction in Kenya where it is bought by international buyers.

Registered suppliers sign a contract which gives them around 4,779 Ugandan shillings (£1.11) a kilo plus another 1,328 Ugandan shillings (31p) on top, depending on average auction prices.

A modern production line has been installed to increase the amount of tea that can be processed. Farmers have been given training in growing more and better-quality tea, and in business skills. The better the quality is, the better the price is. When they earn more, the farmers can start growing other crops that sell well, like avocados.

The difference Fairtrade makes

The Fairtrade premium is an additional 43p a kilo paid by Fairtrade buyers. It has been used for:

- a new workers' block with toilets, locker rooms, a rest room and canteen
- a factory clinic and pharmacy
- a doctor, midwife, two nurses and support staff
- a clinic serving the community outside the factory, treating outpatients and providing antenatal care and immunisation
- HIV testing and counselling.



FARMER

Name: Conrad James

Location: St Lucia, Windward Islands, Caribbean

Farm: Harvests 1,800kg of bananas a week

Family: Three sons studying or working overseas who help when they are home

Your task

You and a producer from Roseau Model Farm Group are meeting an entrepreneur who will pitch your bananas to a panel of ethical investors. The panel will want to understand the whole business model: who grows the bananas, how they are produced, where consumers can buy the bananas, and how production benefits the farmers and wider community.

Help prepare the pitch by choosing information for the presentation from this card about you and your bananas.

You are a member of the Roseau Model Farm Group, which has been selling bananas into the Fairtrade market for more than six years. You feel that Fairtrade is changing people's way of life. It is encouraging more people to stay in farming rather than getting jobs in other industries or leaving the island altogether.

The challenges banana farmers face:

- Bananas are a very important source of income for the Windward Islands, but exports have declined because there is more supply from many different countries than there is demand for bananas.
- Banana farmers on large farms in Latin America and Africa can grow bananas more cheaply than you. But if you sell the bananas for less than it costs you to grow them, you cannot make a living.
- You have already seen many farmers go out of business.

- Unemployment and social problems such as poverty, crime and drug abuse are rising.
- In October 2010 Hurricane Tomas wiped out the majority of banana plants in St Lucia. It took farmers nine months to replenish their crop.

The difference Fairtrade makes

Evidence suggests that access to Fairtrade markets is the only thing helping the Windward Islands banana industry to survive. In 2006 the proportion of Fairtrade bananas shipped from the Windward Islands leapt to 72 per cent from only 29 per cent in 2005.

Fairtrade guarantees the farmers a fair price for their crop and a guaranteed place to sell it.



PRODUCER GROUP

Name: Roseau Model Farm Group
Location: St Lucia, one of the Windward Islands, Caribbean

Your task

You and farmer Conrad James are meeting an entrepreneur who will pitch Roseau Model Farm Group bananas to a panel of ethical investors. The panel will want to understand the whole business model: who grows the bananas, how they are produced, where consumers can buy the bananas, and how production benefits the farmers and wider community.

Help prepare the pitch by choosing information for the presentation from this card about Roseau Model Farm Group bananas.

The St Lucia National Fairtrade Organisation is formed of 13 Fairtrade groups scattered around the island. You are a representative of the Roseau Model Farm Group located in the west of the island, south of the capital, Castries.

Bananas are a very important source of income for the Windward Islands. But exports have declined because the increased supply of bananas from many different countries is now greater than demand for bananas.

The difference Fairtrade makes

“In this era of competitive global trade, small-scale farmers like ours have little or no chance of survival without the kind of market intervention that is provided through Fairtrade.” **Dr Kenny D Anthony, former prime minister of St Lucia**

During monthly Fairtrade meetings of the Roseau Model Farm Group, farmers decide on their own work plan and discuss how they should use the

Fairtrade premium. The Fairtrade premium is an extra sum of money on top of the minimum price that producers charge. It is then used for community projects such as:

- building a new fence around the local school to keep the children safe
- buying fans for the local medical centre to keep patients cool in the tropical heat
- providing sterilising equipment for one of the island’s two hospitals
- buying reading materials and computer equipment for a secondary school
- paying for trucks to distribute banana-packaging materials
- delivering the fertilisers that are provided to all Fairtrade groups at a low cost.

Consumers in the UK play an important role in ensuring that farmers like Conrad James can sell their bananas to the Fairtrade market. This helps farmers to have a guaranteed source of money and helps communities improve things like schools and health care.

25%

50%

THE PITCHERS

Entrepreneurs representing Fairtrade farmers and producer groups from Colombia, Ghana, Paraguay, Uganda, and the Windward Islands.

Your task

Each pitcher chooses a product. In 20 minutes time you have the opportunity to pitch your product to a panel of ethical-business people.

You have three minutes to convince them to invest. After your presentation the panel has a few minutes to ask you questions. Then each must decide whether they are in or out, and the percentage they'll invest (either 25 per cent or 50 per cent). You need at least a 50 per cent investment in total to be successful.

Work together with your farmer and producer to prepare the pitch. They will each select information about themselves and the product for you to present.



Teams

Get your team together.

Fairtrade product	Farmer	Producer	Location
Bananas	Conrad James	Roseau Model Farm Group	Windward Islands
Cocoa	Comfort Kwaasibea	Kuapa Kokoo Union	Ghana
Coffee	Bolívar Palechor	Eurocafé	Colombia
Sugar	Luis Ruiz Diaz	Manduvirá Cooperative	Paraguay
Tea	Irene Kijara	Mabale Growers' Tea Factory	Uganda



Preparing your pitch

20 MINS

The producer and farmer you are representing are here to help you prepare your pitch. Ask them plenty of questions and take notes.

The investors will want to know about the whole business model: who grows your product, how it's produced, where consumers can buy it, and how production benefits the farmers and wider community.

Get down to business with your farmer and producer. Find out what makes their business unique.



Here are some facts and statistics about Fairtrade to prepare you for questions.

Fairtrade facts

There are more than 4,500 **Fairtrade products** for sale in the UK. There are more Fairtrade products available in the UK than in any other country in the world.

The UK **Fairtrade market** is doubling in value every year: 20 per cent of roast and ground coffee and 28 per cent of bananas sold in the UK are now Fairtrade.

Fairtrade products are available in major supermarkets, independent shops, in cafés, restaurants, through catering suppliers and wholesalers, and through online shopping channels. There are also shops that are part of the British Association of Fair Trade Shops (BAFTS), which often have product ranges not available in mainstream stores.

To get the **FAIRTRADE Mark**, producers have to meet the Fairtrade Standards on good money management, looking after the environment, and helping farmers' organisations to involve their workers in decisions.

The **Fairtrade minimum price** is set for most products. This is the lowest price that a company buying a Fairtrade product can pay. It is agreed by producers (such as farmers' co-operatives and groups) and traders so that farmers and workers never earn less than the product costs them to grow and/or make.

The **Fairtrade premium** is an extra sum of money on top of the minimum price that producers charge and is used to invest in projects like education and healthcare, which benefit the farmers and their families. Where the money is spent is decided by a committee of producers and farm workers.

Around 70 per cent of the world's coffee farmers have only **small plantations**. They face high charges for exporting their coffee to the rest of the world, but they only have a small income. The Fairtrade Foundation supports the most disadvantaged.

There is a Fairtrade **worldwide price** for nuts, cocoa and juices. But most products have country-specific or regional prices. This is because costs of production vary greatly around the world. Water, seeds and tools can be scarce in some countries.

You can get a certificate of congratulation from the Fairtrade Foundation for making your town, school, or parish **go Fairtrade** by using and selling Fairtrade produce, advertising Fairtrade, and campaigning for a fair price for farmers. Visit the Get Involved section: [fairtrade.org.uk/get_involved/campaigns](https://www.fairtrade.org.uk/get-involved/campaigns)



CAFOD campaigner

An active campaigner with CAFOD, you have done some research into Fairtrade and why it is important to CAFOD.

Your task

In 20 minutes time you have the opportunity to join a group of entrepreneurs who are pitching five Fairtrade products to a panel of ethical-business people.

If they choose to invest, they can invest in either a 25 per cent or 50 per cent share in each of the Fairtrade businesses. The entrepreneurs have three minutes each to convince the business people to invest.

But before they listen to the pitches, the panel has invited you as a CAFOD campaigner to tell them why Fairtrade is so important. Use the information below to prepare a short pitch of one to two minutes.

Preparing your pitch

20 MINS

Many farmers in the world only have small plots of land and are not part of a big company. When the price of their crop falls, they can quickly be left short of money to pay for items such as school books and medicines, or even for food and clean water.

CAFOD has campaigned, both in the UK and at meetings of the World Trade Organization, to get world leaders to make world trade rules fair. At the moment, richer countries are able to run things to their advantage, but this sometimes means farmers from poorer countries are unable to compete with products that richer countries can produce more easily and cheaply with the help of better machines or fertilisers, for example.

The World Trade Organisation (WTO) was founded in 1995 to help trade flow smoothly, freely, fairly and predictably. It has nearly 150 members and has about 600 permanent staff based in Geneva. It grew out of a series of trade negotiations after the Second World War called GATT (General Agreement on Tariffs and Trade).

CAFOD supports producers in their local areas. We provide training so that they can improve and increase what they can grow. We also help them to find markets that will provide a fair price.

CAFOD and the Fairtrade Foundation

In 1992 CAFOD, along with five other agencies, set up the Fairtrade Foundation. We wanted to provide markets that would guarantee a fixed price. That way, small-scale producers would receive a living wage, whatever the world market was doing.

Based on the Catholic values of compassion, hope and solidarity, CAFOD works with some of the world's poorest communities to reduce poverty and injustice. Pope Paul VI said:

“The hungry nations of the world cry out to the peoples blessed with abundance. And the Church... asks each and every (person) to hear his brother’s (and his sister’s) plea and answer it lovingly.”

CAFOD believes that as Christians we:

- have a responsibility to pay more for our food so those who grow it get a fair wage
- it is not justice to accept cheap food if the workers who produce it have to suffer as a result
- buying Fairtrade products is one simple way that we can take action to help farmers in developing countries.



THE PANEL

You are some of the world's most successful ethical-business people. You are experienced investors in consumer goods and retail. You have advised many young entrepreneurs.

Your task

You want to invest in a new product. You are about to hear five pitches for Fairtrade products: bananas, tea, sugar, cocoa and coffee. The pitchers will have just three minutes to convince you to invest a 25 per cent or 50 per cent share in their product.

After each pitch you have five minutes to ask the pitchers questions. Then you must say if you are in or out and the percentage you will invest. You can invest in as many of the Fairtrade products as you choose.

The pitchers need at least a 50 per cent investment to be successful.

You have 20 minutes while the pitchers are en route to your boardroom to discuss some of the questions you will ask. Below are some questions about Fairtrade that may help you to think about what you want to know. You are looking for a good ethical-business case.

i What is a good business case?

- There is customer demand for the product.
- It will improve working conditions for the farmers and producers.
- Farming, production and sale are effective and efficient.
- There are enough places to sell the product.
- There is no negative impact on employees or the environment.
- It will benefit the community where it was grown and produced.

🏠 Preparing your questions

20 MINS

Customer demand

How many Fairtrade products are there in the UK?
How big is the UK Fairtrade market?
Where can consumers buy Fairtrade products?

Improved business and working conditions

What are Fairtrade standards? What is the Fairtrade premium?

Effective and efficient production

Why doesn't Fairtrade certify large coffee plantations?
What is the Fairtrade minimum price?

Sales market

Why are some Fairtrade prices set worldwide and others set for countries or regions?
Can the product be stocked by cafes, restaurants and schools as well as shops?

Community and environmental benefits

What is a Fairtrade town, school, or group and would you consider this in your business plan?
What are the top three benefits of your product to the grower and producer communities?

Panel members' notes

Tea:

Sugar:

Cocoa:

Bananas:

Coffee: