

Resource Management

Task 1: Read the case study about Fair Trade below, then explain the importance and impact of Fair Trade on farmers.



Balene Frederick, Banana farmer

- Balene works on her small family run banana farm 6am-6pm 7 days a week. Growing bananas is hard work, it is very labour intensive.
- Each plant must be cared for; the bananas must be wrapped in plastic to protect them from birds and insects. Balene's parents were also banana farmers
- They struggled to make enough money to support the family as the price they earned for their crop varied widely according to world prices.
- As a result Balene never went to school, as there was never the extra money to pay the fees. In recent years Balene has joined a local Fairtrade cooperative.
- Fairtrade ensures that growers are guaranteed a fair price for their bananas. They are paid enough to cover what it costs them to grow their banana, pay for their basic needs and make some improvements to their lives.
- Working together, the small farmers have begun packing and wrapping their own produce. By adding new processes, they can earn more money and create more jobs on their farms to employ local people.
- Working as a group has enabled local farmers to demand a fairer price; no single farmer will sell their crop for a lower price. This additional income has enabled Balene to send her children to school. Her children do not want to be farmers when they grow up, and Balene hopes they will find higher paying jobs.

Questions

1. Why is Fair Trade important?
2. What is the impact of Fair Trade on farmers?
3. Why do some companies not use Fair Trade?
4. How does Fair Trade improve standards for farmers?
5. What is your personal opinion of Fair Trade?

Task 2: Design a poster or leaflet about global food justice and the Fair Trade scheme to share your learning with others.

Use the below information to help you!

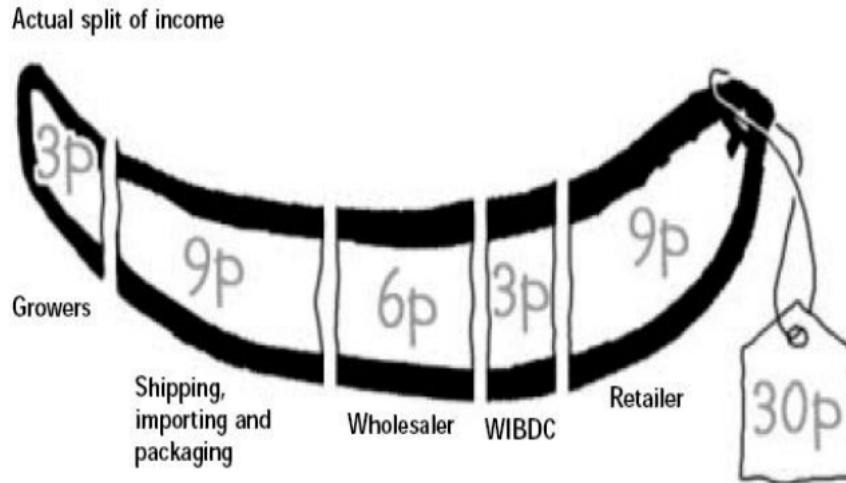
Fair Trade Facts

1. Fairtrade was started in response to the dire struggles of Mexican coffee farmers following the collapse of world coffee prices in the late 1980s
2. Fairtrade Foundation - the UK arm of the Fairtrade movement - was established in 1992
3. The first Fairtrade certified product was Green & Black's 'Maya Gold' chocolate bar
4. 50% of Fairtrade is owned by farmers
5. Fairtrade works almost entirely with small-scale farmers
6. The now iconic Fairtrade symbol was launched in 2002 replacing the original interlocking F design
7. Products carrying the FAIRTRADE Mark must have adhered to rigorous rules aimed at protecting workers and the environment
8. Most Fairtrade products cannot be grown in the UK
9. There are over 4,500 Fairtrade products available to buy in UK shops
10. One in three bananas bought in the UK is Fairtrade
11. There is Fairtrade gold in some smartphones
12. Fairtrade is proven to empower farmers
13. Fairtrade Premium sets Fairtrade apart from other certification schemes
14. Over the past 25 years, shoppers have generated 1 billion Euros in Fairtrade Premium for farmers and workers
15. 82% of UK consumers care about Fairtrade
16. There are over 10,000 grassroots campaigning groups promoting Fairtrade in their local communities
17. Fairtrade is global organisation
18. Fairtrade is fighting for a living income for cocoa farmers
19. Fairtrade is the first to require living wages be paid to garment workers
20. Fairtrade farmers are already feeling the effects of climate change
21. Choosing Fairtrade products helps to tackle the climate crisis
22. The environmental footprint of Fairtrade cotton is 5 times lower than conventional cotton
23. Over 50% of Fairtrade farmers choose to go organic
24. Fairtrade is about more than just fair pay



Task 3: Write to your local MP about Fair Trade and why it should be mandatory to have all products with this label in the UK. Weigh up the pros and cons (such as fairer prices for farmers, but more expensive for consumers/customers).

This image shows how much each sector receives from the cost of a banana. As you can see, growers do not receive very much in comparison to supermarkets/retailers. Refer to this in your letter.



Consider these points when composing your letter:

- The simplest way to locate your MP is by visiting the official Parliament UK website, where you can type in your postcode or MP's name into the 'Find your MP' search bar.
- This will lead you to a page with their email and phone number
- Make your point really clear
- Try to include the title in the subject line.
- Keep it short and polite!
- Your email should include the main areas that you wish to discuss with them and why it is relevant for them.
- Really play up the community importance of Fair Trade, as MPs love an opportunity to show they care about national issues