

Fair Share?

Aim

that young people explore how dependence on the export of primary agricultural commodities such as coffee, cocoa, cotton and bananas, keeps millions of people in poverty.

Age

12 years and over

Time

45 minutes

Materials

Flipchart paper, markers, set of photographs

What you need to do

Brainstorm on who is involved in the production and sale of food or clothes from grower to consumer. On a flipchart record the responses. List the responses under the following headings: producers; overheads; retail. Explain that producers can be farmers, labourers or growers. Overheads include importing/exporting, ripening/ processing and transport.

Split into small groups. Explain that a jar of coffee costs €2.50 in a supermarket, a bar of chocolate 60 cents, a banana 40 cents and a pair of jeans cost €50. In the groups, discuss how much of the money for each jar of coffee, bar of chocolate, banana or pair of jeans goes to the producers, on overheads and to the retailers. The groups divide up the final cost accordingly. When the groups have given their answers, reveal the correct breakdown. What was surprising about the share given to each? Was it fair?

Using the examples of coffee, bananas and chocolate ask the groups to discuss how the commodities we buy in the supermarket affect the individuals and communities who produce them.

In the large group, discuss

- Where does the food we eat come from?
- Have the types of food we eat changed in recent years. How?
- Is it fair that countries export food when the population doesn't have enough to eat?
- When there is not enough to go around, how do you think that would affect girls and boys, women and men, differently?

Warm-ups

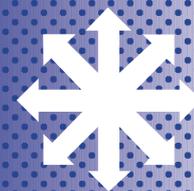
Silent Chairs Game

Without talking, participants form three equal groups. Place a stack of chairs in the middle of the room. Hand out an instruction to each group. Explain that they have 5 minutes to complete their task. Repeat that no-one is allowed to talk during the exercise.

Instructions

- Place the chairs in a straight line.
- Place the chairs in a circle.
- Bring the chairs outside the room.





Fair Share?

Coffee is one of the most valuable traded commodities in the world. Twenty-five million people in Asia, Africa, and Latin America depend on the production of coffee for a livelihood. These people are now in the middle of a major crisis. The price of coffee has declined by 70% in the last four years and many of these people are now struggling to make a living at all. Children are now missing an education because their parents can no longer afford the school fees, while coffee families across the developing world are finding it difficult to provide themselves with the things they need. Meanwhile the companies who make Nescafé and Maxwell House are making bumper profits while farmers are often getting less than the cost of producing the coffee in the first place.

Action

Write to Kraft [Maxwell House] and Nestlé [Nescafé] and demand they 'pay a fair price' to coffee producers.

Peter Brabeck-Letmathe
CEO

C/o Nestlé [Ireland]
3030 Lake Drive
Citywest Business Campus
Dublin 24

Roger Deromedi
President and Chief Executive
Officer,
Kraft Foods International
C/o Kraft Jacobs Suchard Ireland Ltd.
47 Pembroke Rd.
Dublin 4

Jar of Coffee €2.50

Producers (7%) 0.17; Overheads (66%) 1.65; Retail (27%) 0.68

Bar of Chocolate €0.60

Producers (4%) 0.03; Overheads (52%) 0.31; Retail (44%) 0.26

Banana €0.40

Producers (5%) 0.02; Overheads (61%) 0.24; Retail (34%) 0.14

Pair of Jeans €50

Producers (12%) 6; Overheads (34%) 17; Retail (54%) 27

Source: One World Centre for Northern Ireland (2001). Exploring Our World: Investigating Issues of Interdependence in the 21st Century.

Action

Lobby your youth organisation, or school canteen, to stock fair trade products. Fairtrade ensures that Third World Producers get a fair deal for their produce, and you get the quality and taste you deserve. Buying products with the Fairtrade Mark is a simple way for all of us to make a difference.



For more information check out the website www.fair-mark.org or contact:

Fairtrade Mark Ireland, Carmichael House, North Brunswick Street, Dublin 7.

Tel/Fax + 353 1 475 3515 Email info@fair-mark.org

