



Samuel's Fair Trade Journey

The extension activities below are designed to extend the InSight experience into the classroom. Activities are designed for students grades 6-9 but can be adapted for younger and older students

www.insightproject.ca

Objectives

- Understand fair trade and be able to identify fair trade products
- Understand the benefits of fair trade for farmers in developing countries
- Understand ethical consumption and employ strategies to be more conscious consumers

About the Film: Samuel's Fairtrade Journey

Samuel's Fair Trade Journey introduces the life of Samuel Maina, a Fairtrade coffee farmer in the Kangema district of Kenya. The video reveals the work of coffee farmers like Samuel, showcases the support farmers receive from Fairtrade, and explores the ways in which farmers navigate agricultural challenges such as climate change.

Produced for: Fairtrade Foundation (Denmark), Peter Larsen Kaffe

Directed and Produced by: Marie Mainz and Travis Lacey

Visit: <https://schools.fairtrade.org.uk/resource/samuel/>

Extension Activity: Understanding Fair Trade

Objective: Understand fair trade and be able to identify fair trade products

Key Definitions

Fair Trade: Fair Trade is a trading partnership, based on dialogue, transparency and respect, which seeks greater equity in international trade. Fair trade contributes to sustainable development by offering better trading conditions for, and securing the rights of, marginalized producers and workers—especially in the Global South

Fair Trade Certification:

Third-party certifiers and membership-based organizations ensure that standards are met, often using a seal or a stamp of approval on product packaging. While each certifier is different, certifications ensure that workers have safe working conditions, are making fair wages, and that rigorous social, environmental, and economic standards are being met. The Canadian Fair Trade Network currently recognizes the following certifiers and/or membership-based organizations: **Fairtrade International, the Small Producers' Symbol, the World Fair Trade Organization, and the Fair Trade Federation.** <http://cftn.ca/fair-trade-verification>



Watch

Before watching a video about fair trade, ask students what they already know. Show the fair trade logos, and ask students where they have seen these products before.

Ask if they know what fair trade items are produced, and which are sold here in Canada. (*bananas, ice cream, flowers, honey, coffee, oranges, cocoa bean, cocoa, cotton, sports balls, dried and fresh fruits and vegetables, juices, nuts and oil seeds, quinoa, rice, spices, sugar, tea, and wine.*)

Video: **What is Fairtrade?** Length: 4 minutes *Fairtrade Ireland*
This short video shows how buying Fairtrade products vastly improves the working and living conditions of families in the Global South.
<https://www.youtube.com/watch?v=g8LC3PJ-7r4>

- Question 1:** **How many coffee farmers are there around the world?** (30 million)
- Question 2:** **Why do coffee farmers earn very little money from their production?** (*Speculation in financial markets, no ability to influence the price of the product, unstable yield caused by changes in temperature and climate*)
- Question 3:** **How do cooperatives help fair trade coffee farmers?** (*organized democratically, know the value of their product, access to credit, learn from each other, ability to set a minimum price, receive and control a fairtrade premium*)
- Question 4:** **What benefits to fairtrade are noted?** (*stable income, reduces exploitative labour practices, improved environment, no GMO, producer standards*)

Identifying Fair Trade Products

Materials: 4-5 chocolate bars, with at least one fair trade.
Nut-free, fair trade examples include barkThins, Cadbury Dairy Milk, Camino
www.worldvision.ca/no-child-for-sale/resources/fair-trade-chocolate-guide
Non-fair trade nut free include Mars Bars, Rolo, Hershey plain milk chocolate

Hand out the chocolate bars to groups of students. Ask groups to inspect their chocolates to see if it is fair trade.

Ask the students to hold up their chocolate bar for everyone to see and ask them which their favourite bar to eat is. Who chose the Cadbury's Dairy Milk (or other Fair-trade option) as the chocolate bar they buy/eat the most? Did you know that this was made with Fair-trade chocolate?

<https://www.cadbury.com.au/About-Cadbury/Sustainable-Cocoa.aspx>

Ask if anyone has eaten a Hershey chocolate bar (hold up).. Point out that in contrast to fair trade products, Hershey won't guarantee that their chocolate is slavery-free.

<https://nowtoronto.com/news/chocolate-child-labour-slavery-hersheys/>

While fair trade not does 100% guarantee that there is no exploitation happening, having a more rigorous monitoring system in place, as well as a cooperative structure, helps control poor labour practices.

Consider extending the activity using common everyday products, including coffee, tea, bananas, and sugar products, or having students go home and try and find if they have any fair trade products in their cupboards.

Discuss:

Question 1: Why is it important to question where something was made & how the producer was treated when you are buying a product?

Question 2: What do you think it means to consume ethically? What are some other questions that are important to ask about the products you are buying?

Question 3: Next time you're at the grocery store, how would you find and choose a fair trade version of your favourite chocolate bar, or parents' tea and coffee?

Take Action

Objective: Understand ethical consumption and employ strategies to be more conscious consumers

Promote fair trade by celebrating Fairtrade Month in May, with World Fair Trade day on May 9th

<https://fairtrade.ca/fairtrademonth/>

Order products for your campaign from Fairtrade Canada here: <https://promo.fairtrade.ca/>

Become a Fairtrade school! <https://fairtradeprograms.ca/fair-trade-schools/>



Gain Deeper Insight

Go deeper with your students through the exploring the following activities and resources

Join a local fair trade movement across the Prairies:

Fairtrade Manitoba fairtrademanitoba.ca

Fair Trade Alberta: www.fairtradecalgary.com

Ethical Eats! Saskatchewan: www.saskcic.org/ethical_eats

Samuel's Fairtrade Journey. Primary and Secondary School activities. Fair Trade UK.

<https://schools.fairtrade.org.uk/resource/samuel/>

Kenyan Coffee Lesson. Learn about the impacts of Fairtrade in the global coffee trade.

<https://schools.fairtrade.org.uk/resource/kenyan-coffee-lesson-kit/>

Oxfam's Coffee Chain Quiz. Test your knowledge about Coffee.

https://issuu.com/teacheralex/docs/coffee_quiz_and_answers

Fair Trade Coffee Facilitator's Guide. Oxfam Canada/Vancouver Fair Trade Coffee Network 2006

http://fairtrademanitoba.ca/pdf/Fair_Trade_Coffee_Facilitators_Guide.pdf

Sustainable Foundations. A Guide for Teaching the SDGs. MCIC. 2019

<http://mcic.ca/sustainable-foundations>

Resources for Rethinking. Learning for a Sustainable Future

<http://resources4rethinking.ca/en/>

Canada

Program undertaken with the financial support of the Government of Canada provided through Global Affairs Canada.

