

A better world is



Samuel's Fairtrade Journey

About the Film: Samuel's Fairtrade Journey

"Samuel's Fairtrade 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.

What is Fairtrade? Fairtrade certification means that the product was produced by a small-scale farming organization that meets Fairtrade's social, economic, and environmental standards. These include protection of workers' rights and the environment, payment of a Fairtrade Minimum Price, and an additional Fairtrade Premium to invest in business or community projects. A Fairtrade certification means that the supply chain is being monitored and everyone is being treated fairly and getting fair wages. Fairtrade ensures farmers like Samuel are earning a fair wage.

Directed by: Marie Mainz
Produced by: Travis Lacey, Fairtrade Denmark, Peter Larsen Kaffe

What's The Main Point?

After viewing Samuel's story, you may come away with some of the following takeaways:

1. Understand fairtrade and be able to identify fairtrade products
2. Understand the benefits of fairtrade for farmers in developing countries
3. Understand ethical consumption and employ strategies to be more conscious consumers
4. Engage with SDG 12: Responsible Consumption

Questions

After viewing Samuel's story, you may want to consider the following questions to give further thought to key takeaways:

1. What benefits of fairtrade are noted in the video?
2. What do you think it means to consume ethically?

Want To Learn More?

Oxfam Canada - Fairtrade Coffee Facilitator's Guide

Fairtrade Manitoba

Saskatchewan Council for Global Cooperation - Ethical Eats

