

Film 1:

Task: Find out "What does FAIR mean at Ben & Jerry's?"

From where do they get their ingredients?

Film 2:

Where is the Ben & Jerry's headquarters?

Because of fairtrade

- Ben & Jerry's make a bit more money
- Ben & Jerry's make a bit less money
- nothing changed with Ben & Jerry's income

Ben & Jerry want to demonstrate

- that a mainstream company can do fairtrade and still be successful
- that even a small company can do fairtrade and still be successful
- that even without fairtrade Ben & Jerry's is still successful

"You can buy your products in a way that _____ farmers or you can buy them in a way that treats them as _____."

A universal law that is also written in the bible is:

What's the slogan of Ben & Jerry's?

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