

C A fair world?

1 Before you read

- Go online and find the official English *Fairtrade* homepage. Use the online information to come up with a definition of fairtrade.
- Do you know any fairtrade shops or supermarkets that sell fairtrade products in your area? Have you ever been there? What did you buy? If you do not know anything about fairtrade shops in your area, find out if there are any and give a short presentation to introduce them to your class.

2 Reading comprehension → Understanding non-fictional texts, p. 209

Work with a partner. One of you reads the leaflet on the left, the other reads the one on the right. Summarise the texts for each other.

Fairtrade Labelling Organizations International (FLO)

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TRADING UP

THE FAIRTRADE MARK GUARANTEES SMALL FARMERS A STRONGER POSITION IN WORLD MARKETS

In the Windward Islands, in the Caribbean, thousands of families make their living growing bananas on small, hilly farms. During the 1990s, many of them were forced out of business by large-scale Latin American banana plantations where labour is cheaper and costs are lower.

“When prices dropped, the economy went down to zero because bananas are the heartbeat of the country,” explains Amos Wiltshire, National Fairtrade Coordinator for Dominica, one of the Windward Islands.

Amos joined forces with other farmers who saw Fairtrade as the only way to survive in a cut-throat market. Through Fairtrade, producers learn how best to sell their products and what the international market and consumers want. Today, nearly 100% of Dominica’s banana farmers are members of Fairtrade groups.

“FAIRTRADE HAS BEEN THE SAVIOUR OF THE FARMERS IN DOMINICA – OF AGRICULTURE AND THE WHOLE ECONOMY. WITH FAIRTRADE, SMALL FARMERS HAVE BEEN TRANSFORMED FROM MARGINALISED FARMERS INTO BUSINESSMEN.”
AMOS WILTSHIRE, BANANA FARMER, DOMINICA

- 0 **to trade sth. up** – mit etwas Hochwertigerem ersetzen
- 0 **mark** – hier: Zeichen
- 2 **to make a living** – seinen Lebensunterhalt verdienen
- 2 **to grow** – anbauen
- 4 **to be forced out of business** – gezwungen werden, den Betrieb einzustellen
- 5 **large-scale** – hier: riesig
- 6 **labour** – Arbeitskräfte
- 12 **to join forces** – zusammenarbeiten, sich zusammenschließen
- 13 **to survive** – überleben
- 13 **cut-throat** – Verdrängungs-
saviour – Retter(in)
- to marginalise** – ins Abseits drängen

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- 3 Listening comprehension: Making globalisation work** → Listening, p. 208
 Listen to the thoughts of American economist and university professor Joseph Stiglitz on globalisation. Take notes in English and answer the following questions:
- Which problems and anomalies of globalisation does Stiglitz mention at the beginning of the text?
 - How have French workers been affected by globalisation?
 - Contrast the USA's and Scandinavia's approach to remaining competitive and efficient in a globalised world. What have been the results?
 - Which solutions to the current issues of globalisation does he suggest?
- 4 Project** → see Hotspot 3, p. 165

TACKLING POVERTY AND EMPOWERING PRODUCERS THROUGH TRADE


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A BETTER DEAL

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THE FAIRTRADE MARK GUARANTEES A CLOSER LINK BETWEEN SHOPPERS AND PRODUCERS



More and more of us want to know where our shopping comes from and that the people who produce it have received a fair deal. Fairtrade encourages more direct trading relationships so that producers get a bigger share of the export price.


Sweet rewards

In Ghana, liberalisation of the internal cocoa market created big challenges for small farmers; they responded by forming Kuapa Kokoo, a farmer-owned business. Their decision proved wise: Kuapa Kokoo now owns a one-third share in a UK-based company selling Fairtrade chocolate. As well as supplying the cocoa, they have a direct share in the company's success.

"I WANT TO BE SURE THAT FARMERS GET A FAIR PRICE AND BENEFIT DIRECTLY FROM MY PURCHASE. AS THE DAUGHTER OF A GHANAIAN FATHER, I KNOW HOW IMPORTANT FAIRTRADE IS TO SMALL PRODUCERS. WITH MORE SHOPS STOCKING MORE GREAT QUALITY PRODUCTS CARRYING THE FAIRTRADE MARK, IT'S A WIN-WIN SITUATION. WE CAN EAT AND DRINK IN GOOD HEALTH AND GOOD CONSCIENCE."

ADJOA ANDOH, ACTRESS (PICTURED TOP RIGHT)

(351 words)



- 21 **to encourage** – ermutigen
- 22 **share** – Anteil
- 24 **reward** – Belohnung
- 25 **liberalisation** – Liberalisierung
- 26 **challenge** – Herausforderung
- 26 **to respond** – reagieren
- 28 **to prove wise** – sich als klug erweisen
- 30 **to supply** – liefern
- 33 **to stock** – führen
- 35 **conscience** – Gewissen