

It you need for **FAIR TRADE ASSEMBLY**

These three assemblies involve minimal preparation and maximum participation!

They are all adaptable, and could be used with any audience, although each one was designed for the age group indicated. They each take approximately 15 minutes to run – preparation time will depend on the level of student involvement.

The assemblies aim to:

- raise awareness of the inequalities caused by conventional world trade
- use different types of trade (chocolate, bananas and fashion) to demonstrate problems faced by producers in the poorer countries of the 'South' (poor countries in Africa, Asia, the Caribbean and Latin America)
- show how Fair Trade can work as an alternative
- emphasise the link we, as consumers, have with producers in the South
- to demonstrate the power of consumers, and enable students to recognise the choices they have, and take action to support Fair Trade.

What's Fair Trade all about?

Fair Trade is an alternative approach to conventional world trade. It is a partnership between producers and consumers, based on reciprocal benefit and mutual respect. Fair Trade ensures producers in the South receive a fair price for the work they do, and gain better access to markets in the North. It aims to tackle the long-term problems of the South through sustainable development for excluded and disadvantaged producers.

For Southern producers, Fair Trade means:

- being paid a fair price for the work they do
- commitment to long term relationships between producers and buyers, providing stability and security
- producer organisations are supported in their social development projects, such as providing health care and education facilities
- sustainable environmental projects and practices are supported, such as tree planting and farming without using harmful chemicals
- respect for people's rights, for example promoting gender equality to change the traditional low position of women in society
- being able to have more control over their own lives.



This booklet is produced by **The British Association for Fair Trade Shops (BAFTS)** and **Reading International Solidarity Centre (RISC)** as part of the *People Behind the Products* project. This aims to produce materials which raise awareness of trade issues, including Fairtrade. For more information contact:

People Behind the Products, c/o RISC • 35-39 London Street • Reading RG1 4PS
Tel 0118 958 6692 • Email louise@risc.org.uk • www.risc.org.uk/

Supported by the European Commission & the Community Fund

risc



Assembly one: Trade & chocolate

Target audience: KS 2/3

Timing: 15 minutes

Assembly plan

1 This is an assembly about trade.

Unpack a shopping bag containing a range of Fair Trade products. Explain that these products all reach our homes as a result of trade.

Martin Luther King quote could be used here, with appropriate groceries from shopping bag!

2 What do we know about trade?

Challenge audience's knowledge/perceptions. Read out/hold up statements about trade. Ask them to raise a hand if they think each one is true (they are all true!)

3 What do we know about the chocolate trade?

- Hold up chocolate bar from your shopping bag. Ask audience how much chocolate, on average, we each eat per year (7.5kg per person, or 75 x 100g bars).
- Explain that they are now going to see how a bar of chocolate reaches us, the consumers, by finding out about the chain of people involved. Volunteers stand up with appropriate signs – they could be wearing hats/simple costumes.
- Ask audience to imagine how much each person in the chain would get, if this bar of chocolate costs the consumer £1. Ask individuals for their suggestions. Volunteers use second set of signs to reveal answers.

4 What problems do producers, eg cocoa farmers, face?

Ask volunteers to hold up cards stating problems, and expand on these as time allows.

5 Is there an alternative?

Fortunately Fair Trade means that there is another option. Explain that:

- Fair Trade means paying producers a fair price for what they produce.
- We can recognise Fair Trade foods and drinks because they carry the Fairtrade Mark. There are now over 90 products which carry the Mark.
- There are many other products that are fairly traded, including those available in World Shops – further products could then be unpacked from shopping bag.

6 What difference does Fair Trade make?

Volunteers holding cards which show problems associated with conventional trade, turn them around to reveal some of the benefits of Fair Trade.

Resources

bag of Fair Trade products, including large bar of Fair Trade chocolate.

Martin Luther King quote

statements about trade, on large sheets of card or OHTs

large bar of Fair Trade chocolate.

five volunteers, each with two signs: first sign shows who they represent in the chocolate chain, second one shows how much money they would make if the bar of chocolate cost £1

five cards stating problems faced by producers, with benefits of Fair Trade on the reverse

copy of the Fairtrade Mark

further selection of Fair Trade items from shopping bag

cards, as in 4

7 What can we do?

Explain that, as consumers, we can make a real difference to the lives of producers by buying Fair Trade products. They may cost us a few pence more, but we know that the extra money we are paying goes directly to the people who need it.

- It's easy to feel that there's nothing we can do, as individuals, to help relieve world poverty. The choices we make in the shops can have a positive, or negative, impact on the lives of producers in the developing world.
- An average 16 year old in Britain will spend £1,000,000 during her/his lifetime. Their choices count! Encourage students to think of the difference they can make.
- Encourage students to organise, or take part in, other Fair Trade activities within school. (See ideas overleaf).
Conclude by suggesting students find out more, mentioning where Fair Trade products are available locally – suggest visiting supermarket/ local world shop to see for themselves, and take action!

► **Assembly resources** (these could be reproduced on card or OHTs)

In the morning we drink coffee provided for us by a South American, or tea by a Chinese, or cocoa by a West African. Before we leave for our jobs we're already indebted to more than half the world.

Martin Luther King

Statements about trade

- **In the last 10 years the price of a bar of chocolate has doubled, but the price of cocoa beans has halved.** A bar of chocolate here costs roughly what a cocoa farmer in Ghana earns in a month. Most cocoa farmers and their children have never tasted chocolate!
- **Some companies make more money than entire countries.** In 1998 the world's five largest companies made more money than the combined incomes of the world's 46 poorest countries.
- **One pair of jeans is usually made in more than 10 different countries** (eg using cotton for denim from Benin, copper for rivets from Namibia, cotton for pockets from Pakistan, wire for zip from Japan, pumice for treating denim from Turkey, labour for sewing jeans in Tunisia).
- **1.3 billion people live on less than \$1 (70p) per day.** World trade has been expanding rapidly for the benefit of richer countries like ours, but poorer countries gain less and less – yet the majority of people live in the developing world.

Signs for volunteers

Cocoa farmer	7p
Chocolate company	40p
Tax collector	25p
Retailer (shop keeper)	28p
Consumer	pays £1