The Future of Fair Trade

Author: BBC Radio: The Food Programme [Podcast].
Date: Jan 2014 recorded
Time: (27:54)
Level: ***** [B2/C1]

Link: http://www.bbc.co.uk/programmes/b03vzhp5

Key vocabulary

- Cologne (Germany)
- Ivory Coast
- Bristol City
- Confectionary Fayre
- To over-claim
- Nestle / Mars / Cadbury
- To water-down something
- The big picture
- Misconceptions
- Ingredient
- Marginal
- Unethical
- Niche market
- Strict guidelines
- Rain Forest Alliance
- Squeeze out / push out
- GM Crops / Sugar Beet
- Redundant
- Auditing

[Map / key images - next page]


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Images
Teacher / Student
The Future of Fair Trade Questions

Aim: to develop the students’ ability to listen to a radio show, to take notes and then use the notes to answer a range of test type questions.

Lesson Time: Approximately 1:30-2:00 hours
Podcast Time: (27:54)
Level: ****** [B2/C1]

Lesson Plan

1. Lead in
   - Ask Students to discuss the ‘title’ and predict the content of lecture
   - Ask students to write down any key terms / language from their discussion
   - Feed in / check key vocabulary / images

Important: Download Podcast -
http://www.bbc.co.uk/programmes/b03vzhp5

Option #1:
Listen to the first 15 minutes [0:00-15:10]
1. Students listen once – take notes
2. Give out questions part 1 - in small groups students discuss their answers
3. Feedback as a class / provide answers to groups

Listen to the second [15:09 - 27:54]
1. Students listen once – take notes
2. Give out questions part 2 - in small groups students discuss their answers
3. Feedback as a class / provide answers to groups

Or

Option #2:
Send students the link or set up in the previous class and they listen to the Podcast at home. They can listen as many times as they like BUT must bring in detailed notes to next class.
1. Give out both sets of questions
2. Students use their notes to discuss and answer the questions
3. Feedback as a class / provide answers to groups
The future of Fairtrade [BBC Radio 4]

Questions Part 1

1. When was Fair Trade established and by whom?

2. What was ______ and when was it ______?

3. What is the minimum price paid per tonne?
   What is the Fair Trade ______? How much is it? What is it ______?

4. Statistics - What do these numbers relate to?

<table>
<thead>
<tr>
<th>3-7 Euros</th>
<th>¼</th>
<th>3bn</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. What is the ‘______’ called? Why is this ______?

6. What is the issue in ______?

7. What is the ______ with Fair Trade sales?

Total ___ / 18
Questions Part 2

1. What is the main ___ with the ‘___’?

___ / 1

2. How has the Fair Trade ___ changed?

___ / 1

3. How ___ is Fair Trade? University Lecturer from Brighton

3 key points...

___ / 3

4. Bristol City: What is ___ this city?

___ / 1

5. Philip Booth from Institute of ___: What is his key ___?

___ / 1

6. International Sales for Columbia: Why are the ___ not FT?

___ / 1

7. The next ___ years: How will Fair Trade ___ the next ___ years?

2 points

___ / 2

Total ___ / 10
Questions Part 1 ANSWERS

1. When was Fair Trade established and by whom?

   [ ] years ago / [ ]
   Oxfam / Christian Aid / Trade craft / [ ] / [ ]
   (any one of these organisations)

2. What was [ ] and when was it [ ]?

   [ ] in 1994

3. ¹What is the minimum price paid per tonne?
   ²What is Fair Trade [ ]? ³How much is it? ⁴What is it [ ]?

   1. $2000 per tonne
   2. $200 per tonne
   3. Schools / [ ] / new plants

4. Statistics - What do these numbers relate to?

   3-7 Euros Euros per producer per year for [ ]
   ¼ Bananas are FT
   ³ Global sales of Cocoa
   3bn Cocoa farmers want to be involved in Fair trade

5. What is the ‘[ ]’ called? Why is this important?

   Fair Trade [ ]
   The old model was that all ingredients in a product must be [ ]
   the change both the sugar and [ ] but now just the cocoa is fine.

6. What is the issue in [ ]?

   [ ] only their sugar beet

7. What is the [ ] with Fair Trade sales?

   Not enough [ ]

Total ___ / 18
Questions Part 2 ANSWERS

1. What is the main criticism with the 'new change'? 
   - Drop standards / more sales / ___ / ___ / ____ / create ___ / A basic label (any one of these points)

2. How has the Fair Trade ___ changed? 
   Put the exact ingredient on the label / white label

3. How ___ is Fair Trade? University Lecturer from Brighton 
   3 key points...
   - University Lecturer from Brighton
   - 0.01% sales / companies don’t buy a minimal quantity (no guarantee)
   - FT Towns is creating a monopoly (opposite this ethic?) (any of these points)

4. Bristol City: What is ___ this city? 
   Fair trade ___ / ___ supports Fair trade
   ___ bananas are FT to schools

5. Philip Booth from Institute of ___: What is his ___? 
   Fair Trade ___ ___
   [___ FT products - communities / towns / churches]

6. International Sales for Columbia: Why are the ___ not FT? 
   ___ them to work closely - don’t need it

7. The next ___ years: How will Fair Trade ___ the next ___ years?
   2 points
   - Everyone will have heard about FT
   - More FT ___
   - Make ___ / better business principles. (any of these)

Total ___ / 10

Overall Total ___ / 28

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