



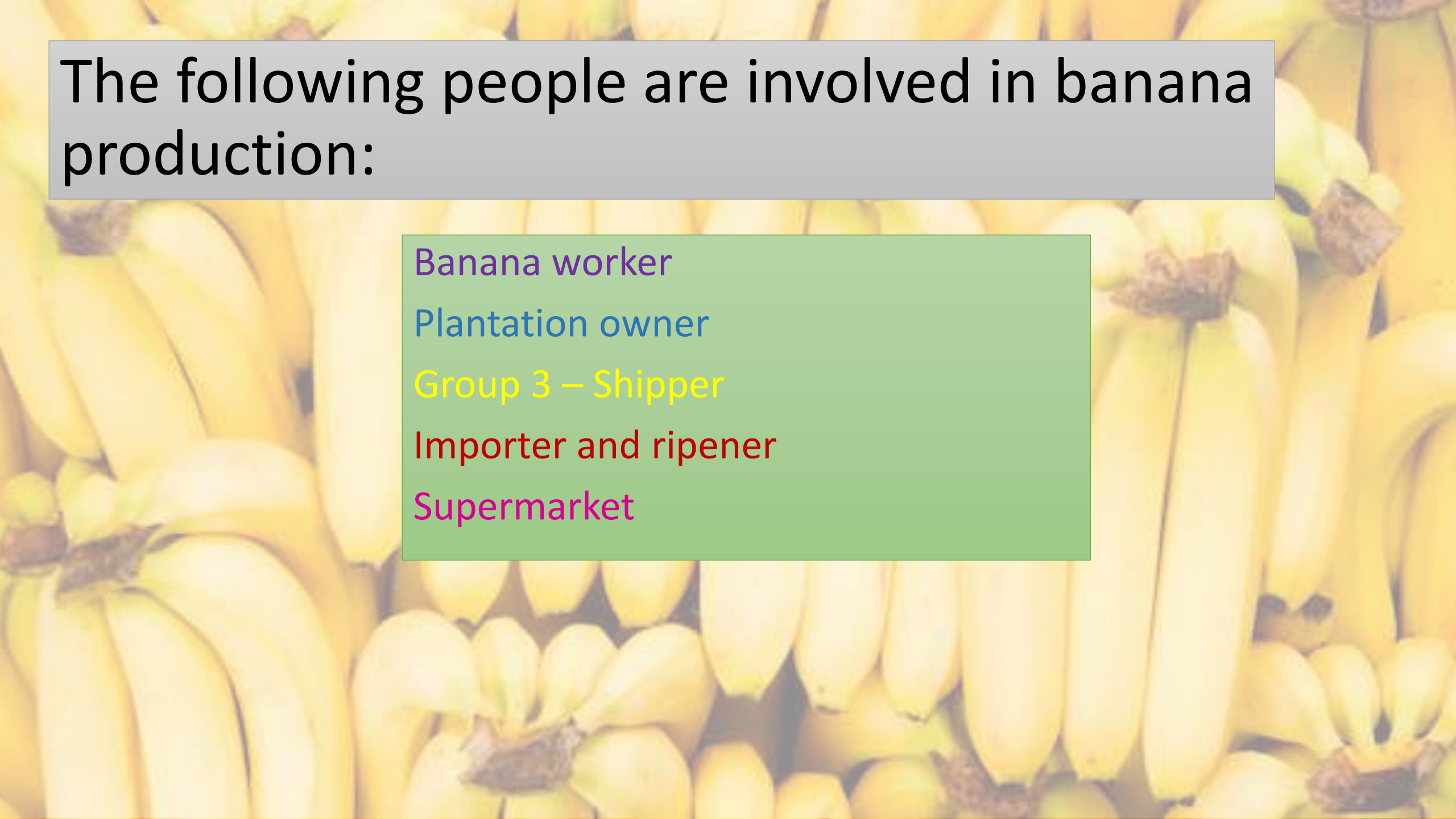
Banana Split!

Do you know where your food comes from?

Aim of today:

- Do you always know where your food comes from?
- We are going to trace the path of the banana as it is exported from its plantation in Latin America, to your fruit bowl





The following people are involved in banana production:

Banana worker

Plantation owner

Group 3 – Shipper

Importer and ripener

Supermarket

Activity 1

- Read the role cards on the handout. This is the job which each person does as part of the production of a banana
- A banana sells for 30p
- Decide how much of this 30p should go to each person involved in the production of the banana, and why.





The real figures:

Banana worker – 1p

Plantation owner -5p

Shipper – 4p

Importer and ripener – 7p

Supermarket -13p

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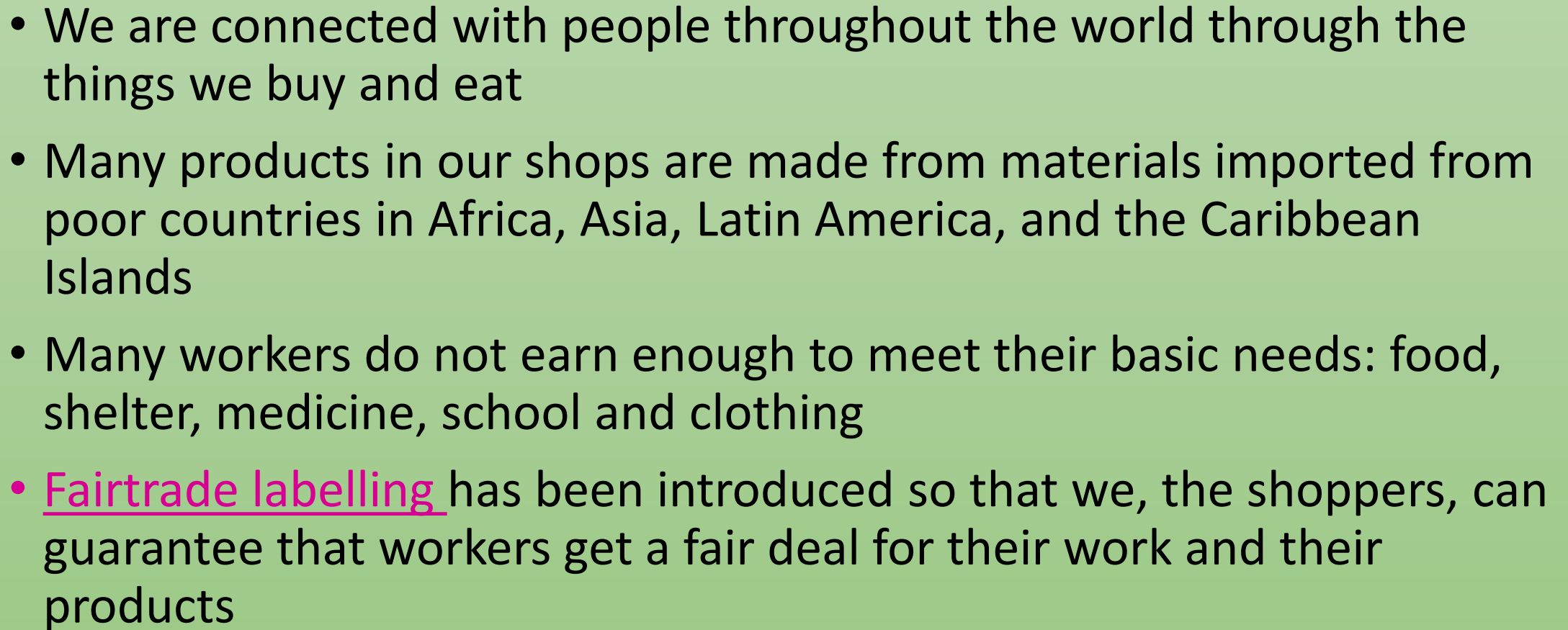
Importer and ripener – 7p

Supermarket -13p

What do you think?:

- Do you think this is fair?
- What could be done to improve the situation?
- What could we do, as the people who buy the bananas?



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- We are connected with people throughout the world through the things we buy and eat
 - Many products in our shops are made from materials imported from poor countries in Africa, Asia, Latin America, and the Caribbean Islands
 - Many workers do not earn enough to meet their basic needs: food, shelter, medicine, school and clothing
 - Fairtrade labelling has been introduced so that we, the shoppers, can guarantee that workers get a fair deal for their work and their products

Fair trade ensures better prices and decent working conditions for farmers and workers



When you buy products with the Fairtrade mark, you support farmers and workers as they work to improve their lives and their community



The mark means that the ingredients in the product have been produced by farmers that have had their rights protected, paid a minimum wage, and money has been invested in their local community





Divine
MILK CHOCOLATE
Heavenly Chocolate
with a twist

BEN & JERRY'S
Chunky Chunk

ARGENTINE RESERVA
VINIC

CAPE RESERVE
SAUVIGNON BLANC

teadirect
Fairtrade
tea
80

Fairtrade
Orange Juice
Pure Orange Juice
from the
Fairtrade
Orange Juice that Counts

cafédirect
espresso
coffee
STRONG AND INTENSE
1 2 3 4 5
FILTER AND ESPRESSO

Cadbury
DAIRY
MILK
MILK CHOCOLATE
CHOCOLATE ALMOND

TAITT
LYLE
FAIRTRADE
GRANULATED
SUGAR

TAITT
LYLE
FAIRTRADE
CANE SUGAR



Golden Zest
LEMON
ZEST
COOKIES
with real LEMON PEEL
READY TO EAT! (gluten, wheat,
nuts, soy, sesame, eggs,
milk, traces of hydroxyquinone)

ROWSE
Fairtrade
Pure Natural
HONEY

DURRER'S
PREMIUM
RAWBERRY
PRESERVE

COCOA
GREEN
& BLACK'S
ORGANIC
MADE WITH
THE FINEST ORGANIC
FAIRTRADE COCOA BEANS
475g Net Wt. 4.4oz



Task:

- Watch the following video clip 'Tipping the Balance'
- Listen carefully to Bernadette and Carlos as they explain what Fairtrade is
- Would you be willing to spend a little more on products if you knew that the producers were getting paid a fair wage to produce them?



Plenary activity

- Write a jingle for a TV advert, advertising fair trade products
- Try to make your jingle catchy, rhyming where possible!
- It can be as long, or as short, as you like!

