

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
-

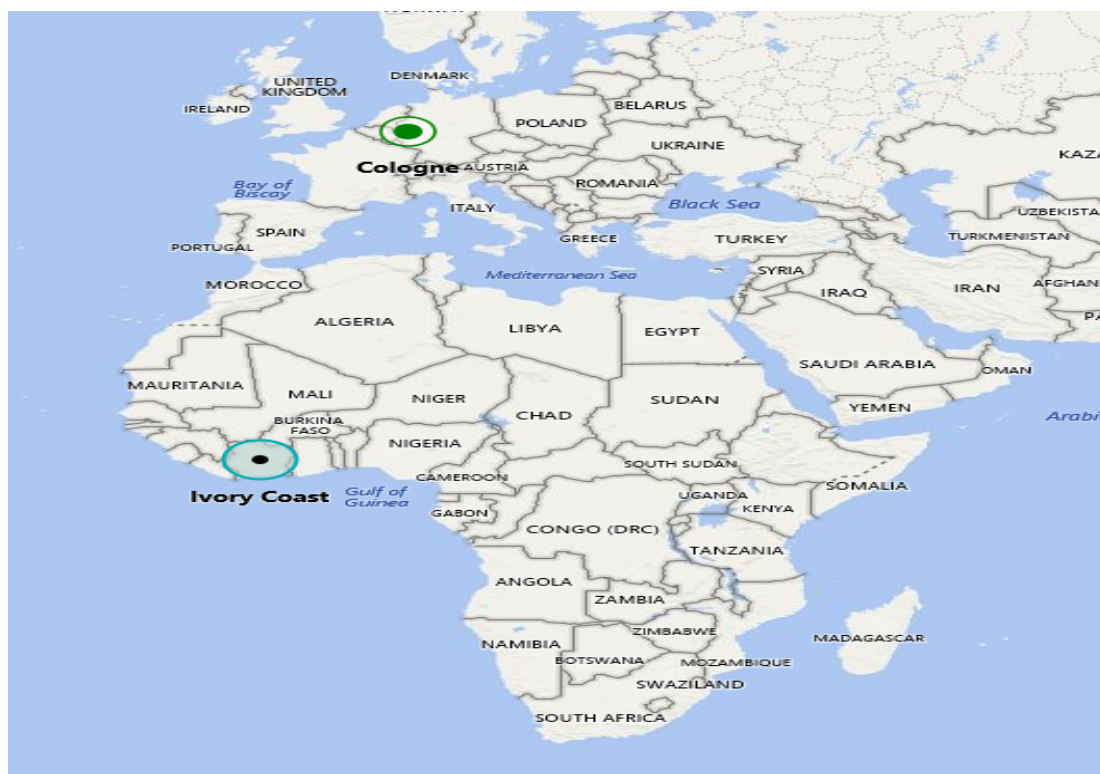
[Map / key images - next page]

Hill, M. (2014, February, 24). The future of Fairtrade. The Food Programme. [Podcast].

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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

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

___ / 2

3. What is the minimum price paid per tonne?

What is the Fair Trade []? How much is it? What is it []?

___ / 4

4. Statistics - What do these numbers relate to?

3-7 Euros	
[]	
¼	
[]	
3bn	
[]	

___ / 6

5. What is the ' []' called? Why is this []?

___ / 2

6. What is the issue in []?

___ / 1

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

___ / 1

Total ___ / 18

Questions Part 2

1. What is the main [redacted] with the ' [redacted] '?

___ / 1

2. How has the Fair Trade [redacted] changed?

___ / 1

3. How [redacted] is Fair Trade? University Lecturer from Brighton

3 key points...

___ / 3

4. Bristol City: What is [redacted] this city?

___ / 1

5. Philip Booth from Institute of [redacted]: What is his key [redacted]?

___ / 1

6. International Sales for Columbia: Why are the [redacted] not FT?

___ / 1

7. The next [redacted] years: How will Fair Trade [redacted] the next [redacted] years?

2 points

___ / 2

Total ___ / 10

Questions Part 1 **ANSWERS**

1. When was Fair Trade established and by whom?

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

___ / 2

2. What was and when was it ?

in 1994

___ / 2

3. ¹What is the minimum price paid per tonne?

²What is Fair Trade ? ³How much is it? ⁴What is it ?

1. \$2000 per tonne
3. \$200 per tonne
4. Schools / / new plants

___ / 4

4. Statistics - What do these numbers relate to?

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

___ / 6

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.

___ / 2

6. What is the issue in ?

only their sugar beet

___ / 1

7. What is the with Fair Trade sales?

Not enough

___ / 1

Total ___ / 18

Questions Part 2 **ANSWERS**

1. What is the main [redacted] with the [redacted]?

- Drop standards / more sales / [redacted] / [redacted] / create [redacted] / A basic label (any one of these points)

___ / 1

2. How has the Fair Trade [redacted] changed?

Put the exact ingredient on the label / white label

___ / 1

3. How [redacted] is Fair Trade? University Lecturer from Brighton

3 key points...

- University Lecturer from Brighton [redacted]
- 0.01% sales / companies don't buy a minimal quantity (no guarantee) [redacted]
- FT Towns is creating a monopoly (opposite this ethic?) (any of these points)

___ / 3

4. Bristol City: What is [redacted] this city?

Fair trade [redacted] / [redacted] supports Fair trade
[redacted] bananas are FT to schools

___ / 1

5. Philip Booth from Institute of [redacted]: What is his [redacted]?

Fair Trade [redacted]
[redacted] FT products - communities / towns / churches]

___ / 1

6. International Sales for Columbia: Why are the [redacted] not FT?

[redacted] them to work closely - don't need it

___ / 1

7. The next [redacted] years: How will Fair Trade [redacted] the next [redacted] years?

2 points

- Everyone will have heard about FT
- More FT [redacted]
- Make [redacted] / better business principles. (any of these)

___ / 2

Total ___ / 10

Overall Total ___ / 28