



The Cost of Fairtrade

Explain that fair trade is when the producers of the product get paid a fair share of the final price.

Do an exercise on key words and people involved in the process of the journey of the banana from planting to being sold in UK:

Worker - A person who does a specified type of work or who works in a specified way

Plantation or Smallholder farmer - A person who manages an estate on which crops such as bananas and pineapples are grown or a person who owns or manages a farm

Export - Sending (goods or services) to another country for sale including packing, loading, transport.

International transport - By more than one means of conveyance, as by truck, rail and shipping

Distribution - The way in which something is shared out among a group (ripening centre, wholesale, retailer)

Get the children in pairs to think about how much each of these people in the banana process will get from a banana costing about **30p**.



A visual banana cut into the 5 areas above in % is a good exercise.



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Export (packing, loading, transport)	6p
International transport (shipping, transport & loading)	7p
Distribution (ripening, wholesale, retailer)	13p
Plantation owner/smallholder farmer	3p
Worker	1p

The prices are approximate, as many factors can affect the actual breakdown, but they illustrate the fact that Distribution (ripening, wholesale, retailer) take the largest part of the profit.

Ask the children – what do they think?

Is this fair?

Explain that sometimes if the smallholder farmer is not part of a cooperative they can't make enough money to cover their own costs.

Explain how the worker and plantation owner /smallholder farmer would make more profit if the banana was traded fairly. For example the price of the banana that are sold in a fair trade scheme will cover the production costs and in addition, money (called a social premium) is put into local hospitals, schools and environmental schemes.

