

FAIRTRADE FORTNIGHT ASSEMBLY FOR PRIMARY SCHOOLS 2017

FURTHER DISCUSSION POINTS

For younger pupils:

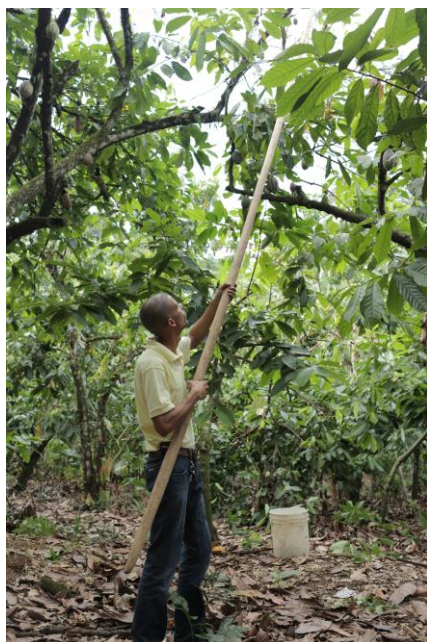
Why does cocoa grow in some countries and not in others?

Which countries grow the most cocoa?

(Answer: Cote d'Ivoire, Ghana, Indonesia, Nigeria, Cameroon, Brazil, Ecuador, Mexico, Peru, Dominican Republic – mostly along the Equator)



How do our choices make a difference to the farmers and workers growing our food?



For older students:

Why is the chocolate bar the same price in both scenarios?

The price you pay for your chocolate bears little relation to the price the farmers receive for their cocoa. Fairtrade chocolate is not necessarily any more expensive to buy than other chocolate. Many factors influence the price to consumer, such as costs of transport, costs of other ingredients such as sugar, and, most influential of all, how much profit the manufacturers make. Large multinational corporations and supermarkets for example will be buying and selling products in larger volumes so can afford to reduce the price to the consumer while paying the Fairtrade price to farmers and workers. Smaller companies may sometimes charge a little more for Fairtrade products as they do not have such high profit margins to start with.

The global chocolate market is worth over \$90 billion (over £70 billion) – why are many cocoa farmers so poor when the cocoa they grow is worth so much money?

Why is education so important in fighting poverty?