

Fair Trade lesson 3

So far we have:

- Investigated the journey of a banana
- Seen why the way the money is shared is unfair
- Learned about Fair Trade

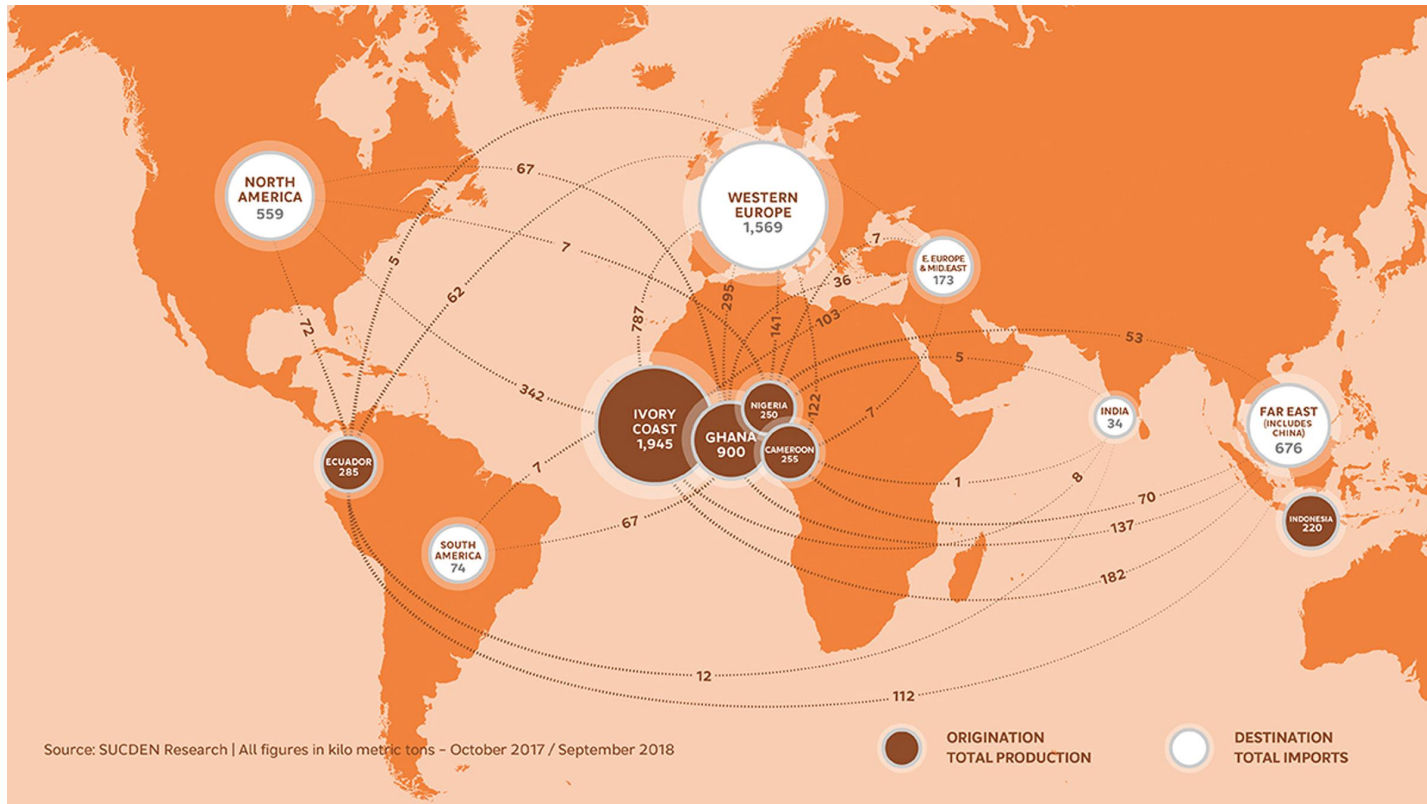
Today, you will need to use your **imagination** to promote a new Fair Trade product.

Curiosity question:

Do you like chocolate?

Have you ever thought about
how it is made?

The main ingredient is the cocoa bean. The map below shows which countries **grow** cocoa beans (the brown circles) and which countries **use** the most cocoa beans.



The countries that grow cocoa beans are poor countries.

The countries that use the most cocoa beans are richer countries.

Just like the bananas we investigated, more of the money made from sales of chocolate go to the rich countries than the poor countries.

In 2011, the Mars UK chocolate company decided to buy all of the cocoa beans it uses to make its chocolate from Fair Trade producers. This means that more of the profits from selling their chocolate bars will go to the poor countries where the cocoa beans are grown.



The Mars company makes Maltesers. You can see the Fair Trade logo here.

Now for your task:

Imagine that the Cadbury's chocolate company has decided to buy all its cocoa beans from Fair Trade producers. This means more money for poorer countries, but also that Cadbury's will need to make their chocolate bars slightly more expensive.

Your task is to design a poster to promote their new Fair Trade chocolate bars.

There are some tips on the next page.

- Make your poster bright and colourful. Cadbury's is associated with the colour purple, so this could be an important part of your design.
- Try to come up with a catchy slogan of 10 words or less. Can you persuade people why Fair Trade products are better in just a few words?
- There should be a picture of the chocolate bar. You could use the internet to see what a Cadbury's chocolate bar looks like, or you could make one up.
- You must include: the name of the brand (Cadbury's), the words Fair Trade, a persuasive slogan
- You could include: the Fair Trade logo
- Don't include lots of writing! Your poster should have just a few words.

