

## Fairtrade Around the Store

We know that stores often get asked to host visits from schools. Fairtrade is a great topic to talk to students about; teaching them how we're all connected in the global system. It's also something we're known for! We've championed Fairtrade for over 20 years and continue to be the world's largest convenience retailer for Fairtrade products.

This session is for students at Primary level (Key stages 1&2). By the end of the session, students will recognise the Fairtrade Mark, understand about the difference Fairtrade can make and be able to identify products that are Fairtrade.

Before inviting students in to your store, please consider the impact this will have on the store. You will need to consider the number of students that you will be able to comfortably manage the activity with, without impacting on customer and Member store experience. Make sure all your store colleagues are aware of what's happening and discuss the visit in advance with the school. This means that both you and the school know what to expect!

The workshop could take anything from 20-45 minutes, depending on how you chose to run it in your store. Cut the length of the session, or add in more detail, as you feel will work for you and the group that are visiting.

You will need:

- Printed copy of the Fairtrade Journey PDF
- Taste stations set up where appropriate around store [See instructions below]
- A route planned around your store. [See instructions below.]
- Printed chocolate worksheet for students to take away [optional]

### Introduction

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Hi everyone. Thanks for coming to visit us today in the Co-op. My name is [xxx] and I am [Store Manager / CTM]

Today we're going to learn a little bit more about Fairtrade, which is something at the Co-op, we think is really important.

- 🗣️ Does anyone know what Fairtrade is? Or can anyone tell me anything about Fairtrade?

*[Take answers – students might suggest products they think are Fairtrade, describe the Fairtrade Mark or know that it relates in some way to less developed countries]*

Fairtrade is about giving farmers in developing countries a better price for their crop. Sometimes, farmers in poorer countries in areas like Africa or South America don't earn enough to feed their families, access clean water or build proper housing.

By paying farmers a better price for their crops, we can make sure that they have a better standard of living.

- 🗣️ Has anyone seen this mark before? *[Show PDF pg. 1. Fairtrade Mark]*  
It's the Fairtrade Mark.

This is how we know that a product is Fairtrade and that the farmer has been paid a good price for their crop.

- 🗣️ Does anyone know what the Mark is a picture of? *[It's a person holding up their arm – it could perhaps be a producer reaching to pick their crop, or a shopper or campaigner reaching for Fairtrade products]*

You can see this Mark on lots of different products we sell. Today we're going to have a look around and see where we can find it in store. Remember that there are lots of customers in store this morning, so please keep together as a group.

## Fairtrade Journey - Instructions

Before the students visit your store, think about the route that you will take them on to show them the range of Fairtrade products that we have.

Remember to plan a route that will cause minimal disruption to the running of your store.

You could think about arranging some Taste Stations around the store. Here students can sample some of our Fairtrade products, and share their opinions.

Your tour could visit the following areas of the store and could pick up the following products. However, you will need to alter the order that you visit each area. Decide the best route around your store.

## Bananas

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*Invite students to the fruit and veg aisle of the store.*

- 🗣️ So, can anyone think of a healthy Fairtrade snack? *[Take answers: bananas]*

*You could put out a Taste Table and invite students to sample some small pieces of banana, a banana smoothie or similar product. Encourage students to describe the tastes, textures and give their opinions.*

Some questions you could ask students:

- ④ *How many bananas do we sell in this Co-op every day? If you can work this out from your store data, you might like to ask students to take guesses!*
- ④ *Where do you think bananas come from? Do they need hot or cold conditions to grow? Can anyone name any countries they think bananas come from? Answer: Tropical conditions, hot and wet. They grow best near the equator. Correct countries, are those in Central and South America, Africa.*
- ④ *How do bananas grow? Answer: They grow on huge plants, in big bunches and upside down! Bananas are actually a type of herb.*
- ④ *What other products do bananas go in to? Cakes, smoothies, etc. You could show some examples.*

We get lots of our bananas at the Co-op from Central America. Countries like Panama and the Dominican Republic. Lots of bananas also come from Ghana and the Ivory Coast, which are countries in West Africa.

*[Show PDF Picture 2. Chito & bananas]*

This is a banana farmer in Panama called Chito.

Fairtrade bananas in Panama have helped to improve the farmer's housing. Some of the farmers used to live in homes which didn't have proper roofs or walls.

- ④ *Can you imagine if your house didn't have a proper roof?*

In Chito's community, farmers have used the money they have from Fairtrade to build homes with brick walls and steel roofs. The tropical conditions in Panama mean that there can be lots of rain and wind – so having a proper roof is really important.

## Flowers

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*Invite students to the flower stand. It might be harder for students to identify what the Fairtrade product is here, so encourage a few of them to look closely at the flowers on display and see if they can spot the Fairtrade Mark.*

All our single stem roses are Fairtrade.

Lots of flowers are grown in the UK and Europe, but to make sure we have flowers all year around sometimes we need to grow them in a warmer climate.

Our Fairtrade roses come from Kenya.

- 🗣️ Can anyone tell me where Kenya is? *[Answer: Kenya is in East Africa]*

Fairtrade roses in Kenya, have helped to fund a creche/playgroup.

This means that the young children have somewhere safe to go while their parents are at work.

## Chocolate

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*Visit the confectionary aisle. Ask students to spot all the different kinds of chocolate we have that are Fairtrade. Think about our Irresistible bars, standard £1 bars, chocolate buttons, chocolate raisins and all our seasonal chocolate confectionary.*

*You could put out a Taste Table and break up some standard bars for the students to taste. Get them to describe the tastes, or ask them to vote for their favourite flavour.*

All our own brand chocolate bars became Fairtrade in 2002.

*Some questions to ask students:*

- 🗣️ Chocolate is made from cocoa. Does anyone know how cocoa grows?  
*Answer: On trees. Cocoa comes from beans, which grow in big cocoa pods.*
- 🗣️ Where does cocoa grow?  
*Answer: Lots of our cocoa comes from West Africa (Ghana, Ivory Coast), Central America (Dominica Republic). It needs a warm climate to grow best.*

*[Show PDF picture 3. Ghana]*

- 🗣️ How far do you all walk to get water?

In Ghana lots of families were walking several miles each day to get clean water. They didn't have taps in their houses like we're used to, but had to go to fetch the water and carry it back in huge buckets.

- 🗣️ Has anyone tried carrying 5 litres of water?

*[Here you could show a one litre bottle and ask student to lift it]*

Now image 5 of those. Heavy, isn't it? Lots of young children are used to carrying this each day, sometimes several times each day to make sure their family have enough water to drink, cook with, or wash with.

Fairtrade in Ghana has helped cocoa farmers to build water pipes and pumps in the local villages. This means families don't have to walk miles each day for their water. They have more time to work on the farm and the children have more time to learn.

## Hot Drinks

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*Take students to the hot drink area.*

- ② Count the number of Fairtrade drinks you can see.

All our Co-op hot drinks have been Fairtrade since 2008, which is a long time. So that's tea, coffee, hot chocolate. There are lots of different types of tea, black tea (which is what we call the normal tea we might drink with milk and sugar) and then flavoured teas like mint or fruit.

*You could show students some different tea bags and get them to describe how the different flavours smell, or what they can see inside the tea bag.*

Some questions you could ask:

- ② Does anyone know which countries we get tea from? *Answer: Our tea comes from places like Kenya, Malawi, India, Sri Lanka.*
- ② How about coffee? *Answer: Central & South America (Colombia, Guatemala, Brazil), Africa (Tanzania, Ethiopia)*
- ② How do they grow? *Answer: Both coffee and tea are from bushes. Tea is a leaf which is ground up into smaller pieces. We can see these small pieces in tea bags. Coffee comes from a coffee bean. Beans grow on bushes. They're picked, dried and roasted, which creates the rich smell and flavour. The beans are ground down so that we can use them to make our hot drinks.*

*[Show PDF picture 4. Tea farmer and community centre]*

In Kenya, farmers have used the extra money they've made from Fairtrade to fund a community centre. The whole community can come together to hold meetings or run clubs for young people and adults.

- ② Did all your parents get to go to school?

Not everyone in developing countries manages to go to school when they are young. So community centres like this can run classes for adults to learn how to read and write as well.

## Sugar / Baking Products

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*Make your way to the sugar / home baking aisle. Encourage the students to find all the different products in this area that have Fairtrade Marks. This will include different types of sugar and cooking chocolate. Your store might also have Fairtrade honey or spices in this area.*

Since 2016, all the bagged sugar we stock, whether branded or own brand, is Fairtrade.

Questions you could ask:

- ② Where does sugar come from? *Answer: Sugar comes from two types of plant – sugar beet, which we can grow in the UK and Europe, and sugar cane, which grows in hot countries, like Belize, Jamaica and the Caribbean. Our Fairtrade sugar comes from sugar cane.*

*[Show PDF picture 5 / 6 Javier].*

This is a sugar farmer, Javier, who's holding a piece of sugar cane. You can see how high the sugar cane grows!

Carolina lives in Belize. She's a sugar cane farmer, and has used some of the money from Fairtrade to buy some chickens!

She sells the eggs to other people in her village to earn a bit more money each month. It's important for sugar farmers to have other ways to earn money in case one year, the sugar crop fails.

## Cotton

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*The students will be surprised to visit a non-food aisle in the shop, but it's a great way of showing them a really important Fairtrade product we sell. Encourage them to try and find the Fairtrade products on the shelf (wool balls, pads, earbuds).*

We've stocked Fairtrade cotton since 2008.

Questions you could ask:

- ② Where does cotton come from? *Answer: Cotton grows on a plant. The plant grows pink and cream flowers which drop off to reveal little balls of cotton.*
- ② Share around some balls of cotton wool and invite students to talk about how it feels.

- ④ What else do you use cotton for? What else could you do with Fairtrade cotton?

*Answer: Fairtrade cotton is sometimes used in clothing. Are their school uniforms Fairtrade?*

## Session End

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Thank you everyone for coming along today.

We hope you've enjoyed seeing the store and learning a bit about Fairtrade.

- ④ Do you all recognise this Mark now? *Show PDF image 1.*
- ④ And are you going to go home and encourage your friends and family to look out for it?

## Session Follow Up

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At the end of the session, you could consider giving students a Fairtrade banana and / or a small bar of Fairtrade chocolate to take away. You may be able to support this using your community budget.

To encourage students to think about what they've learnt, you could set students a challenge.

Using PDF Image 7, set the students the task of designing a wrapper for a Co-op chocolate bar. It should include the Fairtrade logo and the Co-op logo. Ask students to bring their entries back in to store. You could display these around the store, and ask customers and Members to vote for a winner. The winner could receive a Fairtrade treat!