

INDIVIDUALS
ENGAGING IN
SOCIETY

Citizenship Foundation



Fairtrade: Have a Banana

Using Go-Givers lessons

- This PowerPoint is designed to inform, and to support critical thinking and discussion.
- Go-Givers PowerPoints can be used in their entirety OR content can be saved and edited.
- In order for the **links** and **animation** to work, always show the PowerPoints in 'slide show' view.
- The **green dot** ● in the bottom right hand corner of the slide indicates when the slide animation is complete.
- The **LEARNING ACTIVITIES** are an **essential and integral part of this lesson**. They are linked at the end of this PowerPoint.

This lesson explores how a Fairtrade policy can create a more equal market.

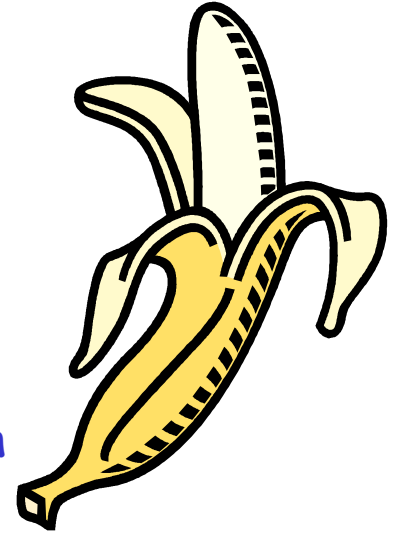




HAVE A BANANA!



It's good for you!



Carbohydrate

A good source of energy

Phosphorus

Helps build strong bones and teeth

Calcium

Helps build strong bones and teeth.
Helps release the energy from the food we eat.
Regulates heartbeat.
Makes sure blood clots normally

Potassium

Controls the balance of fluid in the body.
Helps lower blood pressure

Vitamin C

Helps protect cells and keep them healthy
Helps the body absorb iron from food



Bananas do not grow on trees.



They are the fruit of the world's largest herb

Can you name any other members of the herb family?



They originally grew in South East Asia



click to view map.

Can you name a country where bananas came from?

What kind of climate do bananas like?



People realised what a good food
bananas were a long time ago.

Farming bananas soon spread to
other countries.

There is evidence that
Alexander the Great and
his army ate bananas in
India in 327BC



Bananas are now the fourth most important crop in the world after:



Rice



Wheat



Maize

They are the world's most popular fruit!
Twice as many bananas are eaten now as in 1985.

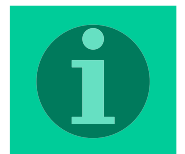
But the price has fallen by a third.

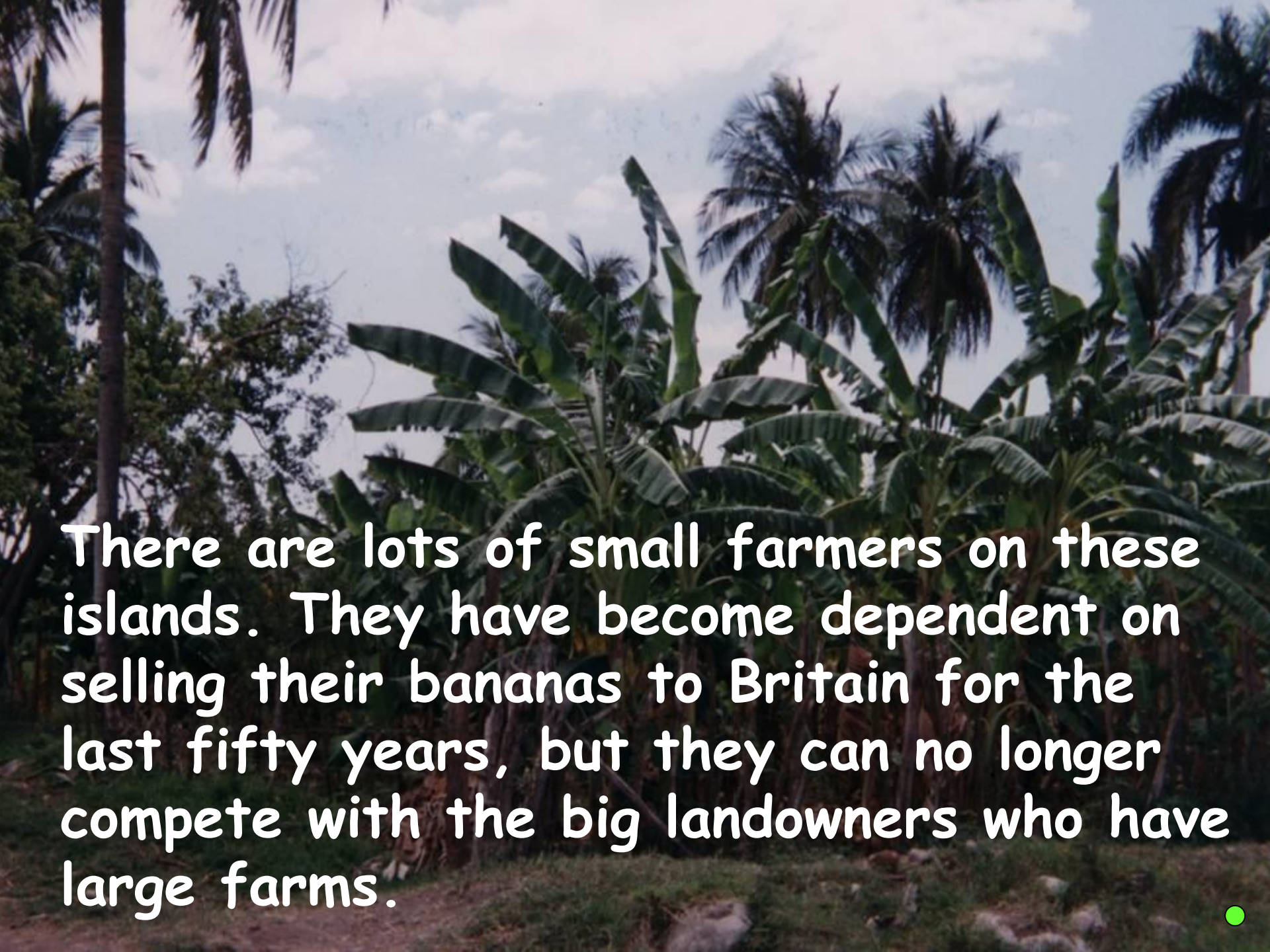
Many of the bananas on sale in Britain come from the Windward Islands in the Caribbean.

Can you name any Islands where bananas might be grown?



These islands are made from extinct volcanoes. What would you expect the landscape to be like?



A photograph of a tropical landscape. In the foreground and middle ground, there are several banana trees with large, green, slightly damaged leaves. Behind them, several tall palm trees are visible against a sky filled with white and grey clouds. The overall scene is lush and green, typical of a tropical island environment.

There are lots of small farmers on these islands. They have become dependent on selling their bananas to Britain for the last fifty years, but they can no longer compete with the big landowners who have large farms.



Independent Farmers

Big Producers


Match the sentences!

- Big companies have the money to pay for chemicals to stop this spreading.
- Big companies can pay for machinery and storage facilities to keep the bananas from bruising
- Big companies can build special roads.
- Big companies spend lots of money on fertilisers to make the bananas grow large, and more quickly.
- Big companies have huge temperature controlled lorries.
- Big companies can link up with big packaging and transport companies.
- Big companies develop special machinery to help them do the work.

Independent Farmers

- Bananas are susceptible to a fungus which can destroy a whole crop.
- Bananas are perishable. They bruise easily.
- Small farmers have to bring their bananas to market down steep muddy tracks.
- Small farms often have poor soil. The bananas they grow may not be the best quality.
- Small farmers have to transport the bananas in small open trucks.
- Small farmers are not important enough to make good deals with other companies.
- Small farmers have to work with basic tools.

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- 

CASE STUDY

Calvin is 60 years old. He lives on his own in a dark room at the far end of a disused dance hall. He farms three acres of bananas. He says:

'It's much more difficult to grow bananas now and it's just not worth the bother! Twenty years ago it was much better than now. The cost of living has gone up, the cost of fertiliser has gone up, but the price we are left with has gone down. I'm lucky if I can get 3p for a pound of bananas. It is less than it costs me to grow them.'



However, Calvin has recently joined a farmers' group that is registered to supply Fairtrade bananas to the UK, and he is now getting more money for his fruit.



FAIRTRADE is a charity which helps small farmers in developing countries improve their quality of life by enabling them to sell their produce at better prices.



FAIRTRADE has carried out a survey of countries in the European Union. They found out that people are prepared to pay more for their bananas, provided the money goes to the farmers.

SURVEY

**37% OF PEOPLE SAID THEY WOULD PAY
10% MORE**

**11% OF PEOPLE SAID THEY WOULD PAY
20% MORE**

**5% OF PEOPLE SAID THEY WOULD PAY
30% MORE**



When you buy food with a
FAIRTRADE label you know that
the farmer is getting a fair price
for his goods.



**Would you be prepared to pay
more money for your bananas?**



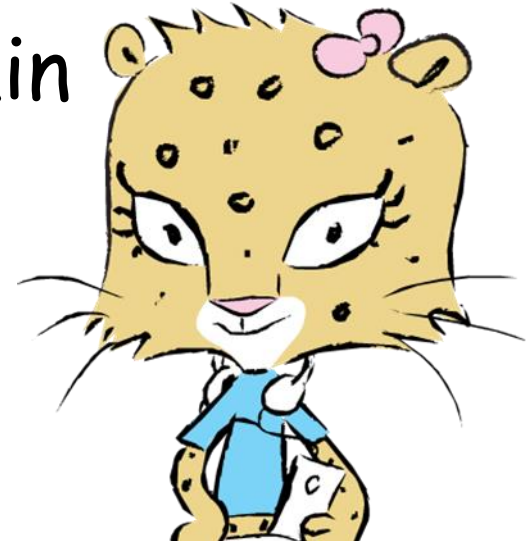
ACTIVITY:

Using persuasive writing, write a letter to your local shop or supermarket, explaining why they should sell food with a FAIRTRADE label.



Glossary

- **susceptible** - at risk, vulnerable
- **perishable** - easily damaged, fragile
- **dependent** - relying on certain conditions



A herb is a plant that generally does not produce a woody stem. It dies back at the end of each season.

The French word for grass is l'herbe.

Herbs used in cooking.

CHIVES, THYME, TARRAGON, OREGANO,
ROSEMARY, SAGE



Medicinal Herbs



CHAMOMILE, St JOHN'S WORT,
EVENING PRIMROSE, GINSENG





The main islands are:

- Dominica
- St Lucia
- St Vincent
- Grenada.



The landscape is mountainous. Many peaks are over 1000m. The farmers grow their crops on the steep mountainsides. Some farms are almost inaccessible as building roads is difficult in the rugged terrain.



Useful Web Links

- Go Bananas! <http://www.oxfam.org.uk/coolplanet/kidsweb/banana/> - Follow a banana from the Windward Islands in the Caribbean to a supermarket in the UK, meet the banana farmers and get some top tips on the most delicious ways of getting those fair trade bananas to your tummy. Yum!
- Fair Food- <http://www.oxfam.org.uk/coolplanet/kidsweb/food.htm>
- Two thirds of all pocket money is spent on sweets and chocolate – where does your chocolate come from? Find out here - <http://www.papapaa.org/>
- Set up your own fair trade tuck shop! Convert your school into a fair trade school http://www.fairtrade.org.uk/get_involved/default.aspx

