

I – Look at the following photo. Tell us what you can see.

- List the items (an item = *un article*) and classify them into categories



- What are the common points to all these items?

II- Here are some logos you can find on these items >>>>>

1. Describe them. What can you see?



2. What words come to your mind when you are looking at the logos?

3. Can you guess the name corresponding to this new marketing principle?

III – Work on the vocabulary you need in order to understand the topic.

1. Match the word and its definition

Certified, adj.	●	◆	A person who buys materials (=goods> <i>des biens</i>) or someone who uses services
To distribute	●	◆	A producer of food or material is a company or country that grows or manufactures a large amount of a good (or material)
Trade, n.	●	◆	Just, reasonable or right
A consumer	●	◆	The activity of buying, selling, or exchanging goods or services between people, firms or countries
To invest	●	◆	To pay someone money or goods to replace or another good
Sustainable, adj.	●	◆	Holding or guaranteed by a legal document
Developing countries	●	◆	Countries with a lot of economic activity and where people generally have high incomes* (<i>*revenus</i>)
Fair, adj.	●	◆	Countries with little economic activity and where people generally have low incomes* (<i>*revenus</i>)
A business plan, a scheme	●	◆	Capable of being maintained at a steady level without exhausting natural resources or causing severe economical damage
A producer	●	◆	To input money (or capital) in a business (usually by purchasing shares) with the expectation of profit
To compensate, v.	●	◆	A detailed plan setting out the objectives of a business, the strategy and tactics planned to achieve them, and the expected profits.
To ensure	●	◆	To give out shares, goods and products
Developed countries	●	◆	To take action to make sure something else happens

IV – READING : What is Fair Trade?

Match the questions to the correct paragraph/answer.



**LOOK FOR
THIS MARK**
fairtrade.org.uk

Questions

1. What is Fairtrade?
2. How does Fairtrade help people?
3. How can I tell if what I buy is Fairtrade?
4. Why should I buy Fairtrade products?

Answers

a. Fairtrade is a scheme which aims to reduce poverty and increase sustainability in developing countries where local workers participate in world trade. Fairtrade ensures workers receive a fair and stable price, and an additional amount of money (called the Fairtrade Premium), which they decide how to invest in their businesses and communities.

b. People living in developed countries can support Fairtrade by buying products with the FAIRTRADE Mark. If there is **no** FAIRTRADE Mark on what you buy, it may mean that the producer was given an unfair price, poor working conditions and no opportunity to support their local businesses and community.

c. Fairtrade products may be a little bit more expensive than other products. Buying Fairtrade, however, means that you are treating workers in developing countries fairly, and helping people who work very hard to support themselves, their families and their local communities. It supports producers so that they can continue to trade and grow in today's market.

d. Fairtrade helps people in developing countries by giving them power to sell their produce for a fair price. This means that their businesses can grow. Local communities can also benefit because farmers can invest in things such as food, clean water, health care and education.

V- READING : Read the portrait of this woman and complete her identity card

	Answers
Name	
Age	
Location/address	
Family status	
Job	
product	
Her opinion about Fair Trade : Find at least 4 arguments which she gives as advantages for Fair Trade	

Oliva Kishero, 33, and her husband Joseph, 45, own and run their organic certified coffee farm in Kenya. They have seven children of their own, and are also parents to four orphans. The farm provides 60% of their family income and Oliva has worked there since she left school. Oliva says, "Fairtrade is a good idea and makes a big difference to us. It is marketing our coffee and giving us a fair price. And we know we are not being cheated...The fair price helps pay school fees for five of my children who attend boarding school."



Oliva Kishero ©Simon Rawles

