

Fair Trade

“Every time you spend money, you are casting a vote for the kind of world you want.”

—Anna Lappe, author

Pre-Reading

A. Warm-Up Questions

1. What does fair trade mean?
2. What fair trade products have you seen in stores?
3. Do you check where a product is made before you buy it?

B. Vocabulary Preview

Match up as many words and meanings as you can.

Check this exercise again after seeing the words in context on page 2.

- | | |
|----------------------|--|
| ___ 1. consumer | a) the lowest amount of money you can pay a worker |
| ___ 2. conscience | b) trustworthy, always doing the right thing |
| ___ 3. responsible | c) an object that is handmade |
| ___ 4. mass-produced | d) someone who buys products |
| ___ 5. wages | e) hourly job earnings |
| ___ 6. artifact | f) a person who expresses negativity |
| ___ 7. critic | g) a sense of what is right and wrong |
| ___ 8. corrupt | h) acting in a dishonest manner for personal gain |
| ___ 9. minimum wage | i) to make sure that rules are followed |
| ___ 10. enforce | j) made in very large quantities |



Reading

FAIR TRADE

Consumers with a conscience

1. Are you a **consumer** with a **conscience**? Your conscience tells you when something is right or wrong. It sometimes reminds you not to buy something expensive that you don't need. Your conscience may also tell you to pay a little more for something that is made in a **responsible** way. Fair trade is a system that tries to give producers in developing countries the money they deserve. Popular fair trade items include coffee, tea, and chocolate. Do you look at the labels when you buy these items?
2. Products that are made far away are sometimes the least expensive. How can that be? It's simple. **Mass-produced** goods are often made by people who receive extremely low **wages**. The working environment in developing countries may be unsafe and unfair. Production may even involve child labour. This is what the fair trade movement tries to fix.
3. In some countries, women are not able to earn money. The fair trade system helps women earn money by selling handmade goods such as clothing, bags, and other **artifacts**. As a consumer, you can support a single talented seamstress and her children instead of a box store.
4. Paying a little more for fair trade goods is a way for consumers to reduce poverty around the world. However, not everyone can afford to do this. Some people *live paycheque to paycheque*. They can only afford the lowest prices at the local chain store.
5. How reliable is fair trade labelling? Can you be sure that a farmer's family will benefit if you pay extra for your coffee? **Critics** of fair trade doubt this. They believe it's the companies that benefit from the higher prices. Some fair trade co-ops are **corrupt**. Corruption includes false labelling or not paying farmers the required **minimum wage**. It is difficult for the fair trade labelling organization to **enforce** fair trade practices in farms around the world. Should consumers do their own research?

Comprehension

Discuss these questions in pairs, and write the answers in your notebook.

1. What is a “conscience”?
2. Why are products that are made far away sometimes the least expensive?
3. What does the reading infer about women in developing countries?
4. What does it mean to live paycheque to paycheque?
5. What do critics of fair trade doubt?

Vocabulary Review

A. Complete the Sentences

Complete the sentences using vocabulary from page 1.
You may need to change the word forms.

1. The coffee company has no _____. Its workers are child slaves.
2. The toys at the dollar store are _____ at factories in Asia.
3. That organization doesn't have the manpower to _____ their rules.
4. In the fair trade co-op, the business owners have to pay the workers at least _____.

B. Odd One Out

Which word does not belong?

Circle the word that does not fit in with the others.

- | | | |
|--|---|--|
| 1. a) responsible
b) trustworthy
c) enforce
d) reliable | 3. a) handmade
b) box store
c) craft
d) artifact | 5. a) dishonest
b) corrupt
c) illegal
d) minimum wage |
| 2. a) earnings
b) income
c) wages
d) fair trade | 4. a) critic
b) opponent
c) anti-
d) consumer | |

Idioms with “Fair”

Idiom	Definition	Example
fair and square	no rules were broken	We won that game fair and square!
a fair shake	fair treatment	The manager gave the teen a fair shake at the job, but the teen didn't try hard enough.
fair's fair	It is fair because of something that happened in the recent past.	A: Hey! He went over the line. B: Fair's fair. Your team broke the rules a minute ago.
a fair-weather friend	a person who is only a friend in good times	Jenna is a fair-weather friend. She never calls when I'm unemployed.
a/one's fair share	the same amount as everyone else	You did your fair share of the cleanup. I'll do the rest.

Discussion Questions


1. Would you rather buy products from local farms and artisans than from box stores?
2. What fair trade products have you seen on the market in addition to coffee, tea, and chocolate?
3. Have you heard of “fair trade universities” or “fair trade towns”? What do you think these are?

Critical Thinking

IN PAIRS

What can people in developed countries do to help reduce poverty around the world?

Listening – Gap Fill

 <http://blog.esllibrary.com/2012/07/25/podcast-fair-trade/>

Fill in the blanks as you listen to the recording.

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5. How reliable is fair trade labelling? Can you be sure that a farmer's family will benefit if you pay extra for your coffee? Critics of fair trade _____ this. They believe it's the companies that benefit from the higher prices. Some fair trade co-ops are corrupt. Corruption includes false labelling or not paying farmers the required minimum wage. It is difficult for the fair trade labelling organization to enforce fair trade _____ in farms around the world. Should consumers do their own research?

1. conscience, responsible
2. environment, labour
3. handmade, artifacts
4. poverty, chain store
5. doubt, practices

ANSWERS: