

FAIR TRADE

Rob Bush

7th Grade Eastern Hemisphere

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HISTORY OF GHANA AND COCOA



- Cocoa from Ghana is considered to be among the finest cocoa in the world.
- Most of Ghana's cocoa production is on small farms of 4 to 5 acres.

TETTEH QUARSHIE



- Cocoa came to Ghana in 1876 when a Ghanaian named Tetteh Quarshie brought some cocoa pods to Ghana from Equatorial Guinea.
- Tetteh Quarshie cultivated the beans on his farm in Ghana and was able to grow several seedlings.

SHIPPING COCOA



- The first documented shipment of cocoa from the Gold Coast was made in 1893.
- By 1911 Ghana was the world's leading cocoa exporter, supplying the growing European chocolate market.

720,000 COCOA FARMERS IN GHANA


- Today there are currently close to 720,000 cocoa farmers in Ghana and approximately 2 million in West Africa.
 - West Africa supplies 70% of the world's cocoa and Ghana is the second largest producer.
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PROBLEMS COCOA FARMERS FACE

- The price of cocoa on the world market changes frequently. Going up and down.
- On the local scene, farmers face additional problems. They are often underpaid by local cocoa buyers using 'fixed' scales that show a lower reading than the actual weight of their cocoa beans.
- Sometimes they are paid with checks that bounce or vouchers which the farmers have trouble cashing.



PROBLEMS COCOA FARMERS FACE

- The problems Ghanaian cocoa farmers face globally and locally often push their incomes below the poverty line.
 - They lack the money they need to buy, tools, fertilizers and pesticides to grow cocoa.
 - They also lack the money they need to pay for clothes, medical care, and school fees for their children.
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RICH GET RICHER

- The experiences of Ghanaian cocoa farmers are like those of many farmers all over the world.
- They are caught in a trading system that benefits the multinational companies based in the richest countries.
- They are at the mercy of local people who cheat them.




FARMERS' COOPERATIVES

- Farmers in Ghana are forming 'Fair Trade' cooperatives to solve the problems they face.




BUY FAIR TRADE CHOCOLATE


- You can support farmers and their families by buying Fair Trade chocolate.
 - Fair prices for chocolate bars means a better life for farmers and their families.
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WHAT IS FAIR TRADE?


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- A system of exchange that honors producers, communities, consumers and the environment.
 - A model for the global economy rooted in people-to-people connections, justice and sustainability.
 - A commitment to building long-term relationships between producers and consumers.
 - A way of life!
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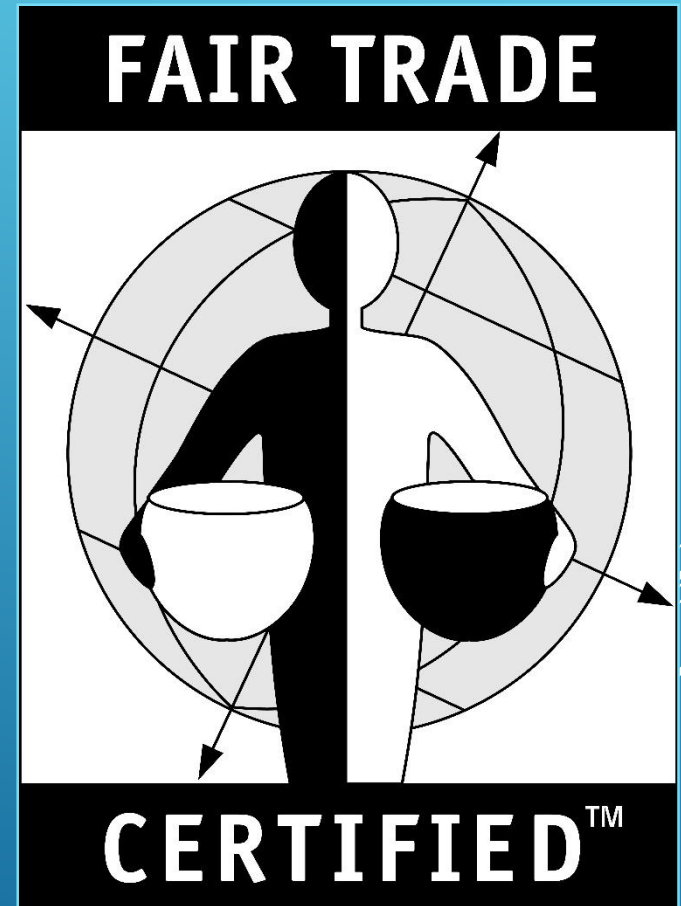
FAIR TRADE - CRITERIA

- Paying a fair wage
 - Giving employees opportunities for advancement
 - Providing equal employment opportunities for all people, particularly the most disadvantaged
 - Engaging in environmentally sustainable practices
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FAIR TRADE - CRITERIA

- Being open to public accountability
 - Building sustainable long-term trade relationships
 - Providing healthy and safe working conditions
 - Providing financial and technical assistance to producers whenever possible
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WHAT DOES THE FAIR TRADE LABEL LOOK LIKE?



WHAT DOES THE FAIR TRADE LABEL MEAN?

- *Fair Price*
 - *Fair Labor Conditions*
 - *Direct trade*
 - *Democratic and transparent organizations*
 - *Environmental Sustainability*
 - *Community Development*
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PROBLEMS WITH TRADITIONAL TRADE MODEL

- ▶ Majority of power rests in the hand of multinational corporations and rich countries
 - ▶ Minimize opportunities for vulnerable producers and sometimes degrades the environment
 - ▶ Focuses on short-term profits; evades the full costs of commerce, and overlooks the plight of marginalized people and the environment
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WHAT'S IMPORTANT IN EACH MODEL?

Traditional = Capitalism / “Neoliberalism”

PROFIT is most important

Nothing else (quality, human rights, environment, etc.) matters as much as **PROFIT.**

Fair Trade Model

Profit = Quality = Human Rights =
Environmental Sustainability = Justice