



ASSIGNMENTS AND RESOURCES



ETHICAL TRADE

CHOCOLATE

Find out about **Ethical Trade**
and how it relates to the
Chocolate Industry

selfhelpafrica.org/ie/education

ETHICAL TRADE



This activity series has been devised by Self Help Africa, an Irish international development organisation focused on supporting and empowering farming communities across Africa. SHA's vision is an economically thriving and resilient rural Africa, free of poverty.



**Self Help
Africa**

The Global Citizenship schools team has been working over the past couple of weeks to bring you some new resources that might be helpful in the virtual classroom.

These resources combine visually engaging content that could be used by students remotely, we can also provide online or recorded sessions if you wish. We believe that the activities may be particularly useful for your TY and Junior Certificate year students.



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Cacao tree



Ethical trade is about having confidence that the products and services we buy have not been made at the expense of workers in global supply chains enjoying their rights. It encompasses a breadth of international labour rights such as working hours, health and safety, freedom of association and wages.

WHY DO COUNTRIES TRADE?

Trading is the act of buying and selling goods and services. It can take place within a country (Home or Domestic trade) or between countries (International trade). Watch this video to learn more.



An advantage of this type of trade is that countries can have access a greater variety of goods, especially if they can't produce them in their own countries. Cacao trees grow in the tropical regions around the equator where there is a hot and humid climate, and while we can't grow cacao in Ireland, we can import cacao beans needed to produce chocolate.

WHAT ARE ETHICS?

Ethics is concerned with what is good for individuals and society. Ethical trade means that retailers, brands and their suppliers take responsibility for improving the working conditions of the people who make the products they sell.

Some examples of ethical trade include Fairtrade and Rainforest Alliance, and to be certified a producer will need to meet certain requirements. You can learn more about these types of ethical trade in this video on Fair Trade vs Direct Trade vs Rainforest Alliance.



DID YOU KNOW...??

The term “to boycott” (to stop buying or using the goods or services of a certain company or country as a protest) originated in Ireland in 1880.

The noun comes from the name of Captain Charles Boycott, an English land agent in nineteenth-century Ireland who refused to reduce rents for his tenant farmers. When Capt Boycott proposed evictions on his estate, local activists of the Irish National Land League encouraged Boycott’s employees to withdraw their labour, and began a campaign of isolation against Boycott in the local community. The story was made into a film in 1947 – you can watch the trailer here.



By the end of 1880 there were reports of boycotting from all over Ireland. According to James Redpath, the verb “to boycott” was coined by a local leader of the Land League Father John O’Malley in a discussion between them on 23 September 1880. The non-violent tactic of boycotting was incredibly successful and the events at Lough Mask in Co. Mayo strengthened the power of the Land League.

An illustration of Charles Boycott in Vanity Fair



EXERCISE 1

UNDERSTANDING WORKERS’ RIGHTS

Match the terms below with the correct definition.

TRADE UNION

COOPERATIVE

FAIR TRADE

ECONOMY

SUPPLY CHAIN

LABOUR RIGHTS

STRIKE ACTION

- an area of the production, distribution and trade, as well as the consumption of goods and services.
- rights relating to labour relations between workers and employers.
- a work stoppage caused by mass refusal of employees to work, usually in response to employee grievances.
- a network between a company and its suppliers to produce and distribute a specific product to the final buyer.
- an organisation formed to protect the rights and interests of the members it represents.
- trading where fair prices are paid to the producers, and companies are able to provide workers with a stable income that can improve their lives.
- a farm, business or other organisation which is owned and run jointly by its members, who share the profits or benefits.

Would you like to live in a country that can grow chocolate?

Plantation workers in Cote d'Ivoire grow cacao beans but do not know how chocolate is made, or what it tastes like. British and French had cacao trees planted in their colonies in the 19th century which is how cocoa came to Ivory Coast.

EXERCISE 2

Watch the video, right, and give your responses to the following questions:

1. Name some of the examples of things the people in this video think cacao beans are used for.
2. How do the men in the video react when they taste the chocolate?
3. Why they have never been able to try it before?



COUNTRY OF ORIGIN

70% of the world's cocoa beans are grown in four countries in West Africa - Cote d'Ivoire (37%), Ghana (22%), Nigeria (6%) and Cameroon (5%). What about some of the other foods we enjoy?

EXERCISE 3

Select 3 products from your kitchen and research their country of origin.

Note: some foods may be grown in one country, but processed in another (like chocolate). Be sure to include this information.

- Where is the product from / how far has it travelled?
- How much did it cost (roughly)?
- Do you see any of the below certifications on the labels?
- Provide a written explanation of 3 of the symbols you see, right.



BUYCOTT

Buycott.com is an Internet-based platform and smart-phone application that can read the barcode on a product, and suggests whether a consumer should buy or avoid that product based on how well it aligns with the consumer's values and principles.



By indicating your support or opposition to various issues and topics, this app can advise you if certain products or brands are aligned with the causes you value. If the product conflicts with a campaign you support, you could opt to purchase a competing product, or forgo the purchase altogether.

EXERCISE 4

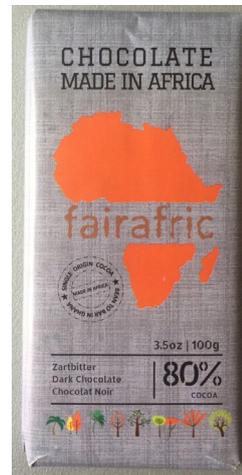
Download the free Buycott app and set up an account. Scan the barcodes of a selection of products from your kitchen and choose one you could remove from the grocery list on future shopping trips. Give a written explanation as to why you have chosen that product.

ETHICAL CHOCOLATE

Cocoa Life (cadbury.ie/cocoa-life) is a sustainable cocoa sourcing program grounded in strengthening cocoa communities and inspiring the next generation of cocoa farmers. Cadbury work directly with farmers to provide training and community planning skills.

Lidl have a growing range of fair trade products under the brand '**Fairglobe**' (corporate.lidl.co.uk). Foods that are supplied under this brand are certified with the independent Fairtrade brand, supporting fair trading and sustainably produced products from developing countries. Products in the range include tea, rice cakes, and chocolate.

Fairafrik (fairafrik.com) are a company who not only source their cocoa in Africa but who produce the chocolate from bean to bar in Ghana. By exporting beans unprocessed, African countries lose the opportunity to make more money by turning their cocoa beans into chocolate. By producing their chocolate in Ghana, fairafrik bring more than \$10,000 of income per ton of cocoa (the world market price for cocoa beans is around £2,000 per ton).



EXERCISE 5

Write a case study on either Cadbury 'Cocoa Life', Lidl 'Fairglobe' products, or Fairafrik chocolate. Include in your answer the advantages for consumers and employees, the economy and the environment.

FAIR TRADE IN COCOA FROM THE IVORY COAST

Watch the following video from 4:15-9:50 to learn about Emma and her family and the impact of being a member of a cooperative who buys her cocoa at fair conditions.



EXERCISE 6

Create a mind map or visual representation of what Emma's family have gained from being part of this fair trade cooperative. Consider things like finance, education, food and community.



OTHER RESOURCES

[Animation on International Trade](#)

[Video on Chocolate's not-so-sweet history](#)

[Fairtrade Ireland website and Action Guide](#)

[Vote with your wallet – Buycott.com](#)

[Life and history of Captain Charles Boycott](#)