

## **When fare is fair**

**Time: 45 minutes**

### **Purpose**

To understand that when we buy food, we use a variety of criteria, which can focus on cost, taste or brand. What other criteria should we consider when buying food?

### **Background to the task**

If you see a product in the supermarket with the fair-trade mark, you know that the farmers who grew it were paid a fair price and had good working conditions. Why do we often choose the cheapest food option?

### **Introductory activity: 'pulling rank!'**

Work in small groups. Look at the list of possible reasons (attached) for buying a product (e.g. a bar of chocolate). Add any other factors you think are important. Rank all the reasons in a group, putting 1 as most important, and so on.

### **Product pair's activity**

Use a selection of food products, which have the 'Fair trade' symbol and others that don't, for example a bar of Cadbury's and a bar of 'Divine' chocolate.

### **Carrying out the task**

Ask students to compare the pairs of products. Ask them to compare cost, types of ingredients and packaging.

Ask the students to consider the following factors or think of their own issues

- How do you know that a product has been fairly traded?
- What types of products are now being fair-traded?
- Why are some products cheaper when made in other countries?
- Would you be prepared to pay more for a fairly traded product?

### **Recording results**

Note down the differences in columns

### **Plenary discussion**

Whole class discussion on what are some of the important criteria in buying food products. How important is food packaging in conveying the key message to convince purchasers to buy their product?

## **WORKSHEET FOR 'WHEN FARE IS FAIR'**

Imagine you are going to the shops to buy a bar of chocolate. Below is a list of some possible reasons why you might choose one bar rather than another.

Work in your group. First, think about whether there are any more possible reasons other than those in the list. If there are, write them down.

Then discuss in your group which reasons you think are the most important. Try to reach agreement on some sort of rank order e.g. rank 1-10, in groups (very important, moderately important, not at all important.)

- It's the cheapest
- I've had it before and like it
- I like the taste of it better than the others
- It's a brand I know I can trust
- It's the biggest
- It's one my friends like as well
- It hasn't got any unnecessary packaging
- It's got the best nutritional value
- It's got the least number of calories
- It's got a free offer on the label
- I know it's made by a fair trade company
- It looks great – I just like the packaging
- It's made from real cocoa, not from artificial ingredients
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