

What Price Chocolate? Ethical Trade



Warrington Borough Council



Trading Standards

Community Services Directorate
www.tswarrington.co.uk



What Price Chocolate? **Ethical Trade**

Unit **4**

Background Information

An integral aspect of financial capability education as outlined in the DfES guidance for schools is to enable children to develop financial responsibility. It is important that they understand how their financial decisions can impact not only on themselves, but also on the wider society, including other people and other countries. The guidance states that:

“Young people who are financially capable will be aware that financial decisions and actions are closely linked with value judgements of various kinds (social, moral, aesthetic, cultural and environmental as well as economic) and therefore have social and ethical dimensions.”

As part of the PSHE curriculum, children should learn how to make informed choices, and how ‘economic choices affect individuals, communities and the sustainability of the environment’. The following teaching activities are designed to help children understand how the choices they make about which chocolate bar to buy can affect the lives of cocoa bean farmers in Africa. Many cocoa bean farmers do not

earn enough to pay for things that we take for granted, such as clean water and education for their children. The price of cocoa beans on the world market can fluctuate on a daily basis and often the farmer may be paid less for his crop than it cost him to grow it.

Relevant Laws and the Role of Trading Standards

There are no specific laws relating to ethical trade. However, the Trade Descriptions Act ensures that goods and services should be correctly described, so if a product claims to be ethically produced then it must be.

Part of the role of Trading Standards is to educate consumers, both young and old, so that they can make more informed and effective decisions about their purchases.

An important aspect of making an informed decision about a purchase is understanding how a product has originated and whether this would affect their decision to buy. By completing this unit of work, the children will become more aware of some of the ethical issues surrounding consumerism and thereby become more informed consumers.

Learning Outcomes

By completing the following activities children will be able to:

- make informed choices about which chocolate product to buy;
- understand the impact that a consumer can make on the lives of the people who produce the product.

Suggested Teaching Activities

There are some excellent internet resources available which are designed to teach children about the ethical issues surrounding the buying of chocolate. We recommend the teaching activities on the following websites:

- www.papapaa.org is an award winning site which provides interactive presentations, lots of visual images, information, lesson plans and activities for KS2 children;
- www.standards.dfes.gov.uk is a site that provides information, activities and lesson plans for a number of food products, including chocolate

Further Information

www.dubble.co.uk

Provides information about fair trade chocolate.

www.oxfam.org.uk

Follow the links to information for schools and it includes a virtual visit to a cocoa farmer's family. It includes an interactive quiz about what proportion of money the different people in the production chain receive.

www.kuapakokoogh.com

Website for a cocoa farmers' co-operative in Ghana.

