



Fair Trade Coffee Game: Supplementary activity

Fair Trade Scavenger Hunt

How common are Fair Trade products in the area you live? How big is the range? Coffee and chocolate are often what comes to mind when thinking about Fair Trade products, but what else is available in stores?

Let's find out!

Scavenger Hunt instructions:

The purpose of this activity is to encourage the students to think about how easily available Fair Trade products are compared to other products in their local stores. Students will have the opportunity to learn about the variety of products available, some of which they were unaware of before, and become more informed about the market for Fair Trade as a whole.

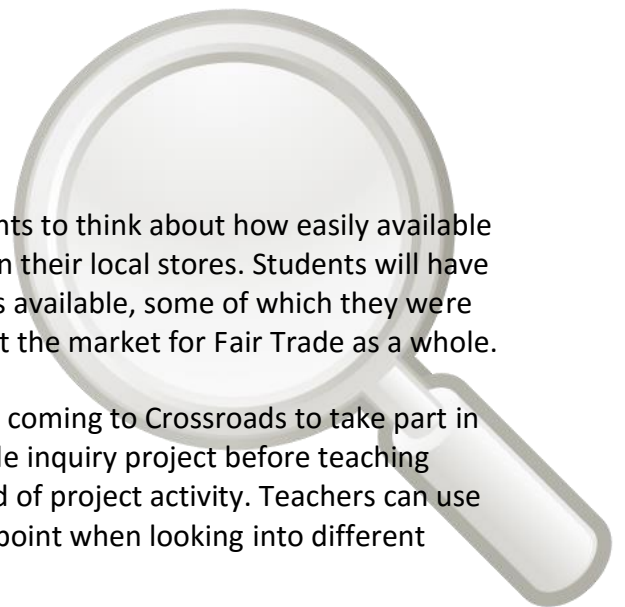
This activity can be used as 1) a starter activity before coming to Crossroads to take part in the coffee bean simulation 2) as stimulus for a possible inquiry project before teaching students more about Fair Trade or 3) as a plenary/end of project activity. Teachers can use the information and student knowledge as a starting point when looking into different aspects of Fair Trade.

The first part of this activity could be set as a homework assignment or as part of a school trip depending on curriculum demands and time constraints. The second part can take place in a classroom setting.

Part one:

Explain to students that the class/group will be taking part in a scavenger hunt where they have to find as many examples of Fair Trade products as possible. They will need to record their finding by taking photographs, which they will need to save and bring to the next class.

The objective for the student is to find as many Fair Trade products as possible but also to find as much variety as they can. This can be turned into a competition whereby students get points for each Fair Trade product recorded.



Example scoring system:

- 10 points for pictures of different coffee, tea and chocolate brands (generally most popular and easy to find in most convenience stores and supermarkets)
- 15 points for bananas, sugar and clothes
- 20 points for beauty products and flowers
- 25 points for anything else not mentioned on this list (eg gold, dried fruit, nuts and even footballs).

Part two:

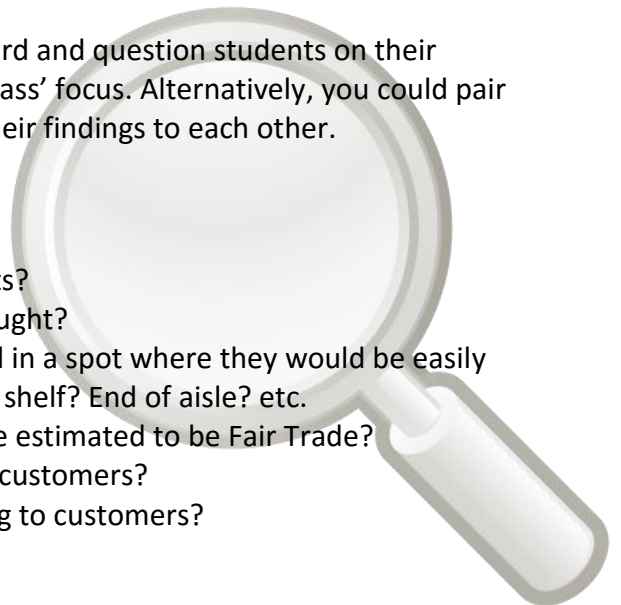
Students to bring their evidence back into class and teacher to review evidence, total scores and announce winners (this can be done during the class or afterwards). Fairtrade prizes could be awarded to the winners.

Teacher to display students' photographs on the board and question students on their experience. This can be adapted depending on the class' focus. Alternatively, you could pair or group students and give them time to feedback their findings to each other.

Possible questions:

1. How difficult was it to find Fair Trade products?
2. Were there more/less available than you thought?
3. Where were they located? Were they located in a spot where they would be easily noticed by the consumer? Top shelf? Bottom shelf? End of aisle? etc.
4. Of all the product brands how many would be estimated to be Fair Trade?
5. What would make the products appealing to customers?
6. What would make the products less appealing to customers?
7. Any other observations made?

These questions could also be given to students prior to the scavenger hunt so they are better prepared for the class discussion. See related worksheet. This can be saved as a Word Doc so that changes can be made to suit teacher's objectives.



Fair Trade Scavenger Hunt Student Worksheet

Your task is to take part in a scavenger hunt (either individually or in pairs) where you have to find as many examples of fair trade products as possible. You will need to record your finding by taking photographs, which you will need to save and bring to your next class.

Your objective is to find as many Fair Trade products in your local area as possible but also to find as much **variety** as you can. Your efforts will be scored according to the following:

- 10 points for pictures of different coffee, tea and chocolate brands
- 15 points for bananas, sugar and clothes
- 20 points for beauty products and flowers
- 25 points for anything else not mentioned on this list

Tally your findings as you go along!

Coffee, tea and chocolate brands
Bananas, sugar and clothes
Beauty products and flowers
Anything else not mentioned on this list

Questions to consider for your next class:

1. How difficult was it to find Fair Trade products compared to finding the other non-Fair Trade branded products on a scale of 1-5? 1 being very easy and 5 being very difficult

1 2 3 4 5

2. Was there more/less/same amount available than you thought? Circle your answer.

More Less Same

3. Where were they located in store? For example were they in a spot where they would be easily noticed by the consumer? Top shelf? Bottom shelf? End of aisle? Etc. Please describe below.

4. Of all the product brands that you saw, how many were fair trade? What would you estimate as a percentage?

5. What do you think makes the products appealing to customers?

6. What do you think makes the products less appealing to customers than other brands?

Extension:

Speak to the shop owner to get more information how well Fair Trade products do in his/her store. Are they popular? Where would s/he rank them amongst the best selling products? Does s/he think they are becoming more popular? What does s/he think would encourage more customers to buy Fair Trade?

Come up with a question of your own!

