



## Fair Trade Taste Tests

### **Learning goals:**

- Explore the types of Fair Trade products available
- Compare and contrast the similarities and differences between Fair Trade products and bigger brands operating in the same markets
- Make some suggestions on how Fair Trade products could become more appealing to shoppers

### **What you will need:**

- A selection of Fair Trade food such as chocolate, tea, sweets, dried fruit, nuts, bananas and/or whatever you can find
- The equivalent foods produce by a popular brand
- Student worksheet below

### **Teacher instructions:**

#### *Taste test and comparison*

Explain the purpose of the activity to the group. Split students into smaller groups and provide them with the bowls ready for tasting. Ensure all wrapping is removed so students cannot tell the difference before tasting. Students to spend a few minutes tasting the food and then note down their answers on the student worksheet.

After each student has had a turn, tally up the group's answers on the board or in an excel spreadsheet. How many students could identify the Fair Trade products? Reveal the answers and discuss.

Next, show the students the different Fair Trade and branded products in their packaging and the prices of each. With the information in front of them and their experience of tasting, ask the students to make a list of reasons why a shopper might choose Fair Trade products over the bigger brands and vice versa (see student worksheet 2). What do Fair Trade products have as an advantage?

#### *Marketing campaign*

This would be a good time for the students to make suggestions about how Fair Trade products could be marketed in order to increase the chances of sales and so increase income for farmers. This could be done as a class activity or for homework. Areas for focus may be product features, packaging, placement, advertising, and price.



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## Student Worksheet

Taste each product and the circle whether you think they are Fair Trade or another popular market brand.

Product 1: _____	Fair Trade	Popular Brand
Product 2: _____	Fair Trade	Popular Brand
Product 3: _____	Fair Trade	Popular Brand
Product 4: _____	Fair Trade	Popular Brand
Product 5: _____	Fair Trade	Popular Brand
Product 6: _____	Fair Trade	Popular Brand



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## Student Worksheet 2

Reasons why a shopper may choose Fair Trade products	Reasons why a shopper may choose popular branded products

Which products have the overall advantage and why? .....

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## Marketing Campaign!

What suggestions could you make about how to increase the chances of sales for Fair Trade products in your area? Come up with your own marketing campaign which could consider the following:

- Fair Trade benefits
- Product features
- Packaging
- Distribution
- Placement in stores
- Advertising
- Price
- Any other suggestions?