



The Coffee Game



The Coffee Game is aimed at 14 to 19 year olds. It takes between 60 and 90 minutes to run, and it is suitable for a group of between 18 and 50 players.

The Coffee Game has been adapted from The Chocolate Game, compiled by Leeds Development Education Centre. Its aim is to enable participants to gain an understanding of the way in which international trade in a crop grown for export affects the families in four countries:

Issues explored in the game

- 🌐 The global interdependence of people through the international trading system.
- 🌐 The fact that the global distribution of wealth is not as simple as rich = first world, poor = third world, but that there are rich and poor people in both the North and South.
- 🌐 The way that the current trading system tends to reinforce poverty and inequality.
- 🌐 The opportunity that fair trade presents to consumers and producers alike to contribute to a more equitable system.

Aims of the Coffee Game

- To make comparisons between the lives of the many different people, in different parts of the world, who depend on the coffee trade for their living
- To show that issues of wealth and poverty exist both between and within countries.
- To illustrate the interdependent nature of the global economy; for example the fact that events in one part of the world can have implications the world over
- To begin to explore issues of fair trade: how it can help to increase the power that ordinary people have over their lives and to create more sustainable livelihoods.

These aims are achieved through a role play exercise.

How can the game be used?

The Coffee Game has been designed for use in the teaching of Business Studies, Economics, Citizenship and Geography.

The Business Studies and Economic issues explored in the game include:

The role of Trans National Corporations	Business Ethics
Production and the supply chain	Supply and Demand
Budgeting	Competition
International Trade and the Balance of Payments	Globalisation

Citizenship Programme of Study Key Stage 4

Knowledge and understanding about becoming informed citizens.

1. Pupils should be taught about:
 - (e) how the economy functions, including the role of business and financial services
 - (f) the opportunities for individuals and voluntary groups to bring about social change locally, nationally, in Europe and internationally
 - (h) the rights and responsibilities of consumers, employers and employees.

Developing skills of enquiry and communication

2. Pupils should be taught to:
 - (b) express, justify and defend orally, and in writing, a personal opinion about such issues, problems or events
 - (c) contribute to group and exploratory class discussions, and take part in formal debates.

Developing skills of participation and responsible action.

3. Pupils should be taught to:
 - (a) use their imagination to consider other people's experiences and be able to think about express, explain and critically evaluate views that are not their own.

The Game

Setting up

The game is played by nine 'families'. (You will have approximately 30 students in your group, so each family will consist of three or four students.) Each family needs a seating area, (identified by the supplied name cards). There are three families from the UK, three from Tanzania, two from Brazil and one from Costa Rica. The families from the same country should be seated close to each other. You have a 'scoreboard', which should be displayed where all can see it. We suggest enlarging the options sheets to A3 size to make them more user friendly.

Although the families are fictional they are based on real people and real situations. The RRC is a fictitious company but the KNCU and COOCAFE are both real cooperatives and they (amongst others) produce the coffee that goes into Cafedirect fairly traded coffees. If possible, have a jar of Fair trade coffee available at the end of the game,

Introduction (10 minutes)

- Briefly explain that this is a role play game and that the students will take on the roles of families involved in the coffee trade/industry in the UK and in other countries. It is very important that the students act 'in role' during the game.
- Distribute the family role cards and give students time to read them.
- After a few minutes circulate around the groups to make sure students understand their roles and to distribute family scorecards.

To begin (15 minutes)

Ask each family in turn to introduce themselves in their own words (*i.e. not by just reading out the cards*). Prompt them with questions if need be to at least:

- give their family name and which country they come from
- explain how their family is connected to the coffee trade (e.g. works on a coffee farm, owns the coffee farm, works in a coffee processing factory etc)
- say whether they think their family is rich, poor or somewhere in the middle
- say one thing they are 'happy' about and one thing they are 'worried' about.

Season One (20 minutes)

Hand out a Season One card to each family. Explain that these show the family incomes for the first season (all countries have the same currency), depending on the throw of a die. This illustrates that the coffee trade is a risky business.

- Hand out four dice, one each to the Quintin-Smith's, The Domingo's, The Ali's and the Huilo's (the most rich/powerful in each country). Ask them to roll the die once. The score they get determines the first seasons income for everybody in their country.
- Ask each family to enter their family income for Season One onto their family scorecard. (N.B: If the Tanzanian dice roll is 5 or 6 the Aran's will have the opportunity to choose to join the KNCU cooperative and sell their coffee on fair trade grounds. Talk to them and help them make this decision.)
- Ask each family in turn to say what their income is and why. Record the incomes on the scoreboard. The Arans should say if they have joined the KNCU cooperative.
- Distribute the options sheets and ask each family to decide how they will spend their income. They should record their spending in each category on their scorecards, add up the total spending and record any balance left over.
- Ask each family to report on how they have spent their money. Record expenditure, and any balance left over, on the scoreboard.

Season Two (20 minutes)

Read out the following news.

Frost causes crop failure in Brazil.

As happened a few years ago, an early frost has decimated the coffee crop in Brazil so the quantity produced has gone down. This means the price of coffee on the world market has risen dramatically. Ask players if anyone can explain this. (Basically, if the supply of a product is restricted, its price rises as people 'compete' to buy the amount that is available.) Each family in the coffee trade is affected by these events.

Distribute Season Two cards.

- As in the first season, each family should record their income on their scorecard. (NB the Aran family's income will depend on whether or not they joined *KNCU*.)
- Each family should decide their spending for Season Two based on their new level of income. (Families' spending power in Season Two is based on their income for that season, plus any balance - savings - left over from Season One.)
- Ask each family to report on:
 - (a) how their income was affected by the crop failure in Brazil
 - (b) how their spending changed - if at all - as a result.
- Record their expenditure and balance on the scoreboard.

On the scoreboard the balance from Season One is added to the income from Season Two to give a new balance (in the second column, headed Season Two). Expenditure in Season Two is then deducted from this balance to give a final balance recorded in column four.

Company Takeover Discussion (15 minutes)

Read out the following news:

Company takeover of Royal Roasted Coffee

A large multinational company is planning a takeover of Royal Roasted Coffee (RRC). This is the non-alcoholic drinks conglomerate Houston Beverages, which buys most of its coffee from Brazil.

Ask the families to get together in the following groups:

- the Quintin-Smith and the Domingos families
- the Roberts and Green families
- the Fiorentinos family
- the Tanzanian families
- the Huilo family

NB: If in Season One the Aran's joined the KNCU, they now join the Huilo family rather than the other Tanzanian families, as both are now in the position of having fair trade contracts.

Distribute the company takeover cards to each group. Ask the families, in their groups, to discuss how the news affects them. Ask each family (in the order given above) to say how they think the takeover will affect them and whether they are for or against the takeover

END GAME !

Debrief (10 minutes)

Ask students to hand in all role cards etc. Ask them to arrange their chairs in a circle, and to sit next to somebody who was not a member of their family. Explain that the reason they have been asked to sit like this is to get out of role for final discussion.

You may wish to use the following questions as a basis for leading the debrief. Encourage the students to talk as much as possible and try to avoid lecturing them (but do answer their questions!).

Feelings about the game:

- How did it feel being in your family's position?
- Was it fair from your point of view?

The coffee trade:

- What has been learnt about how the trade works?
- Who benefits most, and least, and why?
- Who had most control over the system?
- What differences are there in coffee production in different countries?

Fair trade:

- Has anyone heard of fair trade before?
- How does fair trade compare with the ordinary trading system?
- Did any of the UK families' notice that, on their option sheets they could buy fairly traded foods?

Points for further research:

- Why is coffee roasted in England when it is purchased from other countries?
- What controls are there or could there be over multinational companies?

The Families

The Huilo Family (Costa Rica)

Tonito and Vanessa Huilo are members of the Consorcio de Cooperativas de Caficultores de Guanacaste y Montes de Oro (possibly easier to remember as COOCAFE). They grow coffee on their farm in the village of Siquirres along with bananas. The banana tree provides the necessary shady conditions necessary for the coffee plant to thrive.

They have a two-bedroom house where they live with their three children, Tonito jnr, Alice and Cristina. The two younger children go to the local primary school and Cristina, the eldest goes to a secondary school in the town of Turrialba 30 miles away. Unfortunately, the bus goes only once a week and so she is forced to stay there and only come home at weekends.

A few years ago, following the coffee slump of 1989 when prices tumbled, the Huilo's would have been unable to send any of their children to school. Along with other farmers in the area, they were promised high prices from a US coffee roaster, who then cut them drastically at harvest time. Prices were so low it was unproductive to harvest the beans at all. Some families left the land completely and moved to the city of San Jose to find work, not all successfully.

COOCAFE has recently signed a contract with a fair trade coffee firm in England. This firm has agreed to buy all the beans they grow for a fair price - almost double the current market price. This means that the Huilo family earns a decent income. Tonito and Vanessa spend some time helping to run COOCAFE, but also like to socialise with all their friends in the village.

The Domingos Family (Brazil)

Antonio Domingos owns around 30 plantation estates (ranging from 30 to 600 acres in size) in the Para region of Brazil. He employs several hundred labourers and is responsible for the production of many thousands of sacks of coffee each year. Senor Domingos and his family live in a wealthy area on the outskirts of the city of Sao Paulo, where they have a large mansion with five bedrooms, a large dining room, three bathrooms, a plush courtyard, and magnificent gardens. They employ a large household and estate staff to look after their property.

Antonio himself is also a prominent member of the UDR (Brazilian Landowner Association). As a consequence, Antonio and his wife, Maria, often entertain politicians and other landowners and industrialists at their mansion. Their sons, Eduardo and Pedro, both have managerial posts on their father's farm. Their daughter, Marguerita, is a prominent Brazilian politician.

The Fiorentinos Family (Brazil)

Carlo and his wife, Daphne, are both temporary workers on one of Senor Domingos' plantations. At harvest times they are hired for three weeks periods for as long as the work lasts. The rest of the year there is less work and they may not be hired, though Carlo can sometimes get work weeding for a few weeks. He used to work as a pesticide sprayer, earning three times what he gets now but gave it up because of the pain and irritation it caused to his lungs and eyes. He still has problems with his lungs but the family has never been able to afford a consultation with a doctor.

They live on the edge of a small town, five km from where the plantation is sited, in a one-room house made out of wooden panels. They have no water or electricity. They have five children. The three younger children earn some money during the day where they can; washing cars and scavenging scrap metal and paper which they may be able to sell. The eldest two, Miguel and Isabella, work illegally on the plantation during the harvest. They did have a sixth child who died as a result of cholera, due to the lack of a safe water supply and no real medical services in the area. Only the eldest son, Miguel, has been to school - however the Fiorentinos can no longer afford the cost of the fees, uniform and books, and so he has had to stop going.

The Aran Family (Tanzania)

Mr George Aran owns a two acre farm. He grows coffee and other fruits, predominantly bananas, hiring labourers to help out at harvest time. He sells his crop to the Tanzanian Coffee Marketing Board, a government agency. George's wife, Grace, uses some of their land to grow fruits and crops for the family - cassava, yams and other vegetables, and she also keeps chickens. Each week she travels to market to sell surplus food and eggs.

They have six children between the ages of six and 16, who help out on the farm. School is expensive because of the fees and all the equipment needed, but they manage to send all of their children. Occasionally Mr Ali gives some of them a few days' work on his coffee farm. They live in a three bedroom house made of earth-bricks, with a corrugated iron roof. There is no electricity but last year Mr Aran managed to buy a battery powered radio from the money made on the coffee harvest, because of the higher prices caused by the Brazilian frost.

Recently a nearby cooperative, the Kilimanjaro Native Cooperative Union (KNCU), has been approached by a fair trade company from England. They have promised a better deal, with fairer prices and other social benefits if they sell to them instead of the other big coffee dealers. Mr Aran has been asked by the cooperative if he would want to join KNCU if they took up this offer. Mr Aran is unsure as to whether the representatives of the so-called fair trade company can be trusted.

The Ali Family (Tanzania)

Mr Joseph Ali is a purchasing officer for the Tanzanian Coffee Marketing Board. During the week he lives and works in rural areas amongst the many small farms he buys from. At weekends he generally manages to return to Arusha, the principal town in the Kilimanjaro region. His house is one-storey high with five rooms. Facilities include electricity, a TV and video, a kitchen, a shower and a flushing toilet. Mr Ali also owns a coffee plantation of 10 acres, where he employs a workforce of six labourers, including Esi Margana. Mr Ali is seen as an important member of the local community, and his family even gets special seats reserved for them at church.

Joseph's wife, Nneka, has her own career in the civil service, and also manages their home's domestic staff. Of Mr Ali's seven children, three attend private school, and the rest are studying in the USA. Mr Ali is also expected to provide financial support for other members for his family, including numerous nephews and nieces. The Tanzanian Coffee Marketing Board has lost favour with the current government. There are moves afoot to encourage more farmers to join cooperatives like KNCU and deal directly with the foreign companies - both the multinationals and the new fair trade businesses. Mr Ali is concerned that this may threaten his own financial security.

The Margana Family (Tanzania)

Mrs Esi Margana is a labourer on Mr Aran's coffee plantation. She and her husband Kwesi - who is now dead - migrated to the Kilimanjaro region three years ago, so that she and her children could earn themselves a living. They live near the farm in a two-roomed house made from earth and bricks with a palm leaf roof. Mrs Margana does not own the land but is forced to squat illegally. Mr Aran has allowed her to grow some vegetables - including cassava, cocoa and yams - for her family on a small patch of his land. She is also sometimes paid in food instead of cash.

Mrs Margana does weeding and harvesting work on the farm with the other labourers. They share a third of the profit from the coffee harvest, which is often pitifully small. This has to last her throughout the year and so her children cannot afford to go to school. Her 14-year-old son manages to make a small amount selling cold water to people on the streets of Arusha. His 16-year-old sister helps in the kitchen of the Ali house and sends money home. Her other daughter is still looking for work.

The Roberts Family (England)

Philip Roberts works in middle management in the logistical department of Royal Roasted Coffee's (RRC) head office in London, England. Philip helps to ensure that the long and winding supply chain, getting the beans needed to make coffee from all over the world to England, where they are roasted and packaged, runs smoothly. He and his family live on a suburban estate near Islington. His wife, Carol, works as a social worker. Their son Craig attends a nearby secondary school where he is just about to take his GCSE exams.

At the weekends Philip and Craig go and see Arsenal play football, where they have season tickets. Carol does the shopping at the new Sainsbury's superstore nearby. Both Carol and Philip are DIY enthusiasts.

However Mr Roberts is worried by rumours of a possible takeover of RRC and the affect that this may have on his own job security - especially in view of the costly mortgage repayments he has to make.

The Quintin-Smith Family (England)

Cyril Quintin Smith is the chief executive officer of Royal Roasted Coffee (RRC), and also a major shareholder. As head of the board of directors, he is responsible for making decisions that affect many workers throughout Britain and countless numbers on the various farms and cooperatives that they purchase from throughout the world.

Cyril is paid a large salary for his work and also receives income through dividends paid on his shares. He works about three days a week and also attends conferences and meetings worldwide.

His wife, Cynthia, is involved with local theatre groups and acting troupes and she is a member of a government sponsored 'think tank' advising on cultural affairs.

The Quintin-Smiths live and work in London but also like to spend time in their other houses in Paris and New York. They have a son and a daughter, both of whom work for the company in management positions. Cyril and Cynthia often hold parties at their houses for other rich and famous people. Both play golf.

The Green Family (England)

Angie Green works on the production line in the Royal Roasted Coffee processing plant in Nottingham. She receives a small wage for the job of overseeing the packaging of coffee sachets for catering outlets, a boring and repetitive task. She and her family live on a council estate in the nearby town of Bramcote.

Her two children, Carl and Lauren, are 14 and 16 years old respectively and attend the local comprehensive school. Unfortunately Carl has been in trouble recently for truancy and for petty theft from a nearby newsagent. Since the children's father died in an industrial accident three years ago, Angie has had very little money. She used to have a video recorder, but it was repossessed when she failed to pay back the instalments to the catalogue company.

When not working, Angie spends most of the time looking after the children and doing the housework, although she usually manages a Friday night out once a month with 'the girls' from work. She does most of her shopping at the local supermarket. She cannot afford to run a car.

The Quintin-Smith's Season One Card

Dice throw 1 or 2: Income 1000

RRC has had impressive sales abroad this year, especially in the USA. They have also managed to cut costs at home using new technology. Share prices are up as investors grow more confident.

Dice throw 3 or 4: Income 850

RRC has had some success at penetrating other markets, but competition remains strong. Share prices stay stable.

Dice throw 5 or 6: Income 500

Rumours of an accountancy scandal at RRC have made investors nervous. Share prices have fallen.

The Robert's Season One Card

Dice throw 1 or 2: Income 250

Using new information technology Mr Roberts' logistical department has managed to streamline the delivery process significantly. You get a pay rise as a result.

Dice throw 3 or 4: Income 230

No orders late and the supply chain is running smoothly. You get a small bonus for achieving targets.

Dice throw 5 or 6: Income 200

A couple of late orders and a missing container have been put down to poor logistics. You do not get a pay rise this year.

The Green's Season One Card

Dice throw 1 or 2: Income 45

Because RRC is doing so well the workers on the factory floor get a bonus.

Dice throw 3 or 4: Income 32

Your pay continues as normal. All the discussion about takeovers and new markets means very little to you.

Dice throw 5 or 6: Income 27

Because RRC is not doing so well there is little overtime available. Times are hard on the factory floor.

The Ali's Season One Card

*Dice throw 1 or 2: **Income 150***

A new government has been voted in, which has returned power to the Tanzanian Coffee Marketing Board and disbanded all the cooperatives. As a result, all the coffee in Tanzania now has to go through you, and the government has given you a pay rise.

*Dice throw 3 or 4: **Income 130***

The current government has won a second term in office and has continued its policy of promoting small cooperatives, although not as aggressively as first feared. Your position is a little uncertain though.

*Dice throw 5 or 6: **Income 110***

The Tanzanian Coffee Marketing Board has lost many of the producers in the fertile Kilimanjaro area where the cooperative KNCU has gained support as a result of selling to a fair trade company. The government is not happy about losing profit in this way, and so your wage has been cut.

The Aran's Season One Card

*Dice throw 1 or 2: **Income 33***

Prices paid by the Tanzanian Coffee Marketing Board remain low. A small credit scheme has been made available to small producers, however, which has helped.

*Dice throw 3 or 4: **Income 27***

You were unsure as to whether to trust the representative from KNCU, and decided to sell to a foreign representative from an overseas company. However they tricked you into selling your coffee for a very low price.

*Dice throw 5 or 6: **Income 33/38***

Along with some other small producers in your area, you have the option to join KNCU and sell all your coffee to a fair trade company in England called Cafédirect. If you don't do this, things will continue as normal this season (**33 points**). If you do, you will get the fair trade price for your crop this season (**38 points**).

The Margana's Season One Card

*Dice throw 1 or 2: **Income 8***

Mr Ali is doing well. He gives you all a small bonus this year.

*Dice throw 3 or 4: **Income 7***

Times are uncertain for Mr Ali and so no pay rise this year.

*Dice throw 5 or 6: **Income 6***

Mr Ali's pay cut has meant he has had to reduce the amount of money he pays to his plantation workers.

The Huilo's Season One Card

*Dice throw 1 or 2: **Income 18***

The freak weather conditions known as El Nino, which has brought devastation to South America, has not affected Costa Rica. Good weather has meant a bumper harvest.

*Dice throw 3 or 4: **Income 15***

Weather in your area has been slightly affected by El Nino. As a result, the harvest has not been quite as good as you had hoped.

*Dice throw 5 or 6: **Income 12***

El Nino has caused a drought in your region. This has severely affected the harvest. It is a bad year.

The Domingo's Season One Card

*Dice throw 1 or 2: **Income 1200***

The government has given you a grant (in association with a large foreign company) to develop a new genetically modified strain of coffee. This should lead to a larger crop yield in your plantation.

*Dice throw 3 or 4: **Income 900***

The government has promised you a grant to develop new genetically-modified coffee, which should raise yields. However, talks have been delayed, due to protests from environmentalists concerned about the affect the new crop may have.

*Dice throw 5 or 6: **Income 600***

Because of the intensive way coffee is grown on your plantations, they are producing less and less each year. The government has promised money to help but so far hasn't handed over any.

The Fiorentinos Season One Card

*Dice throw 1 or 2: **Income 9***

Part of the conditions of the government's grant to landowners, such as the Domingos, is that they allow their workers to form a trade union. As a result of the increased bargaining power, you have secured a small pay rise.

*Dice throw 3 or 4: **Income 8***

Things remain much the same on the plantation. Talks about setting up a trade union don't seem to be going very fast.

*Dice throw 5 or 6: **Income 6***

As the plantations produce less coffee, the workers' wages have been cut.

Brazilian Families' Season Two Card

The destroyed coffee harvest is of great concern for landowners and plantation workers alike, particularly in the Para Region. Senor Domingos has seen his profits cut dramatically and, as a result, has had to make cuts in his labour force. Old and sick workers are especially likely to lose their jobs.

The Domingos

Your coffee crop lies ruined in the fields, a victim of the early frost. However you have received some compensation for this - it can be useful having a daughter in politics. You can also rely on your cattle ranches for some income.

Income 500

The Fiorentinos

Carlo has not had any work this year - his illness has meant that he was among the first laid off. Isabella and Miguel have found a little work but times are hard. The family is also worried about Juana (their youngest child) who is ill. Some other families who used to work on the plantation have travelled to the city to find work, and you are wondering if this is the only option if things stay this way.

Income 5

English Families' Season Two Card

Royal Roasted Coffee normally buys a substantial quantity of coffee beans from Brazil, so the early frost has meant they must look elsewhere for new supplies. The cost of coffee has risen as well, which means that profit margins have dropped.

The Quintin-Smiths

The value of your shares has dropped substantially.

Income 500

The Roberts

You can no longer count on a bonus.

Income 200

The Greens

There is no overtime work available.

Income 26

Tanzanian Families Season Two Card

The poor state of Brazil's coffee harvest has meant that companies such as Royal Roasted Coffee have had to look elsewhere for their supplies. As a result, the price paid to Tanzanian farmers has risen. However, growing competition from cheap Asian coffees - especially from Vietnam - has meant that prices have not risen as much as the Tanzanians were hoping. Also, the powerful coffee companies from the USA and Europe are reluctant to pay more for their raw material, even when supply is down, and they are instructing their dealers in Tanzania to keep the prices down.

The Alis

The price paid for your coffee is up but not as much as the world price.

Income 160

The Marganas:

Because the Alis are doing well, your wages are slightly up.

Income 8

The Arans:

If you joined KNCU in Season One:

Since you now sell your coffee on fair trade terms, when the world price rises the price you are paid rises in line with it and you also get a fair trade premium on top.

Income 45

If you didn't join the KNCU:

The price you have been paid for your coffee is slightly up but the coffee dealers have managed to keep the rise to a minimum.

Income 35

Costa Rica (Huilo Family) Season Two Card

Because the Huilos sell on 'fair trade' terms, the price you are paid for your coffee rises in line with the increase in the world price. It's been a good year for you: in addition to the money made selling your coffee, your cooperative, COOCAFE, has been granted a 'fair trade premium', which has also been passed on to you.

Income 22

Company Takeover Card

Information for the **Domingos** and **Quintin-Smith** families:

Cyril Quintin-Smith and Antonio Domingos meet in Brazil. They discuss the takeover bid from Houston Beverages (which they are assured, would still leave Cyril as the director). Houston Beverages is keen to reduce costs and so increase profits.

Issues to discuss

- If all the coffee is bought from Brazil (none from Tanzania) how can Senor Domingos increase productivity by cutting costs and supply his customers with sufficient coffee? He has cut his workforce in recent years, relying more on machinery imported from the USA, but can it be further cut?
- Houston Beverages has told the Quintin-Smiths that RRC must reduce its production costs. This might involve measures such as forced redundancies among the production or middle managerial staff, reductions in salaries, and cuts in health and safety standards at the factory. What measures will Cyril implement?

Company Takeover Card

Information for the **Roberts** and **Green** families:

There are rumours that the multinational company, *Houston Beverages*, may take over *RRC*, and that the workers at the Nottingham factory and the London offices may be affected. Possible consequences include forced redundancies among managerial and factory floor staff, cuts in salaries, and reduction in health and safety measures in the factories.

There is a meeting at the local community centre to decide what to do. *Angie Green* is in a trade union but *Philip Roberts* is not.

Issues to discuss:

- What are the options open to each family?
- How serious a problem is the proposed takeover to their way of life?
- What will each family decide to do?

Company Takeover Card

Information for the **Tanzanian** families:

There are rumours that one of the UK's major buyers of coffee may no longer be buying from Tanzania. This would probably lead to a fall in the price of Tanzanian coffee and, as a result, to less money for all those involved in growing and marketing it. A meeting has been called to discuss the issue.

A representative of the IMF (International Monetary Fund) also attends the meeting. He tells you that, in order to help Tanzania pay back all the money it owes to the West (through loans from banks and governments) the farmers should plant a range of crops for rich countries to buy, such as flowers.

However, you are concerned that, because you don't know how to grow anything but coffee on a large scale, these crops may fail and leave the farmers and the country deeper in debt.

What are you going to do?

Company Takeover Card

Information for the **Huilo** (and **Aran** if you joined KNCU) families:

You do not sell coffee to RRC, or any of Houston Beverages' many subsidiary companies.

The companies you sell to are small companies in Britain and other European. Because they promise to sell on fair trade terms, the price you get for your coffee cannot fall below a certain level and you are guaranteed a contract.

While the other families are discussing what will happen to them as a result of the takeover, you can decide how your community will spend the fair trade premium that you have received, worth 100 points.

Other communities you know have chosen to spend it on a vehicle to act as an ambulance to get people to hospital, which is quite some distance away for many of the farmers. Another suggestion is to spend it on education either buying more supplies for the local primary school, or starting up a secondary school to teach the farmers' children. Any other ideas?

Company Takeover Card

Information for the **Fiorentino** family:

You have heard that higher productivity is being demanded in the plantation because of some deal that Senor Domingos has made. This will mean even less work for the temporary workers without contracts. Carlo has not been able to find any work locally, due to his poor health. You doubt whether Isabella and Miguel will be able to get much work, and Juana is still ill.

What options does the family have?

- One option may be for the family to squat (to occupy without his permission) on some of Senor Domingos unused land, along with some other families, in order to grow crops. This could be dangerous as many of the families who have chosen to do this have been threatened by *pistaleros* (hired gunmen) who chase them off the land. But times are tough - will you take the risk in order to make some money and guarantee your family some food?
- Another option may be to move away from the area. Might you be able to get some work in a nearby city? You've always lived in the countryside, but this time you have little choice but to go where the work is. One of Carlo's cousins moved to Sao Paulo a few years ago. You haven't heard from him since, but you could try and track him down and hope he could help you find somewhere to stay, or some work. From what you've heard he is likely to be living in the *favelas* (shanty towns) outside the main city's, where many of the rural migrants end up. You've heard that they are violent and dangerous places, with few amenities (water supply, health services etc).

Options Sheet

England

Water



You must pay water rates, and the amount depends on what kind of housing you have:

- | | | |
|----|---|----|
| 1. | For a detached six-bedroom townhouse | 15 |
| 2. | For a second home in the country | 8 |
| 3. | For a semi-detached three-bedroom house | 8 |
| 4. | For a terraced house in the town | 8 |
| 5. | For a rented council house | 4 |

NB: You must pay for each house you occupy.

Food



- | | | |
|----|---|----|
| 1. | Occasionally go to an expensive restaurant for a four course meal with wine | 30 |
| 2. | Employ a cook | 25 |
| 3. | Go out to medium-priced restaurants for three-course meals | 20 |
| 4. | Shop at Sainsbury's and cook at home | 15 |
| 5. | Eat out in cafes (e.g. sausage, egg, chips & a cup of tea) | 10 |
| 6. | Get fish and chips, or other takeaways | 8 |
| 7. | Buy food from the market | 5 |
| 8. | Shop at Netto and other cheap supermarkets | 5 |
| 9. | Grow vegetables on your allotment | 1 |

(NB: For options 3 and 5 you have the choice of paying 2 extra points and buying the fairly traded option where the producers are paid a fair price.)

Shelter



You must pay the rent or mortgage and upkeep for your housing:

- | | | |
|----|---|-----|
| 1. | For a detached five-bedroom house | 150 |
| 2. | For a country house | 100 |
| 3. | For a semi-detached three-bedroom house | 70 |
| 4. | For a terraced house | 40 |
| 5. | For a rented council house | 15 |

Clothes



- | | | |
|----|--|----|
| 1. | Have a quality tailor or dressmaker in London make your clothes to measure | 50 |
| 2. | Buy designer clothes from Harvey Nichols | 40 |
| 3. | Get trendy fashion clothes in town | 20 |
| 4. | Shop sensibly at M&S or BHS | 15 |
| 5. | Go to the market for some cheap gear | 5 |
| 6. | Buy second hand clothes from charity shops | 2 |

Fuel



The amounts are what you would pay for fuel to run the appliances in your home:

- | | | |
|----|--|----|
| 1. | Oil-fired central heating with an Aga (cooker) | 20 |
| 2. | Gas-fired central heating | 18 |
| 3. | Electric heaters | 15 |
| 4. | Split level electric cooker with double oven, electric timer and microwave, and an auto-defrost fridge-freezer | 25 |
| 5. | New electric cooker with automatic timer & a fridge-freezer | 15 |
| 6. | Gas-fires | 10 |
| 7. | Second-hand gas cooker & a fridge | 8 |
| 8. | Two ring burner & a second-hand fridge | 3 |

& household appliances (for each house)

Transport



You need to travel regularly. Your choices are:

- | | | |
|----|---|-----|
| 1. | Maintain your own plane | 100 |
| 2. | Pay to fly first class | 40 |
| 3. | Employ a chauffeur to drive you in your limousine | 30 |
| 4. | Have a Range Rover for leisure pursuits | 20 |
| 5. | Run two cars, one for work, and the other (a family estate) for leisure | 15 |
| 6. | Maintain one small car, or travel by taxi | 7 |
| 7. | Take a bus or train to and from work | 2 |
| 8. | Cycle to and from work | 1 |

Leisure



- | | | |
|----|--|----|
| 1. | Keep a yacht in the Mediterranean | 80 |
| 2. | Pay a family membership to a top health and fitness club and golf club | 35 |
| 3. | Holiday at an exclusive resort in the Maldives | 30 |
| 4. | Have a regular box at the opera | 20 |
| 5. | Take a cheap package to the Costa del Sol | 10 |
| 6. | Go down the pub every week | 5 |
| 7. | Spend time gardening | 1 |
| 8. | Occasional trips to the cinema or bowling alley | 5 |

Options Sheet

Tanzania

Water

If you have piped water, you must pay water rates. The amount depends on what kind of housing you live in:

1. For a large, detached five-bedroom house **12**
2. For a three-bedroom house **8**
3. For a stand pipe shared between several houses **5**



For those without access to running water:

4. Buy bottled water for drinking and fetch river water for household use **5**
5. Buy water from a water seller for drinking **2**
6. Carry water from the river and boil it **1**

Food

1. Occasionally go to a really good restaurant in a city and have a four-course meal **15**
2. Go to a chop bar (reasonably priced restaurant) for a meal **10**
3. Employ a cook **10**
4. Cook meat and vegetables bought from the market **5**
5. Buy snacks from street vendors **3**
6. Eat stews with vegetables bought from the market **3**
7. Cook plain fufu (pounded yam) that you grow yourself (only the Marganas can do this) **0**



Shelter

You must pay the rent or building cost and upkeep for your housing:

1. For a large five-room house in Kumasi **20**
2. For a three-room earth-brick farmhouse in a rural area **5**
3. For a two-room earth-brick farmhouse in a rural area **2**



Clothes

1. Buy top quality traditional clothing from the specialist craft village **25**
2. Buy European-style clothing from a department store in Kumasi **20**
3. Buy imported Dutch wax-printed cloth and have it made up by a tailor **15**
4. Buy local cloth in the market and have it made up by a tailor **10**
5. Buy European-style casual clothing from the local market **7**
6. Buy second-hand clothes from the market **2**



Fuel

The amounts are what you would pay for fuel to run the appliances in your home:

1. Air-conditioning system **15**
2. Electric cooker and fridge-freezer **10**
3. Electric fan **5**
4. Gas cooker and fridge **8**
5. Charcoal-fuelled stove **3**
6. Gather wood for cooking and heating water **0**



& household appliances (for each house)

Transport

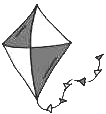
You need to travel regularly. Your choices are:

1. Use Ghanaian Airways for an internal flight **25**
2. Drive in your new Mercedes **20**
3. Drive yourself in a second-hand car **6**
4. Take a fast, modern state transport coach **8**
5. Take a taxi **3**
6. Take a mammy wagon (transport truck) **1**
7. Hitch a lift in the back of a lorry, or walk **0**









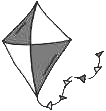
Leisure

1. Keep a boat at the Accra sailing club **50**
2. Pay family membership of a top sports club **30**
3. Spend your evenings at an open-air hotel bar **20**
4. Throw parties for all your friends with music and food **15**
5. Go to listen to a live band **8**
6. Go to a social event organised by your community group **1**
7. Go to the local bar **1**



Options sheets

Brazil

Water		1. Have water pumped directly to your household	20
		2. Buy water from a water seller for drinking	2
		3. Take water from a nearby standpipe	1
Food		1. Dine out at expensive restaurants in Rio on four course meals	30
		2. Employ domestic staff to prepare and serve your meals to you	25
		3. Eat at reasonably priced restaurants	15
		4. Eat snacks from street stalls	2
		5. Make rice and beans	2
		6. Cook farinha (a kind of flour) and water	1
Shelter		You must pay the rent or mortgage and upkeep for your housing:	
		1. A mansion with courtyard & extensive grounds in an affluent part of Rio	65
		2. A town house in a European city	50
		3. A weekend house in the country	25
		4. A small brick house in a favela (shanty town)	15
		5. A one-room house made from hardboard	3
Clothes		1. Have a tailor or dressmaker make your clothes to measure	50
		2. Buy expensive European designer clothes	40
		3. Buy cloth and make your own clothes	5
		4. Buy cheap clothes	5
		5. Buy cheap second-hand clothes	2
Fuel		The amounts are what you would pay to run the appliances in your home:	
		1. Air-conditioning system	20
		2. Electric cooker and fridge-freezer	12
		3. Electric fan	10
		4. Gas cooker and fridge	8
		5. Buy wood for a stove	2
		6. Illegally connect up to the electricity supply (very dangerous)	1
		7. Gather wood for cooking and heating water	0
Transport		You need to travel regularly. Your choices are:	
		1. Maintain your own plane	50
		2. Pay to fly first class	40
		3. Employ a chauffeur to drive you in your Mercedes	30
		4. Have a car for each member of the family	20
		5. Maintain a small car	15
		6. Take a bus	3
		7. Hitch a lift in the plantation truck, or walk	0
Leisure		1. Keep a yacht at an exclusive marina in Rio	50
		2. Take a trip to Aspen, Colorado	40
		3. Pay family membership to a top health & fitness club	35
		4. Go to an exclusive nightclub	20
		5. Go drinking at trendy bars	5
		6. Take part in the local carnival (Season Two only):	
		a) Take a private box	10
		b) Watch from the arquibarcada (stands)	1
		7. Go to cinema	3
		8. Have a cachaca (sugarcane spirit) at a street stall	1

Options sheet

Costa Rica

Water



- | | | |
|----|--|----|
| 1. | Have water pumped directly to your household | 20 |
| 2. | Buy water from a water seller for drinking | 2 |
| 3. | Take water from a nearby standpipe | 1 |

Food



- | | | |
|----|--|----|
| 1. | Eat expensive four-course meals at tourist restaurants in town | 30 |
| 2. | Employ domestic staff to prepare and serve your meals | 25 |
| 3. | Eat at reasonably priced restaurants | 15 |
| 4. | Buy vegetables from the market | 3 |
| 5. | Eat snacks from street stalls | 2 |
| 6. | Make tortillas with maize you've grown | 1 |

Shelter



You must pay the rent or mortgage and upkeep for your housing:

- | | | |
|----|---|----|
| 1. | A large house in town | 40 |
| 2. | A town house in the US | 50 |
| 3. | A small house in town | 15 |
| 4. | A two-bedroom wooden house | 5 |
| 5. | A one-bedroom house made from wooden panels | 3 |

Clothes



- | | | |
|----|---|----|
| 1. | Go to Mexico to buy the latest US fashions | 50 |
| 2. | Buy expensive European designer clothes | 40 |
| 3. | Buy cloth and make your own clothes | 5 |
| 4. | Buy cheap new clothes | 5 |
| 5. | Buy cheap second-hand clothes from the market | 2 |

Fuel



The amounts are what you would pay for fuel to run the appliances in your home:

- | | | |
|----|---|----|
| 1. | Air-conditioning system | 20 |
| 2. | Electric cooker and fridge-freezer | 12 |
| 3. | Gas cooker and fridge | 8 |
| 4. | Electric fan | 5 |
| 5. | Buy wood for a stove | 2 |
| 6. | Gather wood for cooking and heating water | 0 |

& household appliances (for each house)

Transport



You need to travel regularly. Your choices are to:

- | | | |
|----|----------------------------------|----|
| 1. | Pay to fly first class | 40 |
| 2. | Employ a chauffeur to drive you | 30 |
| 3. | Have a jeep for leisure pursuits | 20 |
| 4. | Maintain a small car | 15 |
| 5. | Take a bus | 3 |
| 6. | Ride a bike | 1 |
| 7. | Hitch a lift, or walk | 0 |

Leisure










- | | | |
|----|--|----|
| 1. | Keep a boat at the sailing club | 40 |
| 2. | Take a trip to Florida | 30 |
| 3. | Spend your evenings in a tourist hotel bar | 15 |
| 4. | Go drinking at the local bar | 1 |
| 5. | Take part in the local fiesta | 1 |
| 6. | Get together to play music | 0 |

Scoreboard

	Season One			Season Two			
	Income	Expenditure	Balance	Income	Balance	Expenditure	Balance
Quintin-Smith							
Roberts							
Green							
Ali							
Aran							
Margana							
Domingos							
Fiorentinos							
Huilo							

Family Scorecard

Family name:

	Season One	Season Two
Income		
Water 		
Food 		
Shelter 		
Clothes 		
Fuel  & Household appliances (for each house)		
Transport 		
Leisure 		
Total Spent		
Balance left over		

Background Information

Coffee Growing

Picking the cherries Coffee needs to go through a number of processes to convert it from the fresh coffee cherries, to the green coffee beans that are eventually sold to roasters. These processes have a great affect on the quality, and therefore the price of the final coffee. Depending on their resources, growers may be able to carry out more or less of the processing themselves before selling the beans, and so obtain a higher price for their crop.

Coffee is picked by hand. For best quality, only the ripe, red cherries are picked, leaving unripe cherries on the branches for picking later. The fact that each tree must be visited several times during harvest makes this an expensive process.

Alternatively, the farmer may judge the time to harvest, and then strip the trees of both ripe and unripe cherries in one go. This is done by the pickers sliding their hands along the branches, allowing the cherries to fall onto a tarpaulin spread beneath the tree, from where they are collected. This is more efficient, but results in lower quality.

Drying and Hulling Each cherry contains two coffee beans which must be separated from the skin, pulp and paper-like 'parchment' that surround them, and this is achieved by two alternative methods.

- In dry processing, the cherries may be washed prior to drying in the sun, either directly on the ground, on plastic sheets, on drying tables, or on cemented areas. This takes two or three weeks, during which time the cherries are turned frequently. Larger farms may have mechanical dryers which are used instead of, or in addition to, sun-drying. These can dry the cherries in three or four days. Once dry, the cherries - now black and brittle - are fed into hulling machines, which break away the husk.
- In wet processing, the cherries are tipped into running water. This cleans them and carries them into de-pulping machines where disks or cylinders remove most of the pulp. This leaves beans with the papery parchment still on them, and these are dried in the sun or in mechanical dryers. Once dry, the coffee is fed through hulling machines to remove the parchment.

The dry process is easier than wet processing, and it is often the only method available. However, the wet process produces better quality coffee and is therefore often used in conjunction with selective picking of the cherries.

Sorting, Grading and Packing Green coffee beans are sorted by hand or by machine to remove stones or other foreign matter, pieces of pulp or parchment and damaged or defective beans. All of these reduce quality and price. The beans are put into bags holding around 60kg.

The Supply Chain

Coffee passes through many hands on its way from the tree to the coffee cup.

The Grower

80% of the world's coffee growers are smallholders, farming less than three hectares. The rest are larger farms and plantations which are run more as agri-businesses. Many growers do some processing themselves, such as drying and hulling, but many do not.

Intermediaries

In many producing countries intermediaries exist at stages throughout the process and supply chain. They may buy fresh cherry coffee, dry cherries, parchment coffee or green beans from many individual farmers, and collect all together in sufficient quantity to transport to a processor, or to sell on to another intermediary or a dealer.

Processors

Farmers may not have the equipment to process their coffee, so they may sell it to a processor, or pay a processor to do it on their behalf. Often farmers in a region will form a co-operative and pool resources in order to buy the equipment to convert cherries into green coffee.

Government Agencies

In some countries, the government controls the coffee trade, perhaps by buying the green coffee at a set price and then selling for export at auction. Farmers in these countries have no option other than to sell to government agencies, but this form of control is becoming less common than it was.

Exporters

These will buy green coffee from growers, cooperatives, intermediaries or auctions in order to bulk coffee together and produce larger quantities of a specific grade or quality which they will guarantee, and then sell the coffee on to dealers in shipment quantities.

Dealers

These supply the coffee beans to the roasters in the required quantities, at the required time. They perform various functions - for example pre-financing of crops, currency exchange, insurance, contract law and exporting - and they manage the flow of coffee in line with manufacturers' requirements. This is important as roasters are manufacturing throughout the year and coffee is harvested seasonally.

Roasters

These are western firms who buy the green beans and turn them into various brands of coffee.

Transporters

Throughout the supply chain there are people who transport the coffee. These may be the farmers themselves, cooperatives, intermediaries, transport companies, shipping lines, etc., using anything from mules, carts, bicycles, motorbikes, tractors or public buses though to modern trucks and ships. In general, transport becomes more sophisticated as you move along the supply chain and the quantities increase.

Hazards in the production of coffee.

In Brazil, the massive use of agro-chemicals has been responsible for much suffering and ill health. Little protection is provided, which increases the risk of lung damage and cancer.

The widespread use of agro-chemicals is also contributing to environmental degradation. The chemicals that are washed by rain into rivers disrupt freshwater eco-systems, killing fish and polluting the water.

Many of the fairly traded brands of coffee are also organically produced which, avoids these problems.

The Four Countries

Brazil:

Brazil is the world's leading coffee producer, exporting almost three times as much as its next nearest competitor, Colombia. Most of the coffee in Brazil is grown on huge plantations owned by large multinational corporations (MNCs). It is to these large operations that most technological enhancement of the coffee crop is directed - new genetically modified strains that ripen faster, or new more powerful pesticides. A few years ago the Brazilian coffee crop was ruined by an early frost, and as a result prices almost doubled overnight for farmers in other parts of the world. However, since then supply has still far overstripped demand and many plantations and smallholders are operating on wafer thin margins.

Costa Rica:

Costa Rica is famous for its earthy arabica coffee beans, which are also its largest single export (coffee accounts for around 25% of its total exports). The coffee industry supports about 400,000 people, rising to 750,000 in the coffee harvest season. The coffee is grown in predominantly volcanic soil up to a height of about 1,600 metres. In 2000 Costa Rica was the 11th largest coffee producing country in the world.

Tanzania:

Tanzania is one of Africa's poorest countries, with more than 80% of its poorest people involved in agricultural production. Economic reforms have helped to increase the value of export crops such as tea and cotton, but coffee farmers have not seen significant increases in their incomes, largely because of the increased role of private sector buyers. Most of the coffee in Tanzania is produced on smallholdings - farms less than two hectares accounting for around 80% of all the coffee produced in Tanzania. In 2000 Tanzania was the 22nd largest coffee exporting country.

In 1976 all the co-operative unions were disbanded by the government. It then attempted to restore the old system, first in 1984 and again in 1991, when a new law was passed giving the cooperatives more autonomy and making membership voluntary, rather than compulsory.

Britain:

Britain does not produce any coffee, but has one of the largest markets for it in the west. In 2001 £730 million was spent on coffee in Britain, with each person consuming on average 500g of coffee per year. Particularly successful are instant coffees which are readily soluble in hot water. The coffee industry is one of the most concentrated in the world: two major companies control well over half of the market. These are Nestle (Nescafe) and Philip Morris (Maxwell House).

Fair Trade Coffee

The Fair Trade Foundation exists to ensure a better deal for marginalised and disadvantaged third world producers. It was set up in the UK in 1994 by CAFOD, Christian Aid, New Consumer, Oxfam, Traidcraft and the World Development Movement. The fair trade movement is growing all over the world and many countries have brought in ethical consumer labelling initiatives for products, which meet internationally recognised standards of fair trade. This challenges the conventional model of trade, and offers a progressive alternative for a sustainable future.

Cafédirect, set up in 1991, was Britain's first commercial coffee company to carry the fair trade mark. It was founded by Oxfam, Traidcraft, Equal Exchange and Twin Trading in response to the collapse in coffee prices, and to help strengthen the influence, income and security of coffee growers in the developing world linking them directly to the consumer in the west. Cafédirect's range of fresh ground and instant coffees is available in most supermarkets nationwide as well as in Oxfam and other ethical trading stores.

In 1994, the value of fair trade products at the checkout was **£2 $\frac{3}{4}$ million**; now, it is **approaching £45 million** - meaning £1.46 is spent on fair trade products every second. Fair trade ground coffee now has more than 7% of the UK ground coffee market. Today, as a result of these sales to the UK fair trade market, a minimum of **500,000 farmers and workers** throughout Latin America, the Caribbean, Africa and Asia benefit from the better deal that the Fair trade Mark guarantees.

The Fair Trade Mark requirements

The terms of trade must include :-

- a minimum price
- credit terms
- a long term trading commitment

The price paid includes a **premium** for the workers or producers to improve their living and working conditions. The way this money is spent is decided as a community.

The producer co-operative or plantation owners must ensure :-

- minimum wages
- adequate housing where appropriate
- minimum health and safety standards
- environmental standards



COOCAFE - Consorcio de Cooperativas de Caficultores de Guanacaste y Montes de Oro R.L

COOCAFE was founded in 1988. The organisation is made up of nine cooperatives representing around 3,500 small farmers who live and work in the Guanacaste, Puntarenas and Alajuela provinces of Costa Rica. Although Costa Rica is a stable developing country, these are remote areas where basic services such as transport, education and health are not provided efficiently.

Despite the scarcity of land, the cooperatives have managed to save some profits to buy middle-sized farms, which are divided into smaller farms and sold to farmers.

COOCAFE fair trade sales began in 1989. It is the only fair trade exporter in Costa Rica. COOCAFE was one of the three original suppliers to Cafédirect in 1991. The special relationship, which began when COOCAFE lent Cafédirect a container of coffee until the finished product was sold, exists to this day.

In addition to coffee marketing, COOCAFE has introduced a scholarship programme for members' children in secondary and further education. The programme aims to finance the educational expenses of children whose families can't support them. COOCAFE also manages a reforestation scheme.

"If it had not been for Cafédirect and fair trade it is likely that we would have had to give up this business altogether. There are many coffee growers in this area who could not go on, as the price they were paid was not enough to cover the cost of growing and preparing it. As the years of crisis continued people could not get by with such poor prices, so they had to abandon their coffee fields and either go to the city or try and get work on the large ranches or plantations. Those of us small farmers that have survived are very grateful to those who have participated in fair trade, and we hope that these links will continue. For us it is the way to be sure of having a market where we can sell our coffee." Miguel Molina Barrantes, COOCAFE

"For me the most important affect of Cafédirect and fair trade is in education, and its overall social impact. The Co-op started a scholarship scheme aiming to give the members' children the opportunity of going to school or even to university to train and get qualifications. In the long run, this will have a strong multiplier effect in the community. As for improvements in health, the Carvajal community, one of the poorest, now has electricity and drinking water. We had to pay money to get these services installed but a very poor community cannot do this. We could not have achieved this without being part of our cooperative and without the help of Fair trade." Alvaro Gomez, COOCAFE

Kilimanjaro Native Co-operative Union Ltd (KNCU)

Established in 1929, KNCU is Africa's oldest co-operative, farming the volcanic soils on the slopes of Kilimanjaro, the continent's highest mountain. Coffee is the most important cash crop produced by the co-operative's members, it is usually intercropped with food crops, particularly maize, bananas, cassava and potatoes. KNCU collects coffee from 96 village societies, representing over 150,000 small-scale farmers. KNCU normally handles between 50% and 70% of the coffee grown in the area, depending on competition from the private traders.

KNCU's farmers produce Kilimanjaro coffee, which is unique to the mountain's volcanic soils. Kilimanjaro has a reputation throughout the world as one of Africa's finest coffees.

The farmers decide collectively how the fair trade premiums are spent. Already farming without the use of chemicals, the farmers of KNCU decided to use the fair trade premiums to train farmers in organic production techniques, as KNCU works towards becoming organically certified.

KNCU has used voluntarily contributed capital to set up a co-operative bank, the Kilimanjaro Co-operative Bank (KCB). This enables the Union to finance projects to boost the farmers' economic strength.

Members contribute-voluntarily to an education fund for their own, and their children's education. Part of the fund goes to the secondary schools owned and run by members. The rest is used to train members in improving coffee quality and growing their crop in an environmentally sustainable way.

*"The training we have been receiving through fair trade, especially on more use of local plants to control insects and pests, and the need to plant more trees, is very good for us as farmers. Trading with fair trade gives us a better deal and hope."
Zacheria Kiwale, KNCU.*

*"Dealing with fair trade has many advantages for us as growers for we get things like education assistance to members and our children, we are paid better than private buyers pay. We can say this: this fair trade business is the finest deal for the finest coffee."
Mathew Matoli, KNCU.*