



Fair Trade Coffee

FACILITATOR'S GUIDE



TO: Workshop Facilitators

Dear Educators:

OXFAM-Canada and the Vancouver Fair Trade Coffee Network, with the financial support of VanCity Credit Union, are pleased to provide you with this Fair Trade Coffee Workshop kit. We're sure you will find it extremely useful in your efforts to raise greater awareness about fairly traded coffee as a means to support small-scale coffee producers.

We feel that the best way to improve the lives of coffee producers and their families is by ensuring they are paid a fair price for their work. However, receiving a fair price will not have a significant impact if fairly traded coffee is only purchased by a small number of committed people. Our goal for this campaign is to increase awareness of the benefits that fair trade brings to small-scale coffee producers in order to increase consumer demand for fairly traded coffee.

By giving this workshop in your workplace, community, school or church, you are promoting a better life for coffee producers, their families and their communities. Like all of us, coffee producers prefer to earn their own living and not rely on charity. Receiving a fair return for their labour and production makes this possible. By increasing awareness of the injustices of the conventional trading system and the benefits of fair trade, you will be directly participating in a growing global movement to promote fair trade. By increasing consumer demand for fairly traded coffee, you make it possible for coffee producers and their families to enjoy the basic human rights of having enough to eat, decent shelter, access to affordable health-care and education.

What a difference a cup of coffee can make!

If you are among the one third of the world's population who drink at least one cup of coffee a day, then you are directly linked to the 20 million people worldwide who produce coffee. We invite you to explore this connection with your community and discover ways of making it a positive force for social change.

The workbook contains enough detailed information about the conventional coffee trade and the fair trade alternative to enable you to design an interesting, thought-provoking workshop. When combined with the suggested video and a discussion of action steps, the participants should feel inspired to do their part in promoting fairly traded coffee and social justice.

Thank you for making a difference in the lives of coffee producers around the world.

Yours sincerely,

OXFAM-Canada
Vancouver Fair Trade Coffee Network

FACILITATOR'S GUIDE

This fair trade coffee workshop kit has been designed to contain almost all you will need to offer an informative and inspiring workshop. Included are:

- "Before You Begin" - suggestions for designing the workshop
- an agenda for a two-hour workshop
- an agenda for a one-hour workshop
- a workbook
- an announcement sheet
- a video - *Common Grounds: The Story of Coffee*
- an evaluation form

DESCRIPTION OF CONTENTS

"Before You Begin"- This piece is intended to help you design and prepare for the workshop, including suggestions to consider during the workshop.

Agendas - We have offered two workshop agendas: a one-hour and a two-hour format. While the two-hour workshop allows you to cover the material more effectively, the one hour format provides a thorough introduction to the issues. Please note that the agendas offer possible ways to structure the workshop: feel free to adapt them to suit the needs of your group.

Workbook - Please copy as many workbooks as you need to give to workshop participants. It is useful to refer to specific pages during the presentation of material. You may also wish to copy graphs or diagrams for use on flip-charts or overhead projectors.

The workbook has been designed to follow a logical order as reflected by the agendas - beginning with an introduction to fair trade in general and the way it differs from conventional trade. A more detailed examination of the conventional coffee business and the fair trade alternative is followed by suggested activities for promoting fairly-traded coffee in your community.

We particularly encourage you to prepare a list of places where fairly-traded coffee (packaged and brewed) is available in your region (and update it regularly). If you are working on a specific activity not mentioned in the workbook, we recommend including that information as well.

Announcement Sheet - This piece can be used to publicize the workshop, either for posters, leaflets, or media releases.

Video - We have included a video-tape with a 15 minute clip from *Common Grounds: The Story of Coffee*. The clip focuses on a group of coffee producers and shows the steps involved in harvesting coffee. It is an invaluable visual aid. Use as much or as little of it as you need.

Evaluation - Your feedback helps us to be more effective when designing similar kits in the future. Please take a few minutes to complete and return the evaluation form in the kit or email your comments to van@oxfam.ca.

BEFORE YOU BEGIN

Before the Workshop

Find a venue that is appropriate.

Advertise the workshop.

Make arrangements to bring equipment you will need.

Do research on topics you are presenting.

Gather and itemize materials you will bring with you.

What are the Objectives?

Be specific - what is it that you want participants to know and be able to do?

How will you know you have achieved your goal?

Be realistic - consider the time you have available.

Who Are the Participants?

How many people?

Social identity?

Sectors they represent?

Areas of work and knowledge?

Do they know each other?

Why are they here? What are their expectations?

Effective Introduction

Make sure that the objectives are clear.

Warm people up - use dynamic activities in which they have to team up.

Find out expectations of participants.

Get people focused - you can use video for this.

Establish credibility as facilitator.

During the Workshop

Present information visually (charts, overheads, videos, slides).

Use small group activities where applicable.

Give participants hands on experience (coffee beans, packages).

Adapt to needs as they arise.

Deal with problems and questions as they occur.

Watch the time and know when to move on.

FAIR TRADE COFFEE WORKSHOP AGENDA

This agenda is based on a one-hour interactive workshop.

1. Welcome (5 mins.)

Introduction of facilitators and participants. Invite participants to help themselves to refreshments and indicate location of washrooms.

2. Objectives of Workshop (2 mins.)

To raise awareness of fair trade coffee.

To give enough information to participants to allow them to become actively involved in promoting fair trade coffee in their communities.

3. Introduction to Fair Trade (5 mins.)

Fair trade is an alternative to conventional international trade. It is a trading partnership between producers, traders, and consumers which provides a more equitable and sustainable form of exchange.

Review "Introduction to Fair Trade" in your workshop booklet.

4. Introduction to the Conventional Coffee Trade (10 mins.)

Under conventional trade the exchange between producers and buyers is rarely fair. In most cases, the person or company buying a product or service is looking for the lowest possible price in order to make the greatest amount of money. This applies whether the buyer owns a small store or a multinational corporation. For the producer, it usually means exploitation, poverty, and intolerable working conditions.

Review sections on the conventional coffee trade in your workshop booklet.

Use an overhead projector to show charts and graphs contained in your kit or place them on the wall.

Pass out samples of green beans and roasted beans.

5. Fair Trade Coffee

(15 mins.)

Show video clip from *Common Grounds: The Story of Coffee*. This video looks at how fair trade is making a difference in the lives of producers and consumers from Chiapas, Mexico to Nova Scotia.

Review "The Fair Trade Coffee Alternative" in your booklet (Transfair Canada, certification process, non-certified fair trade coffees).

Hand out packages of different brands of fair trade coffee.

6. Activities to Promote Fair Trade Coffee

(10 mins.)

Review the section of your booklet entitled "What You Can Do To Help." Have a discussion of which activities would be most effective in your community.

7. Question and Answer Period

(8 mins.)

End the workshop with a question period and discussion. Be sure that throughout the workshop you allow questions to be asked, but watch the time!

8. Evaluation/Questionnaire

(5 mins.)

Total: 60 mins.

FAIR TRADE COFFEE WORKSHOP AGENDA

This agenda is based on a two-hour interactive workshop.

1. Welcome (5 mins.)

Introduction of facilitators and participants. Invite participants to help themselves to refreshments and indicate location of washrooms.

2. Objectives of Workshop (2 mins.)

To raise awareness of fair trade coffee.

To give enough information to participants to allow them to become actively involved in promoting fair trade coffee in their communities.

3. Group Dynamic (15 mins.)

Objective:To get an overall understanding of the groups' knowledge of coffee issues.

Materials:Papers and pens

Put participants in groups of two. Then ask each group to write everything that comes to mind when they think of coffee. Do this for five minutes. When time is up, ask each group to read their results and post results in view of all. There may be similar comments/descriptions so ask participants to raise their hands if they have listed similar comments (this allows things to move much faster). Use the results to introduce your discussion of coffee.

4. Introduction to Fair Trade (5 mins.)

Fair trade is an alternative to conventional international trade. It is a trading partnership between producers, traders, and consumers which provides a more equitable and sustainable form of exchange.

Review "Introduction to Fair Trade" in your workshop booklet.

5. Introduction to the Conventional Coffee Trade (15 mins.)

Under conventional trade the exchange between producers and buyers is rarely fair. In most cases, the person or company buying a product or service is looking for the lowest possible price in order to make the greatest amount of money. This applies whether the buyer owns a small store or a multinational corporation. For the producer, it usually means exploitation, poverty, and intolerable working conditions.

Review sections on the conventional coffee trade in your workshop booklet.

Use an overhead projector to show charts and graphs contained in your kit or place them on the wall.

Pass out samples of green beans and roasted beans.

6. Common Grounds: The Story of Coffee Video Clip (15 mins.)

This video looks at the journey of our morning cup of coffee, and how fair trade is making a difference in the lives of producers and consumers from Chiapas, Mexico to Nova Scotia.

7. Fair Trade Coffee (25 mins.)

Review "The Fair Trade Coffee Alternative" in your booklet (Transfair Canada, certification process, non-certified fair trade coffees).

Hand out packages of different brands of fair trade coffee.

8. Activities to Promote Fair Trade Coffee (15 mins.)

Review the section of your booklet entitled "What You Can Do To Help." Have a discussion of which activities would be most effective in your community.

9. Question and Answer Period (15 mins.)

End the workshop with a question/discussion period. Be sure that throughout the workshop you allow questions to be asked, but watch the time!

10. Evaluation/Questionnaire (8 mins.)

Total: 2 hours



Announcement

Choosing your brand of morning coffee may not seem like an important task. But that consumer choice has a profound impact on the millions of people around the world who depend on coffee production for their livelihood.

Canadian coffee drinkers have two choices. They can buy coffee produced under a traditional trade structure and support a system that concentrates wealth into a few hands. Or they can drink fairly traded coffee, and support democratic control, fair wages, and sustainable development, without sacrificing quality.

What makes fair trade fair?

Who controls it?

Who monitors it?

How did it start?

Does it cost more than traditionally traded coffee?

Where do the profits go?

Is it charity?

Where can you buy it?

How can you get involved?

These questions and more will be discussed in an interactive workshop presented by the Vancouver Fair Trade Coffee Network in collaboration with Oxfam Canada.

FAIR TRADE COFFEE EVALUATION/QUESTIONNAIRE

1. Did the workshop increase your awareness of the differences between conventionally traded coffee and fairly traded coffee?

Yes, substantially

Yes, somewhat

No

Comments:

2. Do you think the fair trade certification process was adequately explained?

Yes No

Comments:

3. Did the workshop give you enough information on how to promote fair trade coffee?

Yes No

If not, how could it be improved?

4. Were you satisfied with the topics covered?

Yes No

If not, which topics would you like to see added or dropped? _____

5. Which of the following elements provided the most useful information?

Lecture

Video

Group discussion

Handouts

Comments:

6. In which of the following ways would you be interested in promoting fair trade coffee?

Coffee shop visits

Trying to convince your school, workplace, church, union or other institutional buyer of coffee to buy fair trade coffee

Helping to organize more workshops

Other: _____

7. Do you know anyone who would be interested in attending a workshop similar to this one?

Yes

No

If yes, would you be willing to give us their name and phone number or email address? _____

8. Do you have any further comments/questions?
