

# VIDEO TIME

## UNIT 22

### Green Attitude

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Class: \_\_\_\_\_

**Titre de la vidéo :** Fair Trade – The Power of the Consumer

**Durée :** 1'35"

**Sous-titres :** non

**Lien vers la vidéo :**

<https://www.youtube.com/watch?v=bs9Wu6G5vVc>

#### HELP!

**consumer** consommateur

**empower** permettre

**harness** exploiter

**harvest** récolte

**involved** impliqué

**powerless** impuissant

**purchase** achat

**win-win** gagnant-gagnant

### PART 1 ► Watch the whole video with the sound off.

a. The video is:

- ☐ an extract from a film about fair trade.
- ☐ an advertisement for fair trade.
- ☐ a geographical documentary.

b. The topic is:

- ☐ agriculture in tropical countries.
- ☐ the links between consumers from developed countries and producers from developing countries.
- ☐ tea harvest time.

### PART 2 ► Watch the video from the beginning to 0:16.

#### 2 Answer the questions.

a. Where is the woman?

\_\_\_\_\_

b. What is she doing?

\_\_\_\_\_

c. Who is Paul Rice?

\_\_\_\_\_

d. What huge global challenges does he list?

\_\_\_\_\_

#### 3 Fill in the words you hear.

American \_\_\_\_\_, we have so much \_\_\_\_\_. Every time we go to the \_\_\_\_\_, we can \_\_\_\_\_ with our \_\_\_\_\_ for a better \_\_\_\_\_.

### PART 3 ► Watch the video from 0:17 to 0:39.

#### 4 Say what is wrong with the statements.

a. The people are in a European country.

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b. A young girl is walking out of a town, carrying a heavy basket.

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c. A family is having lunch in a garden.

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#### 5 Match the beginnings and the ends of the sentences.

##### beginnings

a. ...government intervention, government legislation for international development aid and charity... ■

b. Thus, we have to... ■

c. and we have to... ■

##### ends

■ 1. get consumers involved.

■ 2. are not working fast enough.

■ 3. harness the power of the market.

### PART 4 ► Watch the video from 0:40 to 0:53.

#### 6 Complete what Paul Rice says.

It seems to me that \_\_\_\_\_ is empowering consumers to make a \_\_\_\_\_.

With every \_\_\_\_\_ of \_\_\_\_\_, with every bar of \_\_\_\_\_, with every \_\_\_\_\_ that we \_\_\_\_\_, we can actually lift \_\_\_\_\_ out of poverty, we can \_\_\_\_\_ preserve the land and we can \_\_\_\_\_.

#### 7 Answer the questions.

a. What products is the woman buying at the store?

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b. What is special about these products?

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c. What difference does it make when we, consumers, buy fair trade products?

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## PART 5 ► Watch the video from 0:54 to the end.

### 8 Circle the adjectives you hear.

ordinary	certified	better tasting	healthy
healthier	cheap	expensive	low-cost
high standard	higher quality		

### 9 Answer the question.

According to Paul Rice, what kind of products do more and more American consumers wish to buy?

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### 10 Select what you see.

- a. The harvest of *peanuts* / *coconuts* / *coffee* / *cocoa pods*<sup>1</sup>.
- b. The workers *remove* / *burn* / *wash* the cocoa beans<sup>2</sup> and the cocoa paste.
- c. The cocoa beans are *ground*<sup>3</sup> / *dried* / *frozen*.
- d. Then, they are sent from *Brazil* / *Ivory Coast* / *Ghana* to western countries.
- e. In laboratories, the transformed cocoa is *smelt and tasted* / *packed and sold* / *mixed and cooked*.

1. cabosse ; 2. les fèves ; 3. moulu

### 11 Express yourself.

What are the benefits to the consumers?

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What are the benefits to the producers?

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Think of other benefits.

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