

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?

The woman is in a large supermarket, in the soft drinks department and in the chocolate department.

b. What is she doing?

She is interested in Fair Trade certified products. She is looking at fruit juice and chocolate.

c. Who is Paul Rice?

He is the President and CEO of the Fair Trade Organization in the United States.

d. What huge global challenges does he list?

The global challenges are: poverty, climate change and environmental degradation

3 Fill in the words you hear.

American **consumers**, we have so much **power**! Every time we go to the **store**, we can **vote** with our **dollars** for a better **world**.

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.

The people are in an African country.

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

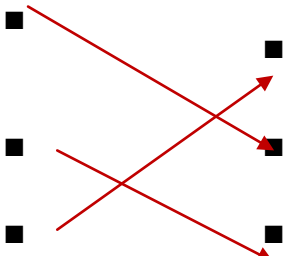
An old woman is walking out of a forest, carrying a heavy basket on her head.

c. A family is having lunch in a garden.

A family is weeding a small patch of land in the woods before planting it.

5 Match the beginnings and the ends of the sentences.

beginnings		ends
a. ...government intervention, government legislation for international development aid and charity...	■	1. get consumers involved.
b. Thus, we have to...	■	2. are not working fast enough.
c. and we have to...	■	3. harness the power of the market.



a-2; b-3; c-1

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

6 Complete what Paul Rice says.

It seems to me that Fair trade is empowering consumers to make a difference.

with every cup of coffee, with every bar of chocolate, with every banana that we eat. We can actually lift people out of poverty, we can help preserve the land and we can make a difference.

7 Answer the questions.

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

She is buying coffee, chocolate and bananas.

b. What is special about these products?

They are produced by organic agriculture.

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

We help producers from poor countries to get a little more money for their products. We encourage them to produce more and better products.

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?

American consumers want higher quality, better tasting and healthier products.

10 Select what you see.

- a. The harvest of *peanuts* / *coconuts* / *coffee* / *cocoa pods*¹.
- b. The workers *remove* / *burn* / *wash* the cocoa beans² and the cocoa paste.
- c. The cocoa beans are *ground*³ / *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?

Consumers get higher quality products.

What are the benefits to the producers?

The farmers' land is preserved and the soil is better cultivated. The products are more easily sold to the western world and the farmers get a little more money for their work because there is a more direct connection between them and the consumers.

Think of other benefits.

The farmers know in advance what the sale-price of their products will be and they are less exploited by their employers.

The farmers learn new techniques to grow, store and transform their products. They also learn how to protect the environment.