



VIRTUAL REALITY FIELD TRIP – SAMUEL'S FAIRTRADE STORY

Many of the things we enjoy are produced by hard-working people who receive little money for their crop and often struggle to get by. Every day, farming families make tough choices about which of their needs can and can't be met because the household budget simply won't cover everything.

Use these 4 activities on coffee farming and Samuel, a coffee farmer in Kenya. You can explore Samuel's home and farm by watching the film 'Samuel's Fairtrade Story'. This is a virtual reality film. It can be viewed on any kind of screen, but looks especially good on a tablet or mobile device, where you can tilt the device to see 360 degrees.

Aim

- To explore coffee farming, globalisation and the lives of Coffee farmers in Kenya

Subject links:

Geography
English
Business studies

Topics:

Fairtrade
Daily life
Globalisation

Learning Objectives:

- To learn about how Fairtrade impacts different stakeholders in the coffee supply chains.
- To learn more about where our food comes from.
- To understand what Fairtrade is, and how it impacts different stakeholders in the supply chain.
- To think global trade, coffee businesses and working conditions.

Activity 1: Samuel's Fairtrade Journey

Watch the film and take a look round in Samuel's home and farm, preferably in pairs or small groups to allow interaction with the film.

Activity 2: Your own film

Think about what you would put in a film. Write a script for a short film introducing your life like Samuel.



SECONDARY LESSON

Activity 3: Comprehension quiz

Try this as a quiz or provide the questions as a worksheet to accompany the film

How many people around the world depend on coffee for their livelihoods?	Around 125 million (That's almost twice the population of the whole of the UK!)
How many coffee trees are on the farm?	168 coffee trees
How long has Samuel's farm been Fairtrade certified?	5 years
When were the trees planted and by whom?	All planted by his father in 1964
What is the secret to growing the best coffee?	A farmer needs to become best friends with their coffee trees
How does Samuel get the beans off the trees?	Picks them by hand
What is very important to their family?	Education
What does Samuel say in his own language and what do you think it means?	"Asante Sana" - meaning 'thank you very much' in Swahili
How many children are in the school?	13
What are the children learning to say in English?	Wild animals
What did the extra money from Fairtrade allow Samuel to do?	Save money for his grandson's future, buy an oven for his house.
What was the local community able to do with the extra money provided by Fairtrade?	Renovate and extend the local primary school
Can you explain the supply chain from Samuel's coffee farm to our supermarket shelves?	Farmer, Processing, (Export), (Roaster), Retailer, Consumer.
Where did the money come from to renovate the school?	Fairtrade

Activity 4: Kenyan Coffee

Next, provide students with a Kenyan Coffee handout and worksheet. Using the instructions on the top of the Kenyan Coffee worksheet guide students through the task.