



Kenyan Coffee lesson

Aim:

- To find out about Kenya and the impacts of Fairtrade in the global Coffee trade.

Subject links:

Business studies
 Geography
 Mathematics/Numeracy

Topics:

Fairtrade
 Economics
 Globalisation

Learning Objectives:

- To learn more about where our food comes from and the global Coffee trade.
- To understand the role of Fairtrade in international trade and development
- To find out about Kenya and how it is effected by globalisation and climate change.

Activity:

Task 1. Provide students with the Kenyan Coffee lesson handout. Give them 5-10 minutes to look over this and discuss any key points with the person next to them. You can click on the links in the worksheet for more information on that point if you want to add that to the lesson.

Task 2. Give students a copy of the worksheet below and ask them to fill in the gaps with the figures here, which you can write on your board or flip chart. Add more numbers to choose from to make the task more challenging. Come back as a class to share the guesses and ask the students to explain what informed their answers.

1.37	30	25	2.2	1991	812,000	39	1988	25	37
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Answers in order of appearance:

2.2 1988 1991 812,000 30 1.37 39 25 37 25



Coffee is one of the world's most popular beverages. And with around _____ billion cups of coffee being sold in the UK in 2014, it is a lucrative multi-billion pound business. However, a closer look at the supply chain shows coffee is a complex and often an unfair affair for the person behind every bean – the farmer. Fairtrade drives a fairer, more sustainable way of trading.



1. Fairtrade came about in response to the struggles of Mexican coffee farmers following the collapse of world coffee prices in _____.

2. Cafédirect was the first major Fairtrade brand to be launched in the UK in _____, and paved the way for working directly with suppliers. 25 years on, they still have direct relationships with their growers.



Rose Githoni, Member of Gikanda Farmers Cooperative Society

3. Fairtrade currently works with _____ small-scale coffee farmers across _____ countries. Colombia is the largest producer of Fairtrade coffee.



4. An average coffee farmer lives on £_____ a day. With Fairtrade, farmers receive the Fairtrade Minimum Price, which aims to cover costs of production and act as a safety net when market prices fall below a sustainable level. If the market price exceeds the Fairtrade Minimum Price level, then farmers receive the market price. Over the last six months, the Fairtrade minimum price of coffee has been higher than the market price, showing the important role Fairtrade plays.

5. In 2013-14, coffee farmers earned an estimated £_____ million in Fairtrade Premium, on top of the Fairtrade Minimum Price (or market price). The Fairtrade Premium goes into a communal fund for workers and farmers to use – as they see fit – to improve their social, economic and environmental conditions.



Worksheet: Kenyan Coffee

6. Coffee farmers spend at least _____% of the Fairtrade Premium to enhance productivity and quality. Over the last three years, Fairtrade-certified coffee products have won 28 Great Taste Awards. (You can watch [this video](#) to find out more).

7. In 2014, _____% of Fairtrade coffee was certified organic (that is 185 million tons of coffee beans).



Zeddy Rotich of the Kabngetuny Cooperative - Women in Coffee project, with her family

8. Volatile international prices and climate change are the biggest challenges facing coffee farmers. Fairtrade companies such as Percol go the extra mile to help farmers in Guatemala combat effects of heavy rainfall.

9. In the UK, Fairtrade coffee accounts for nearly _____% of total coffee sales – and the appetite for fairly traded coffee is growing.



10. A study by Harvard University found that Fairtrade led to higher prices and incomes for coffee farmers in Peru, Guatemala and Nicaragua.



Customers in Nairobi drinking Kenyan Fairtrade coffee