


Topic: Daring To Be Different	Phase: LKS2	PSHE – Citizenship	
What should I already know?	Key Information	We are MANOR! As learners we will ...	
<ul style="list-style-type: none"> I understand that some foods are grown locally and some are imported from around the world, and I can locate these places on a map. I can talk about the main countries chocolate comes from and how it is grown I have a basic understanding what fair trade means. 	<p>Fairtrade is a worldwide movement that aims to help farmers and producers in less economically developed countries (LEDCs). The term <i>fair trade</i> means that they receive a fair price for the goods that they produce. Goods that are produced and sold in support of these aims usually carry a fair-trade label. Many products, including coffee, sugar, tea, cotton, wine, bananas, and handicrafts, are traded this way.</p>	Manners	Develop a respect and understanding for the views and opinions of other people and share ideas about our own ideas and thoughts in a respectful manner. We will celebrate good work, value others' contributions, and discuss and debate opinions.
		Aspiration	Learn by being challenged in a series of well-designed and interesting activities designed to deepen our understanding of the world and broaden our horizons. We will be aspirational in developing knowledge and conceptual understanding through practical activities and discussions.
		Nurture	To recognise that we live in a wonderful world made up of many different people and ways of living. We will develop an appreciation and respect for the diverse world and environment in which we live, showing care and compassion for the people and beliefs around us.
		Open-Mindedness	We will be open-minded so that we can learn more about others and the way in which they live their lives. We will listen respectfully to each other and not laugh at or make fun of what other people say.
		Resilience	Engage confidently with the RE curriculum and learn that anything is possible and failure is not something to fear but to learn from. We will support each other to learn new things and share what we know so that we might help others.
At the end of the unit, I will be able to:			
<ul style="list-style-type: none"> Understand that there is a moral and ethical side to consumerism. Explain the principles behind Fairtrade. Investigate the potential influence of consumer power Talk about the different forms of media and explain bias Understand that advertising can influence what we buy Recognise and challenge stereotypes 			

What is the real cost of chocolate?

The average price for a chocolate bar in the UK is 70p, and most of us would pay this much without even thinking twice about it. A recent report from the Fairtrade Foundation however, revealed that the average income for cocoa farmers was just 74p **per day** - almost the price of that one chocolate bar!! Most of the cost of a chocolate bar is found not in buying the ingredients but in the shipping, haulage and advertising of the chocolate, which means that the farmers get very little money for their efforts. And without them, there would be no chocolate at all!!



What is Fairtrade?

Fairtrade is a global organisation that helps farmers in countries such as Ghana. The aim of Fairtrade is to give a guaranteed, fair price for the products that they grow. An extra Fairtrade premium means that farmers can invest in their farm and community.

Fairtrade means I have a guaranteed income so I can invest in my farm. I can protect my crop from pests and disease.



My community worked together to build a fresh water well.

With the Fairtrade Premium, our children can go to school for a better education.

FACT: In 2013-14, cocoa farmers earned more than £8.4 million in Fairtrade premiums. Almost a quarter was invested to support families in their daily routines. Examples include schools, water and housing.

Media Bias

Bias is when we lean toward something, or someone, without any logical reasoning or thinking.

It is a judgement based on a personal point of view.

Often, bias is used in the media to try to persuade audiences of a particular stance or point of view. This can sometimes become a negative thing, as it may be used in a way that tells only one side of the story.

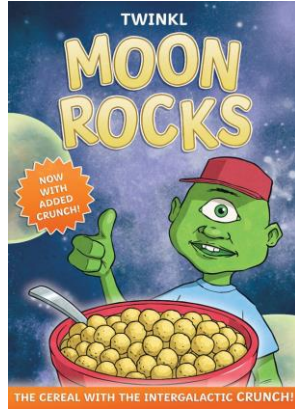
Media organisations may feel pressure to keep their sponsors happy by portraying those sponsorships in a positive light and ignoring negative stories about those businesses, companies or individuals, instead only sharing one side of the story.



Media Influence

Food advertising is everywhere! We can see food being advertised:

- on TV;
- in our High Streets;
- on social media;
- on the internet;
- in magazines and newspapers.



As consumers, the choices we make when we are shopping depend on where we come from, our age, what we can afford and other factors from our lives. However, we are also influenced by advertising and marketing - even when we don't realise this is happening!

Consumer Power

As a consumer, you have a LOT of power. It is up to you where and when you spend your money, and what you spend it on. Imagine if everyone who bought chocolate last week refused to buy regular chocolate and only bought Fairtrade chocolate instead... What message would that send to the chocolate companies? Would they keep producing regular chocolate, or would they invest more in Fairtrade if that is what their customers demand?

Vocabulary

consumerism	the idea that says people consuming goods and services in large amounts will be better off
exploitation	the action or fact of treating someone unfairly in order to benefit from their work.
ethical	morally good or correct.
bias	The idea that a person prefers an idea and possibly does not give equal chance to a different idea.
discrimination	the unfair treatment of people because they belong to a particular group.
Advertising	a form of selling which aims to persuade others to buy the food they have produced or the goods they have made or the services they can perform. It helps them to sell their product. It appears in newspapers and magazines, on radio and television, and in any other medium that can reach eyes or ears.
Slogan	a short phrase, sentence, meant to gain attention and get information across quickly. It is used in adverting
logo	a symbol used by people, usually businesses, to help aid instant recognition of their product. It helps you to see straight away what it is you buying / getting.

Who Likes Chocolate? Quiz

1). How much money does the average cocoa farmer earn per day?

2). Can you tell me what Fairtrade is and how it helps farmers?

3). True or false... As consumers, we have great power in forcing companies to change their practices.

4). Do you think that the media might sometimes make Fairtrade produce sound bad so that we might not want to buy it? Why?

5). Can you name the last three adverts you saw on TV? How did you remember them?