

Fairtrade Power Shift



Photo: The Fairtrade Foundation

Aim - This is a simple and relatively quick exercise that helps people understand the balance of power between key players in the banana industry and the effect that introducing Fairtrade can have on that balance.

You will need - 5 role cards:

- Small farmers in the Caribbean
- Banana marketing company/exporter in the Caribbean
- Banana importer
- Supermarket manager
- Consumers

Let's get started

1. Give out the five cards to five people and ask them to line up in order of who they think has the most power and who has the least. Discuss with the group why each person has placed themselves where they are in the line. Move people around until everyone is happy with the line up.
2. The facilitator asks the question:- If the consumer only buys Fairtrade bananas what would happen to the balance of power? Invite someone from the 'audience' to re-organise the line up accordingly. Discuss the outcome with the group.
3. The facilitator asks the question:- If the supermarket promoted Fairtrade bananas what effect would this have on the consumer? Invite someone from the 'audience' to re-organise the line up accordingly. Discuss with the group.

Another way to play

This version has the following 6 role cards:

- Banana worker belonging to a trade union
- Banana plantation owner
- Shipper
- Banana importer
- Supermarket manager
- Consumer (who might also be a trade union member)

This version can be used to explore the role of trade unions and their power along the international supply chain.

It is important to understand that there are no 'absolute' right or wrong answers in this exercise. This is an opportunity for discussion and debate.

Activity Cards

Small farmers
in the
Caribbean

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Banana marketing
company/exporter
in the Caribbean

Fairtrade power shift

Banana
importer

Fairtrade power shift

Supermarket
manager

Fairtrade power shift

Consumer

Fairtrade power shift

Banana worker
belonging to a
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Fairtrade power shift

Banana
plantation
owner

Fairtrade power shift

Shipper

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