

## Korrekturhinweise

### Fair Trade and Equitrade

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#### Begründungen

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The speaker says: "Fair Trade is basically a way of supporting particularly marginalized and disadvantaged producers in world trade, so in many cases that's small scale growers of products like coffee, tea, banana, sugar cotton [...]." Fair Trade therefore helps farmers who harvest only small quantities.

1

The speaker says: "[...] enabling them through trade to get a price that ensures they meet their costs of production and can keep food on the table for their families, that uses trade to give them an investment for their local community so that they through trade they can also improve their communities." Fair Trade therefore gives farmers the possibility to make a decent living.

2

The female speaker says: "[...] by working together in democratically run co-ops they can improve quality together, they can improve local infrastructure together, and together they can look at then selling into the market because they got the volumes that buyers need." Forming groups therefore helps producers to produce better raw materials.

3

The male speaker says: "Equitrade came about from doing this project in Madagascar, I mean it is a joint venture between the UK and Madagascar and what we, I mean the aim [...] and essentially, what we have looked at is, you know, where does the money go when you buy things?" Equitrade should therefore help to find out who will get a share of the profit from a product.

4

The male speaker says: "I'll give you an example, I mean, my daughter went to our local village and she wanted to make some lemon cake, so what she did, she went to the local store, and she bought an egg, some flour, a bit of butter and it cost her a pound for of all these ingredients and she went home, [...]." Before you begin baking you therefore need to get the raw materials.

5

The male speaker says: "She turned it into 20 cakes which she sold in the village for 20 pounds. So that pound was turned into 20 pounds. Now what normally happens, the traditional model is that most developing nations just export raw ingredients and the added value, the 20 times, is created in the richer economies because of the investment." If you sell only basic materials you therefore can't make a lot of money.

6

The male speaker says: "So the ethos of Equitrade is to empower with know-how, skills and investment the people in Madagascar to turn their raw ingredients like cocoa, spices, coffee which are normally exported at pence per kilogram and turning them into fully finished high quality products which are demanded in the richer economies at pounds per kilogram." Equitrade should therefore enable people to sell more than raw materials.

7

The female speaker says: "[...] sales are pretty much doubling every two years on Fair Trade generally. We estimate two in three people, more or less, recognize the Fair Trade mark now, for what I just described [...]. We launched cotton in November 2005. I was out visiting cotton farmers in Mali who just within, within two years, with the social premiums they had earned from cotton farming, they had gone from a village [...]." You can therefore tell that Fair Trade is effective if you look at what happened in Mali.

8

The female speaker says: "[...] they had gone from a village which had no schooling whatsoever, the nearest school was a 14 km daily walk for their children, that they had gone to building two classrooms of their own and then to taking their premiums to local government [...]. And now practically all the children in those villages are in school." A small community can therefore manage to provide access to education for kids.