

PART A: Introduction – What is Fair Trade?

Fair trade is an organized social movement and market-based approach aimed at: (i) helping producers in developing countries promote better trading conditions and sustainability; (ii) advocating that exporters be paid higher prices; and (iii) promoting the recognition and practice of high social and environmental standards. Fair trade focuses in particular on exports from *developing* countries to *developed* countries, such as coffee, cocoa, sugar, tea, bananas, cotton, chocolate, and gold. In a general overview, fair trade is mostly a question of insuring that small farmers get a fair price for their products. However, when it comes to cocoa the issues are even more serious, going beyond symbolic certifications. (http://en.wikipedia.org/wiki/Fair_trade)

PART B: The Project – Photo Documentary on Chocolate Trade

Today, 67% of cocoa production comes from West Africa, with 43% from the country of Côte d'Ivoire alone. Close to 14 million people, in over 30 countries, depend on cocoa production. And around 90% of the world's cocoa supply is grown and harvested on family-owned farms with plot sizes of 12 acres or less. Smaller family farms produce an average of 350 pounds of cocoa per acre in a year's harvest, and reports suggest they generate an average annual income of between \$30-100 USD per household member.

You've recently been hired as a photo-journalist by National Geographic to produce a documentary investigating international policies and initiatives on fair trade. You've decided to focus your story on issues in chocolate trade from, and to, various countries. National Geographic has generously offered to fund the entire project for 30 days provided you submit a proposal that includes an itinerary with a justification for your route. They recommend using Global Exchange to help with your travel and research and direct you to their website: <http://www.globalexchange.org/>.

1. What social justice issues, which are specific to chocolate trade, inform current and prospective international policies on fair trade?

Include a mathematical and/or statistical justification for why these specific issues are of concern to policy makers.

Note: Fairtrade Canada is one of the organizations which promotes Fairtrade Certification; their website <http://fairtrade.ca/en> has a variety of information related to issues in fair trade.

There are several recognized Fairtrade certifiers world-wide. For more information please visit: fairworldproject.org

2. Create a detailed travel plan for your 30 days. Please include travel times and modes of transportation between and within countries, and explain what considerations you took into account in determining your route. Include a brief statement to convince National Geographic that you've made the best choice.
3. National Geographic has reviewed your proposal and would like a brief explanation of what you plan to photograph at each location, how this fits with their expectations, and why this would be of interest to their readers. Please respond to these requirements.