



# CHANGE TODAY CHOOSE FAIRTRADE



## THE FAIRTRADE FOUNDATION QUIZ 2008

Become a quizmaster and hold a quiz in Fairtrade Fortnight and beyond! Hold the quiz in school, at a pub, at church, or at any event you choose to organise so people can test their knowledge and find out more about Fairtrade.



You can even create your own questions about Fairtrade! For inspiration when making up your own questions, please visit our website: [www.fairtrade.org.uk](http://www.fairtrade.org.uk)

**Good luck!**



# THE FAIRTRADE FOUNDATION QUIZ

## QUESTIONS

1. Name the chocolate company that is 45% owned by the Kuapa Kokoo farmers' co-operative in Ghana
2. The Fairtrade Foundation was founded in 1992. Name three of the founding organisations
3. Stichting Max Havelaar is the equivalent of the Fairtrade Foundation in the Netherlands. Who was Max Havelaar?
  - (a) A Dutch politician who led the parliamentary campaign to abolish the Dutch slave trade
  - (b) A legendary Dutch character who brings gifts to poor children on Christmas Day
  - (c) A fictional Dutch character who opposed the exploitation of workers on coffee plantations in the Dutch colonies
  - (d) A political and spiritual leader of the South African independence movement
4. What is a Fairtrade premium?
  - (a) It is when a Fairtrade producer receives enough money to cover the cost of their produce
  - (b) It is an annual prize given to the best producers selling to Fairtrade
  - (c) It is an additional sum received by Fairtrade certified producer organisations, for investment in development projects to benefit the producers and their communities
  - (d) It is a fee charged to companies who use the FAIRTRADE Mark on their products
5. Name three TV chefs who proudly support Fairtrade
6. In 2001, which place in the UK declared itself the world's first Fairtrade Town?
  - (a) Garstang
  - (b) Burnley
  - (c) Brighton
  - (d) Chester
7. What does FLO stand for?
  - (a) Fairtrade Labelling Organisations International
  - (b) Fairtrade Licensing Organisation
  - (c) Fairtrade Legal Operation
  - (d) Fantasy League Outfit
8. Which was the first nationwide UK supermarket to announce a 100% switch of its banana range to Fairtrade?
9. What was the total value of Fairtrade product sales in the UK in 2006?
  - (a) £9m
  - (b) £90m
  - (c) £290m
  - (d) £390m
10. How many Fairtrade certified cotton products are now available?
  - (a) Between 100-399
  - (b) Between 400-699
  - (c) Between 700-999
  - (d) More than 1,000
11. What was the name of the recent film partly set in Ethiopia which documented the injustices of the global coffee industry?
12. What is the name of the book to be published just before Fairtrade Fortnight 2008, written by Harriet Lamb, Chief Executive of the Fairtrade Foundation?
  - (a) Harriet and the Fairtrade Chocolate Factory
  - (b) Fighting the Banana Wars and Other Fairtrade Battles
  - (c) Smell the Coffee: A Wake-up Call for the Fairtrade Movement
  - (d) The Adventures of Banana Man
13. What is the bestselling Fairtrade product in the UK?
14. Name five types of fruit that are available from Fairtrade certified producers
15. Bananas are the fruit of which of the following types of plant?
  - (a) a tree
  - (b) a palm bush
  - (c) a giant herb
16. Who famously said "Before you've finished your breakfast this morning, you will have relied on half the world"?
  - (a) Gandhi
  - (b) George Alagiah
  - (c) Martin Luther King Jr
  - (d) David Beckham
17. In 2003, which University was declared the UK's first Fairtrade University?
  - (a) Lancaster University
  - (b) Oxford Brookes University
  - (c) Edinburgh University
  - (d) Birmingham University



# THE FAIRTRADE FOUNDATION QUIZ

## ANSWERS

1. Divine Chocolate
2. Any three from the following list:
  - CAFOD
  - Christian Aid
  - Oxfam
  - Traidcraft
  - New Consumer
  - World Development Movement
  - Allow NFWI (National Federation of Women's Institutes) as they joined just after the other members
3. (c) Max Havelaar is a famous, fictional Dutch character who opposed the exploitation of workers on coffee plantations in the Dutch colonies. The novel 'Max Havelaar: Or the Coffee Auctions of a Dutch Trading Company' by Multatuli, is a Penguin Classics paperback.
4. (c) It is an additional sum received by Fairtrade certified producer organisations, on top of the price they are paid for their products. It is invested by them in agreed development projects such as education and healthcare that benefit the producers and their communities.
5. Any 3 from the following list:
  - Ainsley Harriot
  - Allegra McEvedy
  - Antonio Carluccio
  - Antony Worrall Thompson
  - Atul Kochar
  - Brian Turner
  - Delia Smith
  - Gary Rhodes
  - Hugh Fearnley-Whittingstall
  - Jamie Oliver
  - Jane Asher
  - Joanne Harris
  - Keith Floyd
  - Ken Hom
  - Mary Berry
  - Michael Caines
  - Nigella Lawson
  - Oz Clarke
  - Raymond Blanc
  - Rose Gray and Ruth Rogers
  - Sir Terence Conran
  - Sophie Grigson
  - Tom Aikens
  - Vicky Bhogal
6. (a) Garstang
7. (a) Fairtrade Labelling Organisations International
8. Sainsbury's, in 2007
9. (c) £290m
10. (d) There are over 1,000 cotton products available
11. Black Gold
12. (b) Fighting the Banana Wars and Other Fairtrade Battles
13. Coffee – with sales worth £93m in 2006
14. Any five from the following list:
  - Apple
  - Banana
  - Pineapple
  - Mango
  - Pear
  - Plum
  - Grapefruit
  - Orange
  - Lemon
  - Lime
  - Grape
  - Clementine
  - Avacado
  - Satsuma
15. (a) A giant herb
16. (c) Martin Luther King Jr
17. (b) Oxford Brookes University

