

## 'Snakes & Ladders' with a Fairtrade theme

### **Instructions:**

- Print out the checkerboard, which you can download from the website, and stick it on a piece of card.
- Make up some small cards with 'ladder' and 'snake' facts - some ideas are below, but you can make up your own too.
- You might need to make them a bit easier for younger players.

### **To play:**

- Using a couple of dice and some counters, move around the board.
- When a player lands on a snake or a ladder, pick up the relevant card, and read it out
- The first person to reach the end wins a bar of Fairtrade chocolate (if available)!

### 'Ladders'

- You voted for trade justice – [www.tjm.org.uk](http://www.tjm.org.uk)
- You started to use Fairtrade tea and coffee in your workplace
- You used Fairtrade ingredients to bake a cake
- You started a campaign to get more people to make Fairtrade their habit
- You remembered to ask for Fairtrade coffee in your local coffee shop
- You start a campaign to make your town a Fairtrade Town
- You are a Fairtrade co-operative and you buy an ambulance with the Fairtrade social premium that you've received.
- The world market price for coffee drops but as a Fairtrade producer you still receive a fair and stable price for your coffee beans because of the guaranteed minimum Fairtrade price and social premium
- As a Fairtrade producer, your family's health improves because you've decreased the use of artificial pesticides and fertilisers according to Fairtrade standards
- As a Fairtrade banana grower, you've now started to diversify what you grow on your farm and have started to sell Fairtrade coconuts too
- With the Fairtrade social premium, your coffee co-operative is able to build its own coffee washing station
- Fairtrade Fortnight brings the opportunity for a Fairtrade producer from your farm to visit the UK. The producer comes back inspired and motivated seeing how supporter groups in the UK are promoting the FAIRTRADE Mark and helping to increase sales of Fairtrade products

### 'Snakes'

- You didn't look for the FAIRTRADE Mark and bought non-Fairtrade tea
- You bought a coffee in your favourite café and forgot to ask for Fairtrade
- Your local council refuses to pass a motion in support of Fairtrade
- You are a banana farmer selling to conventional markets and the price you get for your bananas drops due to price wars in UK supermarkets
- Young people start to leave your community to go to the cities because there is no secure income from the crop you grow, and they see no future in farming
- Money from debt relief is invested in education and a primary school is built near your village. However, due to falling prices of cotton, you can't afford shoes for your children and they can't attend
- The local private coffee trader only pays you half the price he originally promised for your coffee beans
- You are sacked for trying to form a union at your tea plantation, because it is not Fairtrade certified and there is no right to organise
- Due to highly subsidised US rice undercutting the price of the rice you have grown, you are unable to sell it
- You cannot export your cane sugar to the EU due to high tariffs on sugar imports there.