

MAKE IT HAPPEN CHOOSE FAIRTRADE

THE FAIRTRADE FOUNDATION QUIZ 2009

Become a quizmaster during Fairtrade Fortnight (23 February – 8 March) or 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, please visit

www.fairtrade.org.uk

Good luck!



QUESTIONS

1. What is the name of the company that produced the first Fairtrade coffee?
 - a. Traidcraft
 - b. Cafédirect
 - c. Agrofair
 - d. The Co-operative
2. In what year was the Fairtrade Foundation established?
 - a. 1994
 - b. 1985
 - c. 1992
 - d. 1989
3. What is the name of the first supermarket to switch all its own label hot beverages to Fairtrade?
 - a. The Co-operative
 - b. Marks & Spencer
 - c. Lidl
 - d. Sainsbury's
4. What was the total value of Fairtrade product sales in the UK in 2007?
 - a. £6
 - b. £267 million
 - c. £493 million
 - d. £22 billion
5. Which journalist and broadcaster is the patron of the Fairtrade Foundation?
 - a. George Alagiah
 - b. Jon Snow
 - c. Victoria Beckham
 - d. George Monbiot
6. The Fairtrade Foundation is a labelling initiative in the UK which licenses use of the FAIRTRADE Mark on products which meet internationally agreed Fairtrade standards. How many Fairtrade labelling initiatives are there around the world?
 - a. 21
 - b. 5
 - c. 53
 - d. 204
7. Which two towns became the UK's joint 300th Fairtrade communities in 2007?
 - a. Lancaster and York
 - b. Sunderland and the City of London
 - c. Oxford and Cambridge
 - d. London Borough of Ealing and Preston
8. The Ghanaian cocoa farmer co-operative that part owns Divine Chocolate is called Kuapa Kokoo. Kuapa Kokoo have a motto in the local Twi language which is 'Pa Pa Paa'. What does this mean?
 - a. Plant more, grow more
 - b. The best of the best
 - c. We all love chocolate
 - d. Go go go
9. Which famous Harry recently worked with Liberation – the UK's only 100% Fairtrade nut company – to launch Harry's nuts?
 - a. Prince Harry
 - b. Harry Hill
 - c. Harry Enfield
 - d. Harry Potter
10. Which celebrity chef recently edited the Fairtrade everyday cookbook?
 - a. Hugh Fearnley-Whittingstall
 - b. Vicky Bhogal
 - c. Sophie Grigson
 - d. Alan Shearer
11. How many wines carry the FAIRTRADE Mark?
 - a. 50
 - b. 135
 - c. 275
 - d. 455
12. Which British Olympian launched a range of Fairtrade cotton clothing in 2008?
 - a. Sir Steve Redgrave OBE
 - b. Menzies Campbell
 - c. Chris Hoy
 - d. Kelly Holmes DBE
13. What is the name of the iconic sugar company which in 2008 converted 100% of its retail branded sugar to Fairtrade?
14. Cocoa beans come from pods. On average, how many beans are there in each pod?
 - a. 3
 - b. 15
 - c. 40
 - d. 100
15. In 2008 the Fairtrade Foundation launched its 5-year strategy for scaling up the reach and impact of Fairtrade so that it can begin to truly transform trade in favour of the poor and disadvantaged. What is the name of this strategy?
 - a. Tipping the balance
 - b. Buy, buy, buy
 - c. Make it happen, choose Fairtrade
 - d. 5 more years of the same stuff
16. If all US cotton subsidies were removed, how much extra revenue does Oxfam estimate West and Central African countries could earn from cotton production?
 - a. \$1m – \$5m
 - b. \$94m – \$360m
 - c. \$10m – \$80m
 - d. Over \$1bn
17. What does the term Fairtrade minimum price mean? The Fairtrade minimum price...
 - a. defines the lowest possible price that a buyer of Fairtrade products must pay the producer.
 - b. is the minimum price a Fairtrade company can sell their Fairtrade product for.
 - c. is a fixed price paid to the farmer.
 - d. refers to the social premium paid to producers.
18. If the world market price of a raw product e.g. sugar cane, rises above the Fairtrade minimum price, the Fairtrade farmers will lose out. True or false?
 - a. True
 - b. False
19. How many Fairtrade campaign events took place in Fairtrade Fortnight 2008?
 - a. 3,000 – 5,999
 - b. 6,000 – 8,999
 - c. 9,000 – 11,999
 - d. Over 12,000

THE FAIRTRADE FOUNDATION QUIZ 2009

ANSWERS

1. (b) Cafédirect
2. (c) 1992
3. (c) The Co-operative
4. (c) £493 million
5. (a) George Alagiah
6. (a) 21 (including ones in Europe, North America, Japan, Australia, New Zealand and recently South Africa)
7. (b) Sunderland and the City of London
8. (b) The best of the best. Kuapa Kokoo means 'good cocoa farmers company'
9. (b) Harry Hill
10. (c) Sophie Grigson
11. (c) 275
12. (a) Sir Steve Redgrave OBE
13. Tate & Lyle
14. (c) 40
15. (a) Tipping the Balance
16. (b) \$94m – \$360m
17. (a) defines the lowest possible price that a buyer of Fairtrade products must pay the producer. It is not a fixed price. The Fairtrade Foundation cannot force Fairtrade companies to fix the retail price that Fairtrade products are set at. The social premium is an additional amount paid to producers on top of the minimum price.
18. (b) False. When the market price is higher than the Fairtrade minimum price, the market price is payable to the farmer.
19. (d) Over 12,000