

BREW IT FAIR: EDUCATION PRESENTATION SCRIPT



**DO IT
FAIR**



FAIRTRADE





FAIRTRADE EDUCATION PRESENTATION SCRIPT

About this document

This document accompanies the PowerPoint presentation: 'Brew it Fair Education Presentation 2025.'

The presentation is designed to run for approximately 30 minutes.

Purpose of the presentation

Together with Fairtrade farmers and workers, we share a powerful vision: A world where trade is rooted in fairness, and where every producer earns a secure and sustainable livelihood.

This presentation—and the script that goes with it—is a tool to help you spread the message of Fairtrade in your local school or youth group. By raising awareness, you're helping to build a fairer world for everyone involved in the supply chain.

Who it's for

This presentation is specially designed for young people, and aims to inform, inspire, and empower the next generation of change-makers.

Thank you

Thank you for helping to share the story of Fairtrade.

SLIDE 1

Welcome!

- *[Introduce yourself and others in the room]*

How does Fairtrade work?

- Fairtrade makes sure that farmers and workers have a say in important decisions that affect them.
- Fairtrade sets a minimum price for things like tea, coffee, and chocolate. This helps make sure farmers get paid fairly, even if prices go up and down.
- The Fairtrade Premium is extra money that farmers and workers can use to help their community, protect the environment, or improve their businesses.
- Fairtrade has strong rules to help farmers and workers take care of their land, health, and jobs.

SLIDE 2

Let's start with a quiz -What Fairtrade product am I?

SLIDE 3

- My name comes from the Arabic word for finger.
- I grow in tropical climates.
- I am actually a herb not a tree.

I'm a banana

SLIDE 4

- I am one of the world's favourite sweet treats!
- I grow in the hot, humid rainforest.
- The ancient Mayans thought I was food of the Gods.

I'm the cocoa in chocolate

SLIDE 5

- I can be black or green.
- In the 18th century I was kept in a locked chest.
- I am the second most popular drink in the world, in the UK the average person drinks 876 cups of me every year.

I'm tea

SLIDE 6

What do you know about tea?

- A tea bush can take up to four years to mature and then it can produce leaves for over 50 years.
- Some tea plants can grow as tall as a house! While most tea plants are kept small for easy picking, wild tea trees can grow over 9 meters tall!
- All tea comes from the same plant – whether its black, green or white it all comes from the same plant – Camellia Sinensis.
- Tea pickers are super skilled, they pick leaves by hand because they are better than machines, it takes years of practice!
- Elephants can help make tea! in some places like Thailand, tea leaves are fed to elephants, and the tea is made from their poo, it's called elephant dung tea and its one of the rarest teas in the world.

SLIDE 7

The tea supply chain

- Tea is one of the most popular drinks in the world. About half of all tea comes from China, with other big producers being India, Kenya, Sri Lanka, and Turkey.
- The tea supply chain is a long process with many people involved, from the people who pick the leaves to the factories that make tea bags, to stores where we buy it.
- It grows best in warm, wet places with lots of rain.
- The best tea comes from young, light-green leaves, these leaves are picked by hand, usually every one or two weeks.
- The leaves are dried by blowing hot air through them for 15 to 30 minutes. Then they are sorted into different sizes.

- After picking, the leaves must be processed quickly to keep them fresh. Big tea farms usually have their own factories nearby, but smaller farms often sell their tea to middlemen called brokers.
- Tea factories don't sell their tea directly to stores. Instead, they send it to Brokers. They take the tea to big auctions. People bid, or offer money, to buy the tea. The person who offers the most money gets to buy the tea. Most of the world's tea is sold at these auctions.
- Tea is then shipped to different countries. Once the tea reaches the country that bought it, it's blended and packed at a factory before being sold in stores.
- The people who grow and process tea don't earn much money. In fact, most of the money made from selling tea goes to big companies, while workers on tea estates get only a small amount.

SLIDE 8

Millions of people work in the tea industry. Fairtrade works with both workers in tea factories and small farmers in places like India, Sri Lanka, Kenya, and Malawi.

1. **Living wage**

- Even though machines are doing more of the work, tea production still needs a lot of people to pick the leaves, and it doesn't always pay well.
- Most of the people who pick tea on big farms don't get paid enough money to live a good, healthy life. Many of them earn less than what they need for food, clothes, a safe home, and school for their kids.

2. **Working Conditions**

- Some tea plantation employers provide workers with housing, but it's often not enough, and this can lead to workers and their families being stuck in difficult conditions. Because of poverty, children may have to work on tea farms, especially in places like Africa and Asia.
- Tea is grown and picked by lots of workers and farmers, but sometimes the places where they work aren't safe or healthy. They have to walk long distances carrying heavy loads of tea leaves.
- In countries like India, Kenya, and Sri Lanka, many workers on tea plantations are migrants or their families came from other countries. These workers sometimes face unfair treatment, including being treated badly because of their gender or their ethnic background.

3. **Climate Change**

- Tea plants need warm and rainy weather to grow well. Because of this, farmers can only harvest tea during certain seasons. If the climate changes too much, it could be harder to grow tea.

SLIDE 9

Fairtrade and tea

Fairtrade works with tea farmers and workers in 12 countries, mainly India, Sri Lanka, Kenya and Malawi.

- With Fairtrade, tea farmers and workers get a **Minimum Price** to cover their costs, even when market prices are low.
- On top of that, they use the **Fairtrade Premium** to invest in projects of their choice, such as building schools and medical centres, clean water, and better tools.
- **The Fairtrade Standards** are rules to ensure farmers and workers are treated fairly and safely and that the environment is protected.

SLIDE 10

Lets hear the stories of some of the Fairtrade tea farmers:

- **Linner Ruto** is a farmer in Kenya and a single mother. She has a son and a daughter—her daughter is at university, and her son graduated from Harvard University in 2015. She was proud to travel to the U.S. to see him graduate!

SLIDE 11

- Before joining Fairtrade, life was very hard for Linner. She had little money and didn't know much about farming or leadership. But after training with Fairtrade, she learned about saving money, managing a farm, and being a leader.

SLIDE 12

- She also learned to diversify her farm. She started with one calf and now has two dairy cows, a dairy goat, twelve beehives for honey, and some chickens. She also grows fruit trees like avocados and guavas.
- Linner says Fairtrade changed her life, helping her grow her farm and support her family.

SLIDE 13

- Linner used to sell a lot of tea to Fairtrade, but now tea prices change all the time. She finds dairy farming more reliable—her cows have helped her pay school fees and buy a car!
- She remembers when women had no voice, but Fairtrade changed that. Women were given land to manage, and now they can speak up and be heard. She wants more women in her community to be educated and empowered.
- Fairtrade also taught her about climate change. She now uses biogas from her cows instead of firewood, collects rainwater, and powers her home with solar energy. She also teaches others about climate change.
- Linner says, "Without Fairtrade, farming would be much harder." The extra money from Fairtrade helps the whole community, including orphaned children.
- Her message to the UK? "Buy more Fairtrade tea! When you choose our tea, you help us and our community."

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How do Fairtrade farmers and workers use the Fairtrade Premium?

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- Uvonn is a nurse and a farmer who lives in a place called Sonokwek.
- She became a nurse because she loved helping people, just like she helped take care of her mom when she was very sick with cancer.

SLIDE 16

A health hero in her community

- Uvonn works in a small clinic, called a dispensary, that was partly built with money from the Fairtrade Premium fund in the Kapkoros Tea Factory. Before the clinic was built, people had to travel far on bumpy roads to see a doctor. Now, Uvonn helps 800 patients! She treats tummy aches, headaches, and other illnesses. She also:
 - Gives vaccines to protect children from diseases
 - Provides vitamins to help young kids grow strong
 - Cares for mums before their babies are born

Helping her community stay healthy

- Uvonn didn't stop at the clinic—she also trained community health helpers! These helpers go around making sure every home has clean toilets. Thanks to them, the town is much healthier, and there are almost no parasites (tiny bugs that can make people sick!)

SLIDE 17

Why electricity would make a big difference

Right now, the clinic does not have electricity, but if it did, it could help in many ways:

- Keep medicine safe – Some medicines, like vaccines, need to stay cold.
- Help people at night – The clinic could stay open longer and treat more patients.
- Teach people about health – They could use computers or TVs to show how to stay healthy.
- Keep the clinic clean – Electricity would help with water and waste, making it safer for everyone.

SLIDE 18

Dreams for the future

- Uvonn also dreams of having a lab at the clinic. Right now, people have to travel far to get tests, but a lab would help find illnesses faster!
- She also hopes for a maternity wing, so mums can have their babies safely, without having to travel far on dangerous roads.
- Thanks to Uvonn, her community is healthier, happier, and full of hope for the future!

SLIDE 19

You can make a difference.

SLIDE 20

What can you do after today?

- Look out for the Fairtrade mark.
- Learn about Fairtrade at school or at home

SLIDE 21

Brew yourself a delicious cup of Fairtrade tea

- Did you know there are more than 400 different Fairtrade tea in the UK. You can find anything from everyday tea to green, white, infusions, and even decaf and organic options. The range is astounding.

SLIDE 22

- **Because of your choice to buy Fairtrade tea, more than £3 million in Fairtrade premium was generated in 2022** – directly improving the lives of farmers, workers and their communities. The premium has been used to provide healthcare, education and clean water creating real change where it matters most.
- Every cup of tea is more than just a drink, it's a vote for fairness, sustainability and a better future for the people that grow it.
- Please keep choosing Fairtrade. Together we can continue to make a difference, one sip at a time!

SLIDE 23

Thank you for listening.
[Time for Q&A if you wish]

THANKS FOR READING

CONTACT INFORMATION

For any questions related to this document,
please get in touch with the campaigns team

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