

## We Can't Live on Flowers

### Objectives:

- To develop an understanding of Fair-trade and how it works
- To illustrate the problems faced by producer countries of the South.
- To enable students to become more aware of their responsibilities as 'consumers'.

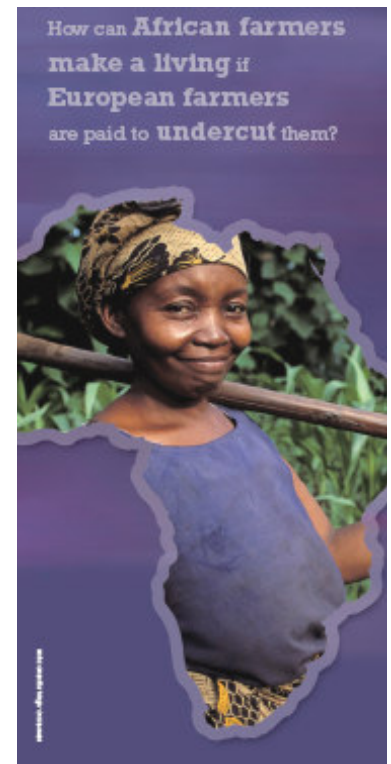
### You will need:

- A copy of the case study: Flower Growing in Kenya.
- Sufficient photocopies of the Money template to give to each of the buyer groups.
- Sufficient photocopies of the 'Flower Crates' template to give to each of the producer/seller groups.
- A copy of each of the group scenario cards.

**Time:** 30-45 minutes

### Instructions:

- Divide the class into 10 groups of which 6 are the flower producers (sellers) and 4 are the buyers.
- Each group needs a scenario card and the appropriate amount of money or crates of flowers for their scenario.
- All groups **MUST** abide by the instructions on their card.



#### Specific Instructions for the Producers

- Whatever happens, you must sell all your flowers as you cannot live on flowers, so you need the money to buy food for your family.**
- You need to get as much money as possible, to make the most profit because there are certain times of the year when demand is not high.**
- You must try to get a certain amount of money for your flowers, as stated on your scenario card. To accept less is not good for your survival, but ultimately you must sell all your flowers *whatever* you get paid for them.**
- You can sell to any of the buyers.**

#### Specific Instructions for the Buyers

- You must buy *as many* crates of flowers as you can for the money you have.**

- Allow 15 minutes for the buying and selling to take place, after which announce that the market is closed for business.
- The Producer groups should now review what has taken place. Encourage them to think about the lack of power that the producers / sellers have, as opposed to the buyers.
- Did the producers make enough money to survive the period when there is a drop in demand? How will this affect their lives?
- Identify the 'Fair-trade' buyer and the differences between this group and the others.

## Scenario Cards

<p><b>You are a small scale producer. You have 8 crates of flowers. Your flowers are worth \$70 per crate. You must get at least \$300 to be able to buy enough food to survive when demand is low. You need to get as many dollars as you can for your flowers.</b></p>	<p><b>You are a small scale producer but you also grow bananas as well as flowers. You get more money from selling your bananas. You have 2 crates of flowers. Your flowers are worth \$70 per crate. You must get at least \$120 to survive when demand is low. You need to get as many dollars as you can for your flowers.</b></p>
<p><b>You are a small scale producer. You have 5 crates of flowers to sell. Your flowers are worth \$70 per crate. You must get at least \$300 to survive when demand is low. You need to get as many dollars as you can for your flowers.</b></p>	<p><b>You are a small scale producer. You have 3 crates of flowers to sell. Your flowers are worth \$70 per crate. You must get at least \$180 to survive when demand is low. You need to get as many dollars as you can for your flowers.</b></p>
<p><b>You are a small scale producer. You have 4 crates of flowers to sell. Your flowers are worth \$70 per crate. You must get at least \$240 to survive when demand is low. You need to get as many dollars as you can for your flowers.</b></p>	<p><b>You are a small scale producer. You have 5 crates of flowers to sell. Your flowers are worth \$70 per crate. You must get at least \$300 to survive when demand is low. You need to get as many dollars as you can for your flowers.</b></p>
<p><b>Buyer- You have \$500 to buy as many crates of flowers as possible. You must pay at least \$20 per crate but no more than \$50 per crate.</b></p>	<p><b>Buyer- You have \$600 to buy as many crates of flowers as possible. Do not pay more than \$40 per crate.</b></p>
<p><b>Buyer- You have \$640 to buy as many crates of flowers as possible. You must pay \$80 per crate.</b></p>	<p><b>Buyer- You have \$500 to buy as many crates of flowers as possible. Do not pay more than \$50 per crate.</b></p>

## Money

<b>\$10</b>	<b>\$50</b>
<b>\$10</b>	<b>\$50</b>
<b>\$10</b>	<b>\$50</b>
<b>\$10</b>	<b>\$20</b>
<b>\$10</b>	<b>\$20</b>
<b>\$20</b>	<b>\$20</b>

## Flower Crates

