

Youth Activities: Fair Trade Halloween

Through these activities, students will:

- Learn a bit about where chocolate comes from
- Consider why it's important to make informed choices about the chocolate we buy
- Take action in support of Fair Trade for Halloween

These ideas can be adapted for kids of varying ages, and can be used with youth groups, Sunday school classes, or in a variety of educational settings. They are designed to be used with Equal Exchange's Halloween kit, available at shop.equalexchange.coop/organic-chocolate-minis-halloween.html.

Background dialogue: As you know, Halloween is coming up. What's one thing that almost everyone - even people who don't dress up in a costume, or go trick-or-treating - does for Halloween? [Answer: buy and/or eat candy]. Altogether, Americans buy **600 million pounds of candy for Halloween** - that's equal to the weight of 6 Titanic ships! And the average American eats **3.4 pounds of candy** during Halloween.

All of this candy is big business: - altogether, we spend \$1.9 billion dollars on Halloween candy every year! And what kind of candy do you think is most popular? [Answer: chocolate.] **About two-thirds of the candy purchased on Halloween is chocolate** - Snickers, Milky Ways, Kit-Kats and more.

That's a *lot* of chocolate. But most people don't know where chocolate comes from. Does anyone here know how chocolate is produced? Or where? [Take some answers.]

Teach about where chocolate comes from:

- For younger kids: use our Chocolate Three-Part Card Educational Tool, available at shop.equalexchange.coop/gifts-more/education-and-display/three-part-cards.html.
- For older kids: do a Jigsaw exercise, found on page 3 of this packet.
- For all ages: use Equal Exchange's Halloween cards (from the Halloween kit) - read through side 1 of the card together or in pairs.
- For all ages: pass around a real cacao pod, available at shop.equalexchange.coop/gifts-more/education-and-display/dried-cocoa-pod.html.
- If your group has computer access, explore: thestoryofchocolate.com/index.cfm.

Most of the cocoa in the world is grown by small farmers in the West African countries of **Ivory Coast** and **Ghana**. They sell the cocoa they grow to buyers called brokers, who then sell it to the big companies that make most of the world's chocolate. Can you name some big chocolate companies? [Answers might include: Hershey's, Mars, Nestle.] Is the chocolate from those companies very expensive? [Answer: No!] It's actually very cheap - you can buy a chocolate bar in a drugstore or vending machine for less than a dollar! One of the reasons it's so cheap is because the farmers are not paid very much for their cocoa - in many cases, not even enough to live on.

Because the farmers themselves have so little money, they often cannot afford to pay adult workers to help with growing and harvesting the cacao, so they sometimes have children and teenagers working on their farms. The children are separated from their families and are paid very little or sometimes nothing at all. When children are forced to work instead of being able to go to school, play, or spend time with their families, that's called **child labor**.

So, as we've learned, growing chocolate is hard work, often done by people who live far away, working in conditions that can be very difficult - and sometimes even with child labor! Why should we care about this? [Answer: Because we eat chocolate.] If we want to feel good about the chocolate we eat, what can we do to make a difference? [Answers may include: write to chocolate companies and ask them to do the right thing; stop eating chocolate; buy chocolate from companies doing something better, ie Fair Trade; educate others about problems in the cocoa industry.]

We can make a difference in lots of different ways, but one important one is to buy chocolate that's produced by farmers who are treated fairly, and can earn a living from their hard work. If you buy **Fair Trade chocolate**, you can be sure that:

- Farmers have been paid a fair price for their cacao.
- The Fair Trade company that makes the chocolate is buying cacao directly from a group of farmers - so they get to know each other and can support each other in lots of ways besides simply buying cacao. For example, Equal Exchange is working with our cacao farmer partners to support them in making their farms more productive, so they can grow more.
- There is never any child labor.

Of course you don't just buy Halloween candy to eat yourself - you give it out to other kids! Another way you can make a difference is by teaching other kids and adults about why Fair Trade is important.

Look at the Equal Exchange Halloween cards, if you haven't already. Read through them as a group and take questions to clarify.

Ask the group: **How will you use these cards in your own celebrations this Halloween?**

Pass out bundles of cards and chocolate for kids to take home.

Have more time with your group? Go deeper with these curricula:

- Equal Exchange's Fair Trade curriculum:
equalexchange.coop/ee-and-you/education/for-your-classroom/curriculum
- Catholic Relief Services' Chocolate Lesson Plans:
fairtraderesource.org/wp/wp-content/uploads/2009/06/CRS-Chocolate-Lesson-Plans.pdf
- Global Exchange's Chocolate Curriculum:
globalexchange.org/sites/default/files/ChocolateCurriculum.pdf

Jigsaw: Where Does Chocolate Come From?

Split your group up into three smaller groups. Give each group a set of facts, accompanied by instructions, by cutting along the dotted lines below. After the group discusses their facts, each student in each group should make a chart or graph and prepared a short presentation on their facts. Then, place one student from each group in to a new small group and give them three minutes each to explain their information to their new small group. Encourage them to ask questions of each other!

Jigsaw: Group 1

Study your group's information below. Become an expert on it. Make a chart, graph, or symbol to illustrate what is important about your information and prepare a presentation to give by yourself to another small group.

- Chocolate is made out of the seeds - also called beans -- of a fruit called cacao.
 - Cacao pods, with the seeds inside, grow on trees in tropical climates close to the equator. Most of the world's cacao is grown in West Africa and Central and South America.
 - It takes a large quantity of cocoa to make a pound of chocolate. A cocoa pod may have 30-50 beans. It can take roughly 400 beans to make one pound of chocolate.
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Jigsaw: Group 2

Study your group's information below. Become an expert on it. Make a chart, graph, or symbol to illustrate what is important about your information and prepare a presentation to give by yourself to another small group.

- The average income for a cocoa-growing family ranges from \$30 to \$110 per household member per year.
 - 43% of chocolate in the world is from the Ivory Coast in West Africa, where child labor is a known problem.
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Jigsaw: Group 3

Study your group's information below. Become an expert on it. Make a chart, graph, or symbol to illustrate what is important about your information and prepare a presentation to give by yourself to another small group.

- Hershey's, Nestle, Russell Stover, and M&M/Mars together sell 85% of the chocolate sold in the U.S.
- At Wal-Mart, which sells the cheapest candy in the US, Halloween candy costs about \$4 per pound.