

# Can Fair Trade Make Yamaguchi and the World a Better Place?

フェアトレードで山口と世界は元気になるのか

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## Introduction

We think "fair trade" (FT) is an important effort to reduce economic disparity between advanced countries and developing countries. So we want to make sure that FT really improves the lives of people in developing countries and make efforts to spread awareness.

### What's "Fair Trade?"

It is a "trade mechanism" aiming to improve the living conditions, quality of life, and independence of producers and workers in developing countries by continually purchasing raw materials and products of developing countries at a fair price.



## Methods

Approach of producer side



We will research whether our activity had a positive influence on developing countries from ① and ②.

We will consider methods to spread FT activities from ③ and ④.

Approach of consumer side

- (1) The influence that FT has on a developing country
  - a) We visited shops sharing information and selling FT products (share project, People Tree)
  - b) Embassy of Sri Lanka visit
    - Engage in activities to help groups supporting FT and forward proceeds from our sales to the developing country
- (2) Method to spread FT
  - c) We searched 10 super stores in Ube for FT goods
    - Surveyed "Recognition of FT" the school festival
  - d) Sale of "3-Win" FT cookies (at our school, Alumni events, Ube Festival, etc)
    - Publicity work



## Research results from last year

We developed and sold cookies to spread the recognition of the fair trade. We used FT tea (an Earl Grey blend produced at a Sri Lankan tea plantation) which was purchased through a FT organization. We used wheat from Yamaguchi. The recipe for the 3-Win Cookie was provided by KENJI Pâtisserie and was produced at an NPO called Goo-Des-Goo (a group that employs people who are mentally or physically challenged).



## Results

A. Methods to make positive change in developing countries:

1. People in developing countries trading by fair, reasonable prices.
2. System of fair trade motivates other companies in Sri Lanka to follow the model.
3. We are planning a donation program to help education of developing countries.

B. Methods to spread awareness of FT to public:

1. Selling fair trade cookies at events such as our school festival, Katabami-kai (alumni meeting), the Ube-festival, Kizuna Music Festival and the Ube Airport Open House event in Yamaguchi.



2. Conduct an awareness survey at our school festival.

Price of 3W cookie (¥150) breakdown

For tea from Sri Lanka in raw materials costs  $¥41 \times 0.17 = ¥7$

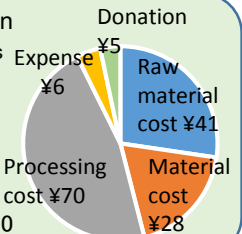
Estimated cost price rate to be 30%

$¥7 \times 0.3 = ¥2$

The producer income

↓ 5,000 sold

$(¥2 + ¥5 (\text{donation})) \times 5,000 = ¥35,000$



AWARENESS (%)

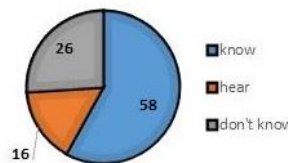


Fig1

Fig 1: Awareness of fair trade practice Respondents: Cookie buyers (62 people)

CHANCE TO KNOW ABOUT FAIR TRADE (%)

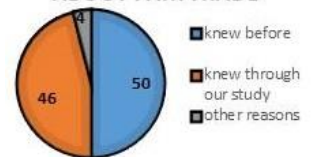


Fig2

Fig 2: How they learned about fair trade Respondents: 46 people

## Conclusion

FT is not a complete mechanism; There are points to be improved, but it is positively affecting developing countries. It seems that awareness was more widely spread by selling cookies, so we will continue that work.

## References

- <http://www.wakachiai.com/>
- Tatsuya Watanabe (2013): *The Study of Fair Trade* Shinhyoron Publishing
- Conner Woodman (2013): *Unfair Trade: The Shocking Truth Behind Ethical Business* Eichi-shuppan