

VIDEO TIME

UNIT 12

Green Attitude

Date: _____

Name: _____

Class: _____

Titre de la vidéo : Fair Trade – The Power of the Consumer

Durée : 1'35"

Sous-titres : non

Lien vers la vidéo :

<https://www.youtube.com/watch?v=bs9Wu6G5vVc>

HELP!

consumer consommateur

empower permettre

harness exploiter

harvest récolte

involved impliqué

powerless impuissant

purchase achat

win-win gagnant-gagnant

PART 1 ► Watch the whole video with the sound off.

a. The video is:

- ☐ an extract from a film about fair trade.
- ☐ an advertisement for fair trade.
- ☐ a geographical documentary.

b. The topic is:

- ☐ agriculture in tropical countries.
- ☐ the links between consumers from developed countries and producers from developing countries.
- ☐ tea harvest time.

PART 2 ► Watch the video from the beginning to 0:16.

2 Answer the questions.

a. Where is the woman?

b. What is she doing?

c. Who is Paul Rice?

d. What huge global challenges does he list?

3 Fill in the words you hear.

American _____, we have so much _____. Every time we go to the _____, we can _____ with our _____ for a better _____.

PART 3 ► Watch the video from 0:17 to 0:39.

4 Say what is wrong with the statements.

a. The people are in a European country.

b. A young girl is walking out of a town, carrying a heavy basket.

c. A family is having lunch in a garden.

5 Match the beginnings and the ends of the sentences.

beginnings

a. ...government intervention, government legislation for international development aid and charity... ■

b. Thus, we have to... ■

c. and we have to... ■

ends

■ 1. get consumers involved.

■ 2. are not working fast enough.

■ 3. harness the power of the market.

PART 4 ► Watch the video from 0:40 to 0:53.

6 Complete what Paul Rice says.

It seems to me that _____ is empowering consumers to make a _____.

With every _____ of _____, with every bar of _____, with every _____ that we _____, we can actually lift _____ out of poverty, we can _____ preserve the land and we can _____.

7 Answer the questions.

a. What products is the woman buying at the store?

b. What is special about these products?

c. What difference does it make when we, consumers, buy fair trade products?

PART 5 ► Watch the video from 0:54 to the end.

8 Circle the adjectives you hear.

ordinary	certified	better tasting	healthy
healthier	cheap	expensive	low-cost
high standard	higher quality		

9 Answer the question.

According to Paul Rice, what kind of products do more and more American consumers wish to buy?

10 Select what you see.

- a. The harvest of *peanuts* / *coconuts* / *coffee* / *cocoa pods*¹.
- b. The workers *remove* / *burn* / *wash* the cocoa beans² and the cocoa paste.
- c. The cocoa beans are *ground*³ / *dried* / *frozen*.
- d. Then, they are sent from *Brazil* / *Ivory Coast* / *Ghana* to western countries.
- e. In laboratories, the transformed cocoa is *smelt and tasted* / *packed and sold* / *mixed and cooked*.

1. cabosse ; 2. les fèves ; 3. moulu

11 Express yourself.

What are the benefits to the consumers?

What are the benefits to the producers?

Think of other benefits.
