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STUDENT MATERIALS



Trade: Responsibility on the World Stage

LESSON PLAN FOR SUPPORTING QUESTION

What is fair trade?

5TH GRADE

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Close Reading: What is Fair Trade?

What is Fair Trade?

Section 1: Definition of Fair Trade

"Fair trade, defined simply, is when producers in developing countries are paid a fair price for their work, by companies in developed countries. It's when the price we pay for products gives enough to producers for them to afford life's essentials - like food, education and healthcare."

- **Courtesy of Traidecraft, "What is Fair Trade?"**

What does fair trade mean in your own words?

_____

_____

_____

_____

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_____

Section 2: Constitution of Fair Trade at University of Iowa, September 23, 2018

Article I – Purpose:

Fair Trade Campaigns is a powerful grassroots movement mobilizing thousands of conscious consumers and Fair Trade advocates at schools, on campuses and in communities across the United States. We are part of a global effort to normalize Fair Trade as an institutional practice and consumer preference across 24 countries and on six continents. Our mission is to grow a nationwide community of passionate, lifelong Fair Trade advocates. As advocates, their commitment will inspire others to support the Fair Trade movement in its efforts to seek equity in trade and create opportunities for economically and socially marginalized producers. Fair Trade Towns, Colleges, Universities and other communities embed Fair Trade values and purchases into mainstream business and institutional practices.

What is the mission of this organization?

Since The University of Iowa has been named an official “Fair Trade University,” what will they do to comply with this effort?

Section 3: Formative Assessment - Check for Understanding

Write a summary of the two texts. What is the main idea? Explain what key details support the main idea.

Edna Ruth Byler, 1968



Edna Ruth Byler shows some handcrafted embroidery she was selling on behalf of Haitian artisans. *Courtesy of Ten Thousand Villages, Edna Ruth Byler, 1968*

"My Oma and Me — Building Bridges with Art"

Madeline Kreider Carlson intertwines her journey as MCC staff working with artisans in Haiti with that of her Oma, the late Lois Kreider, who was involved with MCC's early fair-trade project that would become Ten Thousand Villages.

PORT-AU-PRINCE, Haiti—On my first visit to Ramon St. Hilaire's workshop, in a narrow alley in downtown Port-au-Prince, Haiti, I remember it smelled of fragrant, fresh-cut wood. Sawdust sparkled in the tropical air. Outside, stacks of wood from the obeche tree cured in the sun, waiting to be shaped into elegant bowls. During this visit, St. Hilaire showed me a newly sanded platter. I took it and turned it over in my hands, feeling something familiar in the smoothness of its form.

I had held a nearly identical platter, mahogany with a time-worn patina, just before departing for my MCC service in Haiti in 2016. My Oma, Lois Kreider, had shown it to me, explaining that my Opa, Robert Kreider, had visited MCC's first projects in Haiti in 1962 and had made a stop in Portau-Prince to visit a cottage industry of woodworkers. Corn is a giant grass plant and, therefore, easily adapted to the fertile plains of the Iowa prairies. It is incredibly productive as one kernel planted will produce one or two ears with 700+ kernels each.

Impressed with the quality of their work, he packed a suitcase of the mahogany pieces to show both my Oma and Edna Ruth Byler. They were involved with a fledgling MCC project that became today's independent fair-trade organization, Ten Thousand Villages, which sells crafts from all over the world.

Holding St. Hilaire's platter in my hands, I thought of Oma, who traveled the world working with artisans. Through her work, Oma was a bridge between those artisans and customers in Canada and the U.S. Her legacy is thousands of connections, linking people and cultures through the exchange of handmade goods. This same desire to support these meaningful global connections motivated me to work with artisans in Haiti.



Madeline Kreider Carlson (center) and members of a learning tour composed of Ten Thousand Villages volunteers talk with metal artisan Jonas Soulouque in Noailles, Haiti. Courtesy of MCC/Annalee Giesbrecht



Celia Hilty and Lois Kreider stand behind the counter at SELFHELP Crafts while college students examine the wares. Courtesy of MCC

From Bluffton to around the World

Oma's history with fair trade started when she saw a beautiful piece of Palestinian needlework Edna Ruth Byler had hung on her wash line in Akron, Pennsylvania while Oma and Opa were living there in 1961. As I've heard Oma tell it, she offered to lend a hand—and her entrepreneurial spirit—to Mrs. Byler's initiative: The Overseas Needlepoint and Crafts Project (eventually SELFHELP Crafts and now Ten Thousand Villages).

Oma and Opa moved back to Bluffton, Ohio the next year, where Oma promoted the sale of fair-trade products in churches and the community. By 1970, Oma and the Fellowship Guild of the First Mennonite Church of Bluffton began hosting two-day pre-Christmas sales in the church basement.

As the popularity of the sales increased, Oma and the Fellowship Guild began to dream of having a shop selling fair-trade goods year-round. Oma eagerly encouraged the Fellowship Guild to add a thrift shop to the new store after she visited the first MCC Thrift shop in Manitoba.

In 1974, the Bluffton Et Cetera Shop opened as the first store in the U.S. to sell SELFHELP Crafts and secondhand clothing and housewares. The combined store generated revenue for MCC's programs and provided a steady sales outlet for artisans. Oma volunteered to manage the innovative new shop.

That year, Oma and Opa took several months to travel around the world visiting MCC projects. Opa described

the trip as taking them “from the border of Somalia to the Kalahari Desert of Botswana to a then-peaceful Kabul in Afghanistan to the slums of Calcutta to tropical villages in Java to the mine-infested paddies of Vietnam.”

In each place, Oma met and talked with craftspeople, especially women, making connections that would blossom into long-term trading partnerships with what is now Ten Thousand Villages.

Walking in Oma’s Footsteps

Holding St. Hilaire’s platter was not the first moment I realized that I was walking in Oma’s footsteps. As a child, I loved accompanying Oma and my mother to volunteer at Ten Thousand Villages. I learned about the lives and traditions of artisans as I wandered among Bangladeshi baskets and Indian necklaces.



Jonas Loulouque displays his unique tree of life design. Courtesy of MCC/ Annalee Giesbrecht

I followed my passion for handmade traditions and fair trade all the way to Port-au-Prince, Haiti, to serve with MCC partner Comité Artisanal Haïtien (CAH; Haitian Artisan Committee). This Haitian fair-trade organization represents more than 125 artisan workshops and has been a Ten Thousand Villages partner for decades.

Haiti has a rich creative tradition in which the island’s artisans make inventive use of materials, transforming cement bags into papier-mâché masks and discarded steel oil barrels into intricate metal art. St. Hilaire’s bowls and platters show ingenuity, too, because artisans have replaced the now-scarce mahogany with fast growing obeche trees as a sustainable resource.

At CAH, I used my experience with Canadian and U.S. businesses and consumers to help artisans translate their creativity into designs marketable to a foreign audience. I played many roles: designer, curator, trainer, coach, storyteller.

As a curator, I selected pieces with unique appeal from artisans’ galleries, like Jonas Soulouque’s cut metal tree of life, which stood out for its intricately hammered, twisted trunk. As a designer, I imagined new ways to adapt specific skills, for example, inviting papier-mâché artists to create Christmas decorations like the dinosaur ornament. And as a trainer, I created workshops where I taught design ideas like seasonal color trends, helping artisans create new products in color schemes unfamiliar in Haiti’s bright tropical environment.

Over the course of my time with MCC in Haiti, I often imagined Oma interacting with craftspeople on her trips. As an accomplished craftswoman and curious traveler, she became a bridge, linking these artisan communities for the first time to customers in Canada and the U.S.

Access to Markets

In early January, I led an MCC Haiti learning tour to Cormier, a village a few hours south of Port-au-Prince renowned for its stone carving. There, we met master carver Heston Romulus, who leads a team of four artisans in creating innovative pieces like a leaf-shaped stone incense holder developed for Ten Thousand Villages.

This learning tour group, made up almost entirely of Ten Thousand Villages volunteers, gathered in a circle, admiring the stone pieces that the carvers exhibited on a table, as Romulus talked about his creative process.

“Sometimes, even from far away,” he told us, “I can see the piece that lies within the stone.”

Fair trade advocates like my Oma and Mrs. Byler understood that craftspeople around the world have no lack of talent. Instead, they suffer from unjust global systems: wealth inequality, lack of access to education and infrastructure and unbalanced trade policies. Fair trade recognizes the skill, creativity and resourcefulness of artisans and provides the missing link: access to a market.

"My Oma and Me — Building Bridges with Art"

For a craftsperson like Romulus, access to a market like Ten Thousand Villages means months of income for him and his team—and even more if the orders continue. Given this, Romulus was delighted to hear from our group that his leaf incense holders had been popular purchases during the holiday season.

Being a Bridge

In the years between Oma's travels and my service in Haiti, fair trade has grown and evolved. Locally-run organizations like CAH coordinate their own production and logistics. Opa's suitcase has been replaced by shipping containers.



Lois Kreider, second from left, visits a SELFHELP Crafts warehouse in 1980 with her children and grandchildren. Courtesy of MCC/Robert Kreider

In Ten Thousand Villages stores, paid staff now work alongside volunteers. Similarly, MCC's approach to relief, development and peacebuilding evolved over time to focus on supporting visionary local partners, valuing community-rooted expertise and wisdom—a philosophy very similar to that of Ten Thousand Villages, which values the beauty of community craft traditions and dignity of craftspeople.

Yet through these changes, as Oma said in a 2014 speech honoring the Bluffton Et Cetera Shop's 40th anniversary: "There are some things we do not want to see changed: the commitment of so many dedicated persons; the consistent vision of shops to care about local and global communities; the satisfaction of working together with those of other churches; the meaningful program of MCC and the awareness it brings of needs and challenges from around the world."

This is what I learned from Oma: that we each have an opportunity to be a bridge. Oma saw that a handmade platter is not just a beautiful, functional object but is also a source of dignity, a spark of global curiosity and a vessel for human connection.

Madeline Kreider Carlson worked with MCC in Haiti, serving with Comité Artisanal Haïtien from 2016 to early 2019. Lois Kreider passed away on January 31, 2019. She was 94 years old.

Name _____



Be an Image Detective!

Title:
Who made the image?
What year?

What kind of image is it?

___ photo **___ drawing/cartoon**
___ painting **___ advertisement**
___ something else

Start with the Basics

In one sentence, what is happening in this image?

Is the image ...
____ black & white ____ color

What does this tell us about when the image was made?

Is there a caption?
____ yes ____ no

If so, what does the caption tell you?

Observe ... Look for the Details

Describe what you see in the image.

What are the people doing in the image?

What are the objects used for in the image?

Put the Pieces Together

Where do you think this image takes place? What is its location?

What evidence tells you that?

What time period?

What evidence tells you that?

Why do you think this image was made?

How does this image compare to modern times?

What questions does this image lead you to ask?

Name _____

Close Reading: "My Oma and Me — Building Bridges with Art"

Introduction

This document has five parts: Introduction, From Bluffton to around the World, Walking in Oma's Footsteps, Access to Markets and Being a Bridge. Use the following close reading strategy for each of the document's parts.

- **1st reading***: Teacher reads aloud text.*
- **2nd reading***: You, the student, will read aloud and mark the text. During the reading, <u>underline</u> vocabulary words and put a question mark (?) next to parts that need clarification. After reading, circle parts that help answer the lesson supporting question.*
- **3rd reading***: You will re-read as needed in order to find answers these questions that help answer the unit supporting question.*

1. Authors often signal readers that important ideas (main ideas) are coming by starting sentences with transition words and introductory phrases. Look for transitions, underline them, and in your own words write the main idea in the margin.

2. Write a summary sentence(s) for each part of the article:

   a. Introduction

   _____

   _____

   _____

   _____

   b. From Bluffton to around the World

   _____

   _____

   _____

   _____

   c. Walking in Oma's Footsteps

   _____

   _____

   _____

   _____

d. Access to Markets

e. Being a Bridge

Write a Summary of the Reading

3. What questions will you need to know the answers to in order to answer: What is our global responsibility?

Fair Trade Coffee House



Fair Trade Coffee House is independently owned and serves up *fair trade certified coffee* and espresso along with panini sandwiches, soups and house-made pastries and desserts. Established in 2004, Fair Trade Coffee house is conveniently located at 418 State Street in downtown Madison. Just a couple of blocks down from the Capital Square and Overture Center and only two blocks up from UW-Madison we are at the heart of State Street and cater to a fun-loving, fast-paced, and ever-changing downtown crowd.

Mission

100% of coffee beans, including all espresso is fair trade certified. What does that mean to you? Maybe a little, maybe a lot. For farmers it means a partner in the coffee business that has their back. Will support them when prices are up or prices are down. Brings agricultural expertise to the field when sudden challenges arise, like leaf rust that is currently devastating crops all over Mexico and Central America. We don't just buy our beans, we are a full-on committed partner to our roaster, Equal Exchange, and small farmers to insure that everyone wins in this crazy system called capitalism. And that includes you… who can so effortlessly support small coffee farmers and their families by simply enjoying a delicious cup of coffee or a creamy, caramelly double espresso at Fair Trade Coffee House. Think before you drink!

This document describes a business that is directly related to fair trade practices in the United States. Fair Trade Coffee House, which is located in Madison, Wisconsin, is an independently-owned business that serves fair trade certified coffee and espresso. *Courtesy of Fair Trade Coffee House, 2004*

"Worldly Goods Brings unique, fair trade products to Ames," September 26, 2010

Upon walking into Worldly Goods, 223 Main Street, one is immediately overwhelmed with smells and colors.

The mission of Worldly Goods is to provide "a marketplace for artisans of the world to receive fair income and support for their families. Volunteers operate this not-for-profit organization and share the stories of the artisans."

Worldly Goods offers a variety of products from more than 40 different countries, including coffees, chocolates, clothing and jewelry. It also offers other unique items, such as Kisii stone sculptures from Kenya and recycled paper tableware from Vietnam and the Philippines.



Courtesy of Iowa State Daily

"Every item in this store has a unique human story behind it," said Melanie Christian, manager of the store.

The concept started in the 1980s by merely going abroad, buying some products and bringing them back to the states to be sold. The concept evolved into the fair trade business.

It started as a small room over on Hayward Avenue, moved into the basement of Roy's TV and has been at the Main Street location for the past 10 years.

Today, the store works with more than 45 vendors — including two in the United States — that are fair trade certified.

Christian has only worked for Worldly Goods since June, but has been a dedicated shopper for a long time. She still owns the first item she bought from the business — a silk multi-colored scarf. She has been in favor of the store's mission since she first learned about it.

"I liked the concept," Christian said. "I liked the products. I liked the uniqueness of everything."

The products at the store are made from things that are readily available to those who make them. There is a necklace that is made from coconut and various nuts.
This jewelry is what is called vegetable ivory, to promote not using the ivory tusks of an elephant.

Greg Bruna, assistant manager of the store, has been at Worldly Goods for five years. With previous involvement in a store with an environmental angle, he felt right at home with Worldly Goods.

"I really am glad I got the chance to be here," Bruna said. "What I love most about being here is being surrounded by the smells, textures and colors, rather than being in a cubicle."

Bruna also likes being able to help customers find exactly what they are looking for, no matter how specific. Being able to close that gap with the particular gift from the particular country is something he cherishes.

Worldly Goods only has four paid employees, while the rest work on a completely volunteer basis.

"The people that come in here really want to be here," Christian said."Everybody works together, and everybody wants to see the store succeed, so it's a very welcoming and warm environment to be in."

One volunteer, 90-year-old Ardis Fincham, has been with the store since it opened. Although she is not as active as she used to be, she is still seeing the benefits from working at the store.

"Worldly Goods Brings unique, fair trade products to Ames," September 26, 2010

"I feel I gain more than I give," Fincham said. "It's the best thing I've ever done. I've met so many people from so many walks of life."

Working with Third World countries is something that Fincham has described as an eye-opener, but she also has valued her time with her co-workers as well. She looks back fondly on all the get-togethers and potlucks the employees and volunteers have had.

"It really kept us in touch," Fincham said. "It kept us involved, and it really kept us unified."

Fincham, Bruna and Christian all feel that Worldly Goods puts forward a message that they can all believe in and feel good about.

"It's great to be a piece of that change," Bruna said. "It's not a charity, it's a business model."

Worldly Goods has done several events to help promote its mission. The store offers shopping benefit events, fair trade house parties and educational sessions.

In October, Worldly Goods is celebrating Fair Trade Month. Every Thursday night, it will be highlighting a different country and offering a discount on products from those countries. From 5 to 8 p.m., it will be offering foods from those countries.

This year, the store has decided to focus on countries that have been hit by natural disasters. On Oct. 7, it kicks off the month with Pakistan. Other countries to be showcased include Haiti, India and Chile.

My Fair Trade, September 3, 2019



Rachel Schreck's business venture in Mason City, Iowa, will try and give back both locally and globally. She wants her business, My Fair Trade, to share the stories of artisans working in Haiti to support their children. Schreck also wants the retail space to be an educational place where people can learn more about where their products come from. *Courtesy of the Globe Gazette, "My Fair Trade First Look," Globe Gazette, 3 September 2019*

Name _____

Close Reading: Fair Trade Examples

Introduction

- **1st reading**: *Teacher reads aloud text.*
- **2nd reading**: *You, the student, will read aloud and mark the text. During the reading, <u>underline</u> vocabulary words and put a question mark (?) next to parts that need clarification. After reading, circle parts that help answer the lesson supporting question.*
- **3rd reading**: *You will re-read as needed in order to find answers these questions that help answer the unit supporting question.*

Fair Trade Coffee House, 2004

How is Fair Trade Coffee House an example of how we support people globally?

_____

_____

_____

_____

_____

How does fair trade help coffee farmers?

_____

_____

_____

_____

Questions that I need the answers to help me respond to: What is fair trade? And what is our global responsibility?

- _____
- _____
- _____
- _____

"Worldly Goods Brings unique, fair trade products to Ames," September 26, 2010

What is the mission of Worldly Goods?

What events do they organize to support their mission?

How does shopping at stores like Worldly Goods help both our community and global communities?

Questions that I need the answers to help me respond to: What is fair trade? And what is our global responsibility?

-
-
-
-

My Fair Trade, September 3, 2019

What is Rachel's vision for her store, My Fair Trade?

How does Rachel give back locally and globally?

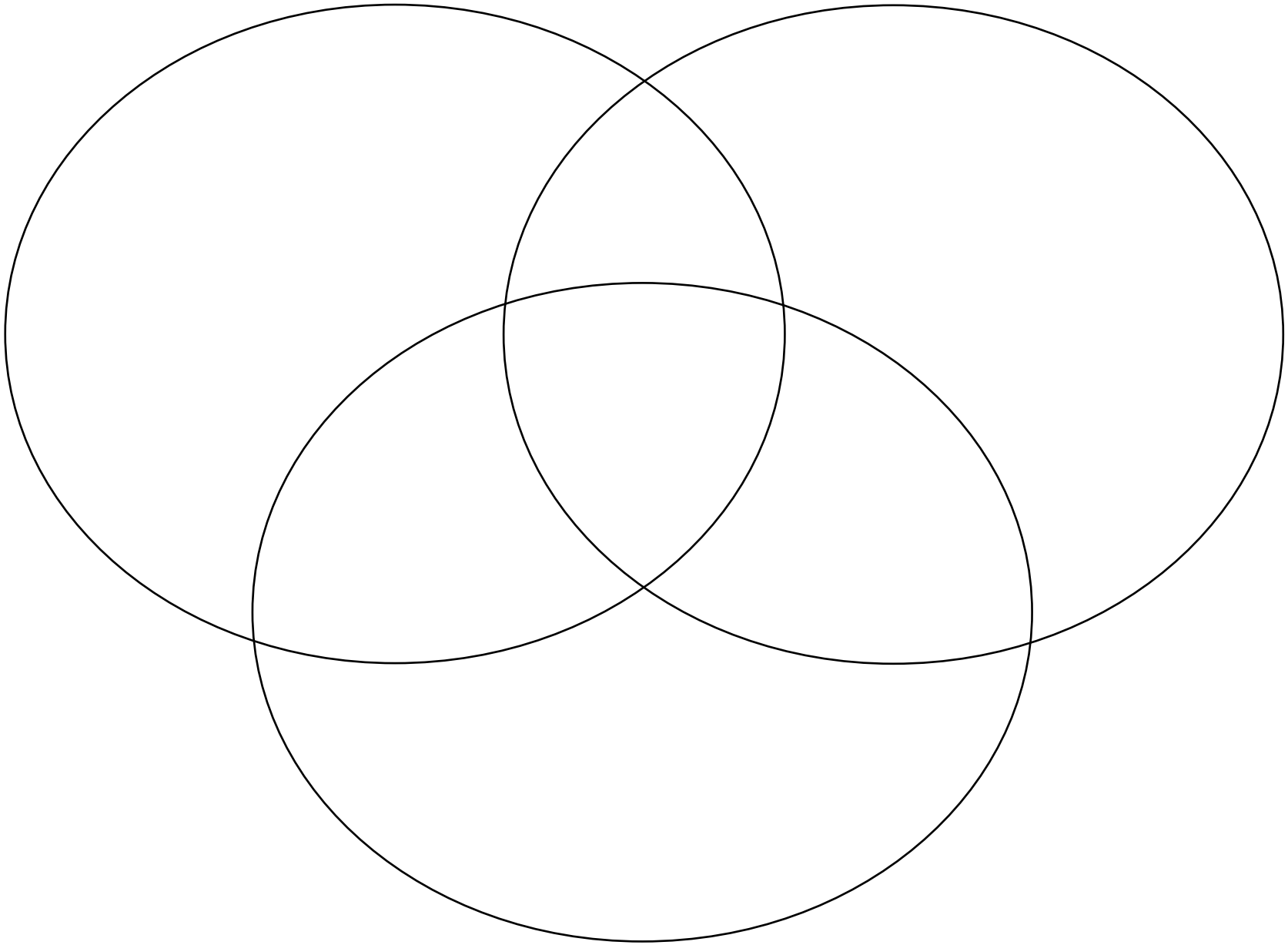
Note and describe at least three items that are sold at My Fair Trade based on the photo. How can these items help customers understand the people and cultures that created them?

Questions that I need the answers to help me respond to: What is fair trade? And what is our global responsibility?

-
-
-
-

Name _____

Preamble Venn Diagram



Open Letter from a Certified Fair Trade Farm in Amado, Arizona, Date Unknown

Dear Fair Trade Community,

Greetings from Wholesum Harvest's tomato farm in Amado, Arizona! We are thrilled to be a part of the Fair Trade family and to share our story with you.

Since becoming Fair Trade Certified, your purchases have helped send us more than $80,000 in Community Development Funds. As additional funds roll in, we plan to address some of the most pressing challenges in our community. These include transportation, health insurance fees and home insurance – all identified by the workers through a survey.

Right now we are working on the first project selected by our fellow workers, which is to obtain free health coverage for everyone who is part of our Fair Trade community. Wholesum provides us with health insurance, of which we pay a small portion. Even this small amount is too much for many of the workers here, so we've decided to use our extra funds to offset the cost. This will not only give us the benefit of coverage, but of peace of mind as well. No longer will we have to worry about money when one of our children has a fever or a parent can't get out of bed. We can take them to the doctor, secure in the knowledge that our insurance is fully covered.

Being a part of Fair Trade benefits our community, but it also benefits us personally by allowing us to develop our project management skills. We are learning how to manage complex projects and work together for the good of our community. Seeing how the workers at our sister farms in Mexico have used Fair Trade to improve their communities motivates us to give it our all.

We hope that you will continue to choose Fair Trade whenever possible – and not just for us, but for those who will come after us. We want to be the first of many Fair Trade farms in the United States so that farmers and workers everywhere can reap the benefits. You've already empowered us to start realizing our dreams. Your continued support of Fair Trade will help countless others achieve theirs as well.

Sincerely,

"First Fair USA" Fair Trade Committee

Wholesum Harvest

Amado, Arizona, USA

This open letter was written to the Fair Trade Certified organization thanking them for their help in becoming Fair Trade Certified. *Courtesy of Fair Trade USA, "A letter from a certified Fair Trade farm in Amado Arizona. The letter acknowledges the advantage Fair Trade has had on their farm for their employees, their families, and their community," Wholesum Harvest, Date Unknown*

Name _____

Close Read: Open Letter from a Certified Fair Trade Farm

Introduction

- **1st reading***: Teacher reads aloud text.*
- **2nd reading***: You, the student, will read aloud and mark the text. During the reading, <u>underline</u> vocabulary words and put a question mark (?) next to parts that need clarification. After reading, circle parts that help answer the lesson supporting question.*
- **3rd reading***: You will re-read as needed in order to find answers these questions that help answer the unit supporting question.*

Open Letter from a Certified Fair Trade Farm in Amado, Arizona

What are the benefits of becoming fair trade certified to this farm?

_____

_____

_____

_____

In the letter, it states, "We hope that you will continue to choose Fair Trade whenever possible," what examples are given in the text for this statement?

_____

_____

_____

_____

_____

_____

Questions that I need the answers to help me respond to: What is fair trade? And what is our global responsibility?

- _____
- _____
- _____
- _____

Formative Assessment

Write a paragraph(s) to explain: How is this letter about fair trade an example of being globally responsible?

Fair Trade Artisans Handout





Photos Courtesy of Ten Thousand Villages

Daniel Doku

Artisan Daniel Teye Doku of Dan Beaded Handicraft in Ghana creates unique wind chimes from metal rods and recycled glass beads for Ten Thousand Villages.

Ten Thousand Villages is a fair trade partner group. In the image above, Doku is making a wind chime from recycled glass.

- **Watch** Daniel Doku's process of making his wind chime
- **Learn** more about the work of Ten Thousand Villages to encourage a global maker-to-market movement.
- **Read** this article from Ten Thousand Villages about "How Our Trade Model Is Breaking the Cycle of Poverty"

Herlinda Artola

Artisan Herlinda Artola is making a wall hanging by "painting with wool," a technique where vibrant colors of wool are woven to make a piece of art.

Artola works with Ten Thousand Villages, a fair trade partner group of Intercrafts Peru outside of Lima, Peru.

- **Read** this article about Herlinda Artola's life as an artisan weaver
- **Read** this article about artisan craftsmanship that features Artola
- **Read** this article from Ten Thousand Villages about "How Our Trade Model Is Breaking the Cycle of Poverty"

Fair Trade

Fair trade is a global movement made up of a diverse network of producers, companies, consumers, advocates and organizations putting people and planet first. Products bought and sold every day are connected to the livelihoods of others, fair trade is a way to make a conscious choice for a better world. Fair trade is a choice to support responsible companies, empower farmers, workers and fishermen, and protect the environment. It is a world-changing way of doing business.

Free Trade

Free trade emphasizes the need for less borders, restrictions and tariffs on goods and services passing through countries and continents.