

Negotiation

10 mins

5. Add up the amounts and you'll find that they are likely to total quite a lot more than £2.35! Now ask each group to negotiate its position, until all groups reach a total of £2.35. Why do they feel they should be paid this amount? Is there any group that is generally felt to be getting away with too much? Encourage players to engage with each other – but without violence!
6. When agreement has been reached, record each negotiated amount on the chart in the 'Negotiated proportion' column.
7. Finally, announce the actual proportions at each stage of the production process, by revealing the last column.

	Initial proportion	Negotiated proportion	Actual proportion
Farmers			4p
Exporters			7p
Shippers			14p
Roasters			£1.51
Retailers			59p

Figures calculated in November 2004 based on information from the International Coffee Organisation and other industry sources

Debrief and discussion

10 mins

8. Although it's just a game, *The Coffee Chain Game* is likely to raise powerful feelings. Players need to have the chance to reflect on what has happened and how they feel about it.

While they are still in role, ask each group to describe what happened from their perspective. Why do they think this was the case? Is there anything they can think of that they could do to improve the situation?

9. Now bring the players out of role and broaden the discussion, asking everyone what they feel can be done about unfair trade. Point out that, in real life, the farmers would not be able to negotiate with the shippers, roasters, and retailers. This is part of the problem for the farmers: their bargaining power is very limited, compared with the large transnationals which market and process the coffee. The TNCs have huge resources, plus access to technology, information and transport. Farmers are usually isolated individuals who have to accept the price they are offered.

The main points to draw out of the discussion are:

- Coffee farmers get a very small share of the overall profit, even though they work very hard.
- This is a complex problem, but there are solutions. Farmers should be paid a fair price for their coffee.

For details of what Oxfam proposes, see page 15.

Answers to the coffee quiz

1 Coffee is grown in Brazil, Colombia, Vietnam (the three biggest producers), Indonesia, India, Mexico, Guatemala, Uganda, Ethiopia, Peru, Nicaragua, El Salvador, Costa Rica, Jamaica, Dominican Republic, Rwanda, Burundi, Angola, Kenya, Côte d'Ivoire, Thailand and many other countries.

2 Coffee is thought to have originated in the highlands of Ethiopia over 1000 years ago.

3 The word 'coffee' comes originally from the Turkish *Kahveh* which comes from the Arabic word *Kahwa* (meaning 'that which prevents sleep').

4 About 25 million families – 100 million people – depend on coffee to live.

5 The first coffee house in the UK opened in 1652 in London.

6 Coffee keeps people awake.

7 22 per cent of the world's coffee is consumed in the countries that produced it.

8 Finns consume the most coffee per person (11.01kg). The UK consumes 2.19 kg per person.

9 Of the £37 bn worth of annual coffee sales, developing countries receive only £5 bn. The rest goes to those who market and sell the coffee to us.

10 In 2001, Brazil produced a coffee-scented postage stamp.