

## Written Presentation Guide

### Introduction

- address the specific group to whom you are writing; i.e. Editor, Parents, Fellow Students
- explain that you have been studying the issue of 'fair' and 'unfair' trade in class and have discovered problems with the way in which our countries trade.

### Background Knowledge

- describe a trade problem with which you are familiar
- identify living and working conditions in the developing world that are related to this problem
- if necessary explain any relevant Fair Trade terms used in your letter (i.e. equitable, organic, consumer, charity, justice, producer, manufacturer, sweat shop, exploitation, etc.)

### Solutions: Fair Trade Values/Practices

- describe the meaning of the term 'Fair Trade' and how it addresses some of the trade problem(s) mentioned
- describe TransFair Canada and if possible include the logo and website address
- describe any activities you and/or your class has undertaken as a result of studying this issue (selling fairly traded items, presentations, etc.)
- share information about a *Fair Trade* company or organization (BLM 7.2)
- describe the difference between charity and justice and how Fair Trade demonstrates a commitment to a more just relationship with producers and manufacturers

### Connections: Invitation to Act

- invite the audience to become involved by learning more; offer to present to any interested group or organization
- let the audience know where they can find more information or resources on Fair Trade and Fair Trade businesses and organizations
- encourage the audience to purchase Fair Trade Certified products
- if the audience is a group or organization, invite them to consider developing policies regarding Fair Trade

### Conclusion

- reiterate the positive benefits of Fair Trade products and encourage everyone to become an informed and wise consumer