

Fairtrade Quiz 2020. Answers and information.

1. How many different products sold in the UK are Fairtrade certified?

d) 4,500. There are over 4,500 Fairtrade certified products for sale through retail and catering outlets in the UK

2. Which of these is a Fairtrade product? (Tick all that apply)

All except c) toothbrushes – and many more products besides.

3. Compare Ghana and the UK. Which of these is true (tick all that apply)

a) the area of Ghana is smaller than UK. FALSE. It is about the same:

UK is 92,664 square miles (240,000 square kms) Ghana is 92,098 sq miles, (239,000 sq kms)

b) population of Ghana is greater than UK. FALSE. Ghana's population is 31 million. UK's is 66m

c) the time in Ghana is the same as the time in UK. TRUE.

Both countries are on the Meridian line, 0 degree of longitude, so are in the same time zone.

4. In which country was the cacao tree (which produces cocoa beans) discovered?

c) Mexico. Cocoa trees grew wild in the tropical rainforests of the Amazon basin and other areas in Central and South America for thousands of years.

The earliest cultivation of cacao trees and the making of chocolate drinks has been found in Mesoamerica and what is now Mexico. It was a very important drink in many ancient South American indigenous cultures, with the Aztecs and Mayans being the best known.

5. When was chocolate invented as a bar or solid block of chocolate? (Before this it was a drink)

d) 1847. By Joseph Fry, a Quaker who started a chocolate business in UK

6. Which country is the largest grower and exporter of cocoa as cocoa beans?

a) Ivory Coast produces around 30% of the total supply of cocoa (2,150,000 metric tons, 2018-19).

b) The second largest producer is Ghana, with around 20% (900,000 metric tons, 2018-19).

Followed by Ecuador (298,000 metric tons), Cameroon (250,000 metric tons) and Indonesia (220,000 metric tons). Australia is a new entrant to the industry, Mexico has reduced its production, now 25,000 metric tons, Canada does not grow cocoa.

7. Which country consumes most chocolate per person each year?

b) Switzerland consumes most 8.8 kg per person, per year

2nd Germany 8.1 kg

3rd Ireland. 7.8 kgs

4th United Kingdom 7.6 kgs

5th Sweden 6.6 kgs

USA eats about half as much as UK

Ghana consumes almost no chocolate at all!

8. What proportion of cocoa beans sold globally is sold on Fairtrade terms?

a) 1%. About 50 million people globally depend on cocoa farming to live but the vast majority of the cocoa (and chocolate) is NOT sold and traded under Fairtrade standards

9. What are the benefits of Fairtrade to farmers? (tick any you think are correct).

ALL of them. That's what makes Fairtrade so special!

10. What makes Divine Chocolate Ltd. different from most other chocolate companies?

They're all true. But the most significant point is that the majority shareholder (44%) of Divine Chocolate Ltd is Kuapa Kokoo Farmers' Union, a co-operative of 100,000 cocoa farmers in Ghana who grow the finest quality cocoa for Divine.