

MM4: Feeding the World Sustainably and Responsibly



Micro-Module 4: Feeding the World Sustainably and Responsibly

Experimentation and Exploration

Lesson 5: Cases Studies - Coffee, Tea and Cocoa

Subjects: Art and Design, Agricultural Science, CPSE, Home Economics, SPHE

Lesson Title and Summary: Cases Studies - Coffee, Tea and Cocoa

Coffee, Tea and Chocolate (Cocoa) are some of the world's most popular drinks and treats. These are massive global industries worth billions, yet our current model of business sees little of the income or profits make their way back to the workers and farmers who put in the hard work to bring these goods to us. In this lesson we'll look at business as usual in the tea, coffee and cocoa industries and question whether things can be better. In this lesson we'll meet some impact driven companies working to end poverty, child labour and exploitation in the tea, coffee and cocoa sectors and learn about the challenges these companies face to ensure business is a force for good and try to see if their radical approach can become the new norm.

Vocabulary: Value Chains, Coffee, Cocoa, Tea, Business Model, Profit, Impact Driven, B Corp Movement, Fair Trade, FairChain, Rainforest Alliance

In this lesson, the learner will:

- Be introduced to a number of ethical trade initiatives
- Explore case studies from the value chains for Coffee, Tea and Chocolate
- Learn to gather and analyse information from a case study
- Apply learnings and conduct supportive online research
- Consolidate and articulate research findings
- Engage in pair and group work

Materials

- Worksheet 1: Ethical Trade Definitions
- Case Study 1: FairChain & Moyee Coffee
- Case Study 2: Tony Chocolonely's Chocolate
- Case Study 3: FrankAboutTea
- Pens, paper
- Internet access



MM4: Feeding the World Sustainably and Responsibly

L5: Cases Studies - Coffee, Tea and Cocoa



ACTIVITY INSTRUCTIONS

Activity 1: Ethical Trade Definitions (20 mins)

1. Divide the class up into small groups of 2-5 students
2. Distribute Worksheet 1: Ethical Trade Definitions
3. Encourage teams to research the four topics in the worksheet and to write a definition for each in their own words.
4. Share as a class.

Activity 2: Case Studies (30 mins)

1. Continuing to work in small groups of 2-5 students
2. Distribute the 3 case studies amongst the students and encourage them to research their allocated companies and answer the accompanying questions.
3. Encourage teams to research the four topics in the worksheet and to write a definition for each in their own words.
4. Assist the learners where possible with their research and help them to write, edit, and refine their answers to the questions.
5. If time allows, have learners share their case studies with the class.

REFLECTIVE EXERCISE: 3-2-1 (10 mins)

- Three things they feel they have learnt from the tasks.
- Two things they found most interesting and would like to explore more.
- One – their opinion they have about the tasks.

MM4: Feeding the World Sustainably and Responsibly

L5: Cases Studies - Coffee, Tea and Cocoa



EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter lesson, have learners complete activity 1 at home and briefly discuss in class.

Extension: For a longer lesson, allow more time for the case studies, getting each group to present to the class. Learners could also take on more than one case study.

MEDIA BOX: (materials, online video links, extra resources, case studies etc)

FrankAboutTea: <https://frankabouttea.com/en>

Tony's Chocolonely: <https://tonyschocolonely.com/uk/en>

Tony's Chocolonely annual fair report 2021-2022: <https://tonyschocolonely.com/us/en/annual-fair-reports/annual-fair-report-2021-2022>

Moyee Coffee: <https://moyeecoffee.ie/> and <https://www.moyeecoffee.com/>

Moyee Coffee impact report: <https://www.moyeecoffee.com/wp-content/uploads/2023/01/Moyee-Coffee-Impact-Report.pdf>

LOCAL TRIP / EXPERTISE / ADDITIONAL WORK AND ASSESSMENTS

Visit your local supermarket, Convenience store (cornerhop, Spar, 7-11), speciality food store and health food store.

Excluding tea, coffee and cocoa, try to find 3 fair trade products and 3 B corp products. Can you identify why these products are B Corp or FairTrade? Find three similar products that are not ethical. Can you describe the difference between the two products.

MM4: L5 WS ETHICAL TRADE DEFINITIONS



As a group, write your own definition or description for each terms below

What is Fairtrade?

What is Rainforest Alliance?

What is the B Corp Movement?

What is FairChain?

MM4: L5 WS CASE STUDY MOYEE COFFEE

2 ZERO HUNGER



CASE STUDY 1: MOYEE COFFEE

Visit the moyeecoffee.ie and moyeecoffee.com websites to learn about the radical approach of this impact driven “fairchain” coffee company. Refer to their impact report: <https://www.moyeecoffee.com/wp-content/uploads/2023/01/Moyee-Coffee-Impact-Report.pdf>
Answer the following questions:

When was the company founded? _____

Where is the company based? _____

What is the mission or purpose of the company?

How big is the company? _____

Describe how the company operates through out the six stages of the value chain?

What is the main impact focus of the company?

MM4: L5 WS CASE STUDY MOYEE COFFEE

2 ZERO HUNGER



CASE STUDY 1: MOYEE COFFEE

How does the company differ from other coffee companies?

In your view can the company's approach be mainstreamed and adopted as the global norm in the coffee industry?

What challenges might be faced by the global coffee industry to adopt Moyee's approach?

MM4: L5 WS CASE STUDY TONY'S CHOCOLONELY



CASE STUDY 2: TONY'S CHOCOLONELY

Visit the tonyschocolonely.com/uk/en/ website to learn more about this company's efforts to create the world's first slave free bar of chocolate. Refer to their impact report: <https://tonyschocolonely.com/us/en/annual-fair-reports/annual-fair-report-2021-2022> Answer the following questions:

When was the company founded? _____

Where is the company based? _____

What is the mission or purpose of the company?

How big is the company? _____

Describe how the company operates through out the six stages of the value chain?

What is the main impact focus of the company?

MM4: L5 WS CASE STUDY TONY'S CHOCOLONELY

2 ZERO HUNGER



CASE STUDY 2: TONY'S CHOCOLONELY

How does the company differ from other chocolate companies?

In your view can the company's approach be mainstreamed and adopted as the global norm in the chocolate industry?

What challenges might be faced by the global chocolate industry to adopt Tony's Chocolonely's approach?

MM4: L5 WS CASE STUDY FRANKBOUTTEA



CASE STUDY 3: FRANKBOUTTEA

Visit the frankabouttea.com website to learn more about this company's efforts to redesign the value chain for tea. Answer the following questions:

When was the company founded? _____

Where is the company based? _____

What is the mission or purpose of the company?

How big is the company? _____

Describe how the company operates through out the six stages of the value chain?

What is the main impact focus of the company?
