

Fairtrade Quiz 2017 - Answers and information:

1. c) Yellow
2. d) 4,500 Includes: fruits and juices, nuts and vegetables (including green beans); coffee and tea (available in most supermarkets); chocolate; honey and sugar; roses from Kenya (M&S, interflora, Co-op and Moonpig); wine from South Africa; cosmetics (many products at LUSH, body coco butter from Boots); clothing (FACT underwear)
3. c) Toothbrushes are not Fairtrade. Fairtrade gold is used in jewellery (CRED). Wedding rings available from Argos.
Fairtrade footballs are available from BALA Sports while Stoke City Football Club supports Fairtrade.
4. c) About the same as the UK. The USA is approximately 41 times bigger.
5. a) Around 1900 B.C. Archaeologists discovered ceramic vessels containing residues of cacao beverages.
6. c) Mexico. The earliest cultivation of cacao trees and the making of chocolate drinks has been found in Mesoamerica and what is now Mexico
Chocolate was first cultivated by the ancient Mayans, however the way they consumed it was not much like the sweet treats we know today. Their preferred method of consumption was a thick, bitter, frothy drink served cold.
7. d) In 1847 Joseph Fry, a Quaker from Bristol, produced the first chocolate bar known as 'chocolate delicieux a manger'.
In 1824 the Frys business was using forty per cent of the cocoa imported into Britain. The firm was run on austere lines in keeping with Quaker simplicity. Each day commenced with a meeting at which a hymn was sung and there was a period of silence.
8. a) Ivory Coast produces around a third of the total world's supply of cocoa. The second largest producer is Ghana – this important plant is featured on their coins. Indonesia is the world's 3rd largest exporter, having grown from zero production in the 1980s. Mexico's production is falling, while Daintree Estates in far north Queensland is a new entrant to cocoa bean production in Australia. Canada grows no beans but has a growing number of Bean-to-Bar chocolate makers (artisan chocolate production).
9. b) Switzerland. The average Swiss eats 9.0kgs per person per year. In the UK the figure is 6.60-7.90kg (2014).
What makes a Nobel Prize winner? Perseverance? Good luck? Chocolate consumption? Chocolate consumption tracks well with the number of Nobel Laureates produced by a country – *New England Journal of Medicine*
10. a) 1%. About 50 million people globally depend on cocoa farming to live but the vast majority of the cocoa sold is not traded under Fairtrade standards.
11. d) Clipper tea
f) Cafedirect coffee
h) Green & Blacks Maya Gold chocolate.
12. They're all true.
This gives us all a good ethical reason to eat lots of Divine chocolate.