

Fair Trade Films

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FILMS ABOUT FAIR TRADE COFFEE

(In order of film duration)

Films are great educational tools, offering viewers opportunities to better understand the ways in which products are grown and/or processed. More importantly, the films below exhibit the strong connections that we have with those who make the goods we use and the food we eat.

- **Coffee Profits Children**



Pura Vida Coffee ~ 7 minutes ~ 2006 ~ General Audience
FTRN says: “This brief film is about Pura Vida Coffee, a Seattle company that uses its profits to support children in need around the world.”

Company Covered: Pura Vida Coffee

Summary/Review: “Get a powerful glimpse into the efforts of these courageous social entrepreneurs who use the world’s second largest traded commodity and the world’s favorite sport to assist the world’s most valuable resource... in essence, Shifting Capitalism to Create Good!” – Fair Trade USA

<https://www.youtube.com/watch?v=Bpz0k3gzpUA>

- **Equal Exchange: Awaken Your Consciousness**



Equal Exchange ~ 13 minutes ~ 2005 ~ General Audience

FTRN says: “For those seeking a very brief introduction to Fair Trade coffee, Awaken Your Consciousness can be an effective tool for ‘creating a buzz’ about social change.”

Company Covered: Equal Exchange

Summary/Review: This film offers a brief introduction to Fair Trade practices, focusing on long-term relationships based on fairness. Equal Exchange contrasts the positive impact of Fair Trade with the detrimental impact of conventional farming practices, which wreck havoc on the environment and farmers’ families and communities.

Watch the video online or order it free from [Equal Exchange](#).

- **Frontline: Guatemala/Mexico - Coffee Country**



Frontline; PBS ~ 18 minutes ~ 2000 ~ General Audience
FTRN says: “While a bit older than other videos, this Frontline report can offer insight into the impact of the ‘coffee crisis.’”

Companies Covered: Green Mountain Coffee Company; Newman’s Organics

Summary/Review: A Frontline reporter follows a group of U.S. coffee buyers to Guatemala and Mexico during the “coffee crisis,” when the commodity price of coffee significantly plunged. The U.S. buyers collect concrete information about the wide discrepancy in the prices farmers receive for coffee. While some conventional farmers received only \$.07 a pound, those connected with Fair Trade get about \$1.26 a pound. The film delicately highlights the positive impact Fair Trade has by cutting out the middlemen, whom the farmers have decoratively named “coyotes”.

[Watch the video online](http://www.pbs.org/frontlineworld/stories/guatemala.mexico/thestory.html)

<http://www.pbs.org/frontlineworld/stories/guatemala.mexico/thestory.html>

- **Just Coffee**



Consumers International ~ 20 minutes ~ 2006 ~ General Audience

FTRN says: “This documentary follows coffee from a fazenda in Brazil to mass retailers in the U.S. and Europe. Great for people who want a deeper understanding of the coffee chain.”

Summary/Review: This documentary was created to accompany a Consumers International report: “From bean to cup: how consumer choice impacts upon coffee producers and the environment.” The documentary includes interviews with coffee farmers, consumer organizations, market experts, and members of the international community.

The film is free to educational groups and NGOs, and \$5 for others. Order a copy by emailing [Luke Upchurch](mailto:Luke.Upchurch@consumersinternational.org).

- **Grounds for Hope**

Lutheran World Relief ~ 22.5 min cartoon ~ 2000 ~ General Audience

FTRN says: “The cartoon, Mr. Beans, ‘spills the beans’ about where he comes from and how he reaches consumers.”

Company Covered: Equal Exchange

Summary/Review: Mr. Bean explains that consumers can do right by the farmers by purchasing Fair Trade coffee like Equal Exchange, partner of the Lutheran World Relief Coffee project.

Borrow it free by calling 1-800-LWR-LWR-2.

- **Coffee with the Taste of the Moon**



Organic Consumers Association ~ 30 minutes ~ 2005 ~ General Audience

FTRN says: “This film explains the effects of the Fair Trade and Organic movements in the coffee market.”

Summary/Review: The new half-hour documentary film, ‘Coffee with the Taste of the Moon’ introduces us to the delightful people who are producers and consumers of the most traded commodity in the world after oil- coffee. From the point of view of the narrator, who one day wonders about the impact of his morning cup, we learn about the powerful and promising sustainability efforts of the rapidly growing Fair Trade and Organic movement.

To acquire the film, contact the [Organic Consumers Association](#).

- **Buyer Be Fair: The Promise of Product Certification**



John De Graaf ~ 55 minutes ~ 2006 ~ General Audience

FTRN says: “This high quality documentary offers a balanced look into product certification – of Fair Trade coffee and timber – and the essential role it plays in today’s global economy.”

Summary/Review: Buyer Be Fair takes viewers to Mexico, the Netherlands, the UK, Sweden, the USA and Canada to explore how conscious consumers and businesses can use the market to promote social justice and environmental sustainability through product labeling, with a focus on Fair Trade coffee and Forest Stewardship Council certified wood. This television special reaches beyond the choir to present the promise of product certification to a wide audience.

<http://www.bullfrogfilms.com/catalog/bbf.htm>

- **Birdsong and Coffee: A Wake Up Call**

Old Dog Documentaries ~ 56 minutes ~ 2005 ~ General Audiences and Academic Settings



FTRN says: “Birdsong and Coffee is a high-quality, moving and informative documentary exhibiting the interdependence of producers, consumers, and the ecosystem.”

Summary/Review: Birdsong and Coffee uses a series of interviews to communicate the sincere, respectful relationship that exists through Fair Trade among the parties involved in coffee production. In this film we hear from experts and students, from coffee lovers and bird lovers, and-most importantly-from coffee farmers themselves. We learn how their lives and ours are inextricably linked, economically and environmentally.

(order) <http://olddogdocumentaries.org/shop/birdsong-and-coffee-a-wake-up-call/>

(view online) <http://www.cultureunplugged.com/documentary/watch-online/festival/play/6769/Birdsong-and-Coffee--a-Wakeup-Call>

Connected by Coffee

Connected By Coffee is an inspiring and thought-provoking documentary about the lives and history of the people who grow the coffee we drink.

The film follows two North American coffee roasters on a 1,000-mile journey across Mexico, Guatemala, El Salvador and Nicaragua to listen to the stories of the people who grow their coffee. On the way they meet with soldiers who have become growers, powerful women who are controlling their own destinies and countless small-scale farmers joining together to form cooperatives.

This film serves as a starting point to educate coffee drinkers about the basics of fair trade, cooperatives, social justice, shade grown/organic, the conflict in fair trade, coffee rust – AND invites the viewer to not only make conscious purchasing decisions, but to learn more, get involved, and take action. Created by Aaron Dennis and Chelsea Bay Dennis of Stone Hut Studios.

<http://connectedbycoffee.com/>

- **Black Gold**



Mark and Nick Francis ~ 77 minutes ~ 2005 ~ General Audience

FTRN says: “This highly recommended, award-winning documentary has captured the dilemma of the coffee farmer: how to get a fair price for quality coffee in a market that is set up only to make money for powerful

international traders in cities far from the farm.”

Summary/Review: Black Gold follows Tadesse Meskela, the leader of an Ethiopian coffee cooperative, on his travels through Africa and around the world seeking a fair price for the coffee grown by cooperative members before they are forced to declare bankruptcy. Meskela travels to London and Seattle in an attempt to find a coffee buyer willing to pay a fair price, while the film documents the enormous power of world coffee traders and the double-dealing of trade ministers during World Trade Organization talks.

[Buy the DVD](#) [Find out more online](#)

- **What Would Jesus Buy?**

Now on DVD

FTRN says: As spring cleaning forces us to evaluate the junk we’ve accumulated throughout the year, WHAT WOULD JESUS BUY? is the perfect tool to remind friends and family that we can change our shopping habits and make an impact in the long term.

Summary/Review: Ron VanAlkemade’s critically acclaimed documentary battles the harmful practices of Big Box stores, rising credit card debt, labor exploitation and rampant over-consumption - with the help of outrageous activists/performers, the Reverend Billy and the Church of Stop Shopping.

<https://www.youtube.com/watch?v=RpZF6e4cj3o>

<http://www.amazon.com/What-Would-Jesus-Reverend-Billy/dp/B0013K2ZDQ>

FILMS ABOUT OTHER FAIR TRADE PRODUCTS

(In order of film duration)

- **Tea Workers in India**



Fairtrade Labelling Organizations International (FLO) ~ 7 minutes ~ 2008 ~ General Audience

FTRN says: “This brief video by the FLO describes Fair Trade in the tea market and shows the daily lives of tea workers .”

Summary/Review: This short film shows the impact that Fairtrade is having on the lives of tea workers and their families in a tea estate in Southern India.

[Watch the video online](#)

- **Fair Trade: The Story**



Fair Trade USA ~ 8 minutes ~ 2006 ~ General Audience

FTRN says: “Produced by Fair Trade USA, this short film provides an excellent overview of Fair Trade certification – how it works, what it does, and what it means to producers around the world.”

Summary/Review: Fair Trade USA talks with farmers in countries of origin to understand how Fair Trade has benefitted them personally, allowing them to send their children to school or to work without chemicals. The producers also talk to retailers in the United States to understand the power of the consumer to effect change just by paying attention to the products they buy every day.

[Watch the video online](#)

- **Calcutta Hilton**

Sinclair Enterprises ~ 23 minutes (plus 2 hrs. extra) ~ 2005 ~ High school and above

FTRN says: “This film evidences the power of Fair Trade businesses to radically improve people’s lives. As with many Fair Trade businesses, Freeset offers training, literacy, community, fun and support for vulnerable people. An inspirational and empowering film showing the many roles people play and benefits they get in a jute bag business.”

Summary/Review: The Hiltons are just your average Kiwi family, but the textile manufacturing business they have established is anything but average. Located on



the fringes of Calcutta's largest red-light district, it gives the women of the area something they have long been denied - the option of leaving the sex trade. "Calcutta Hilton" tells the story of this inspirational business.

[Order the DVD from Sinclair Enterprises](#)

- **Pa Pa Paa**



Comic Relief ~ Multiple lengths ~ 2005 ~ Children

FTRN says: "Recommended for its appeal to audiences of all levels, including children."

Summary/Review: This DVD accompanies a series of educational tools and photographs produced for British schoolteachers to aid in teaching primary school children about Fair Trade and Ghanaian cocoa growers. "Pa Pa Paa"

is an informative film presenting facts about the process of harvesting, processing and selling cocoa.

<http://www.papapaa.org/ppp-pack.html>

Fair Trade films for youth (3 pages) on the fair trade foundation website – go to:

<http://schools.fairtrade.org.uk/resources/type/films/#page-1>

- **Banana Split**

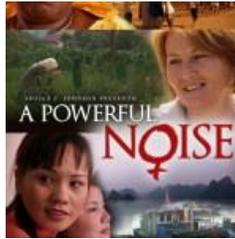
Kelly Saxbery & Ron Harpelle ~ 47 minutes ~ Shebandowan Films ~ General Audience

FTRN says: "This award-winning film, filmed in Canada, the United States, Honduras, and France explores the connections, or lack thereof, between consumers and producers of bananas."



Summary/Review: As one of the cheapest, most readily available fruits in the supermarket, this film provides an important look at understanding "the curvaceous fruit from the herbaceous plant."

<https://vimeo.com/17275072>



- **A Powerful Noise**

Sheila C. Johnson ~ 80 minutes ~ 2009 ~ General Audience

FTRN says: “This film focuses on women’s issues in the developing world, which are an important part of the Fair Trade issue. One of the three women protagonists in the film starts a Fair Trade agricultural cooperative to provide employment to widows of the Bosnian War. An inspirational and empowering film .”

Summary/Review: Hanh is an HIV-positive widow in Vietnam. Nada is a survivor of the Bosnian war. And Jacqueline works the slums of Bamako, Mali. Three very different lives. Three vastly different worlds. But they share something in common: Power. These women are each overcoming gender barriers to rise up and claim a voice in their societies. Through their empowerment and ability to empower others, Hanh, Nada and Jacqueline are sparking remarkable changes.
http://theconnexion.com/apowerfulnoise/apowerfulnoise_index.cfm

- **Dukale’s Dream**

Hugh Jackman Fair Trade film

<http://dukalesdream.com/act-now.html?gclid=CKma3NmD5MYCFYU6aQodmokKpQ>

Coldplay`s Chris Martin: Make Trade Fair Campaign

Oxfam America and Make Trade Fair teamed up to send Coldplay's Chris Martin to Africa to see firsthand the extreme poverty endured by so many and how fair trade in these areas can improve the lives of those who live and work there. For more information, visit <http://www.oxfamamerica.org>.

<http://www.youtube.com/watch?v=ACkEM19FEho>

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- Solidarity in a Cup: The CRS Fair Trade Coffee Story



Catholic Relief Services ~ 15 minutes ~ 2005 ~ General Audience

FTRN says: “Short, but packed with ways in which you can make a difference for Nicaraguan coffee farmers.”

Organization Covered: Catholic Relief Services

Summary/Review: This 15-minute multi-media presentation introduces you to the farmers who grow your coffee in Nicaragua, explains what Catholic Relief Services is doing to support them, and suggests eight ways you can help.

- Traidcraft in Bangladesh



Mark Batey ~ 9 minutes ~ 2007 ~ General Audience

FTRN says: “Produced in the UK, this short presents a colorful look into the process of getting Fair Trade products from villages to warehouses to retail outlets, following a volunteer as she looks at the process firsthand.”

Summary/Review: A Traidcraft volunteer gets a chance to meet a group of women in Bangladesh who produce some of the goods she sells. She discovers that Fair Trade has empowered communities like the one she visits where community members have installed proper sanitation facilities, better housing, schools, and proper meals. The film also highlights the way Fair Trade has contributed to women claiming their voice in their community.

- Grains of Change



Carolyn Barnwell ~ 2006 ~ ENGAGE Video Journey ~ General Audience

FTRN says: This award-winning anthropologist’s documentary film looks at Fair Trade-certified rice farmers in Northern

Thailand.

Summary/Review: Barnwell travels through Northern Thailand to speak with organic rice farmers who are practicing sustainable agriculture and are Fair Trade-certified. The film documents the benefits of putting people at the center of trade and shows how their environment, their health, and their way of life, as well as the health of rice consumers, has improved in recent years. Barnwell received the Carrie Hunter-Tate Award from the American Anthropological Association in 2007 for her research with organic rice farming communities in Thailand.

<http://www.engagetheworld.org/GrainsofChangeVideo.html>

- The Price of Sugar

Bill Haney~ 90 minutes ~ 2007 ~ General Audience

FTRN says: “This award-winning film shows the efforts to bring Fair Trade to Haiti and exposes the conditions of developing countries without Fair Trade practices.”

Summary/Review: Narrated by Paul Newman, “The Price of Sugar” follows Father Christopher Hartley, a charismatic Spanish priest, as he organizes some of this hemisphere’s poorest people to fight for their basic human rights. This film raises key questions about where the products we consume originate and at what human cost they are produced.

