

“Buyer Be Fair.”

Bullfrog Films, (2006). Running time: 57minutes.

‘BUYER BE FAIR’: the promise of product certification 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 labelling, with a focus on Fair Trade coffee and Forest Stewardship Council certified wood. BUYER BE FAIR is an inspirational and balanced television special that reaches beyond the choir to present the promise of product certification to a wide audience.

0’00” Introduction

2’00” Mexico – the story of ‘Café Antigua’ and its owner who also operates a small coffee plantation, and how he has tried to combat the reduction in world coffee prices as Brazil and Vietnam have flooded the market with cheap, low quality beans. How do small producers compete with this? Without these small farmers farming the land, there is widespread soil erosion, reduced biodiversity, reduced levels of aquifers and possible social unrest associated with these issues. ‘Fair Trade’ can possibly help reduce this issue.

14’30” Netherlands. The sale of Fair Trade coffee actually started as far back as 1987 with the ‘UCIRI’ co-operative in Mexico. It is now common place in Netherlands consumer culture. Fair Trade stands for Justice, Dignity and Empowerment.

17’30” Garstang, UK. Description of Bruce Crowther’s efforts starting Fair Trade in churches and businesses in Garstang and how that has become the norm in this town.

20’30” ‘TransFair’, USA. Founded in 1999. Today there are numerous fair trade schemes in the US, and some purchasers of coffee will only buy ‘Triple Certified’ beans (Fair Trade, Shade Grown and Organic). Fair Trade is not just an idea, it is a movement.

27’00” Timber is another commodity that needs a change of system. The “Forest Stewardship Council” (FSC) has sought ways of sustainable forestry management through certification. While it has been successful, in the US few consumers know what FSC is about, while in the Netherlands most consumers know all about FSC because of concerted efforts toward education of consumers.

43’00” The situation of forestry production in Lapland, Sweden.

55’00 Summary.