

Market share job cards

Grower

You are a small farmer who grows bananas. After planting it will take 9 months before the bunches of bananas are ready to cut down. During that time you must protect them against damage from the weather, pests and pesticides. To do this you must cover the bunches with plastic sheets which you have to pay for as well as fertilisers and pesticides. When the bananas are ready to pick, you cut them down with a large machete (knife) and pack them in boxes. Then you drive them to the port in your pick-up van.

Windward Islands Banana Development Company

You are a new company, half-owned by four Windward Island governments and half by the islands' growers' associations. You are the vital link between the farmers and the outside world. You work to get a good price for the farmers' bananas and get cheaper prices for the shipping. You buy pesticides, fertiliser, boxes and plastic sheeting in bulk, which the farmers can buy from you. You offer advice about banana growing and can help arrange insurance.

Shipping, importing and packaging company

Your company transports the boxes of bananas in refrigerated ships. The voyage from the Caribbean to the UK takes about six days. Once the bananas arrive in the UK, you organise the transporting, insurance, tax and customs clearance. Bananas are then ripened and packed in your factory. They have to be ripened in special rooms and kept at a constant temperature for about a week. They are then sorted into different sizes. Some are weighed and priced for selling direct to the supermarkets. Others are repacked into boxes to be sent to a wholesaler.

The Windward Islands are a group of islands in the southern Caribbean.

Wholesaler

You receive boxes of ripened bananas from the packaging company and sell them to fruit shops, market stalls and supermarkets.

Retailer

You sell the ripened bananas in your shop or market stall. You have to sell them fast, before they over ripen and turn brown.

Aid – Some facts

In 1970, about 20 of the richest countries at the United Nations pledged to give 0.7 per cent of their national income in aid. Only a handful do so. Norway gives 0.92 per cent, the USA 0.16 per cent.

The UK gives 0.36 per cent of its national income in aid.

Richer countries give only half as much in aid, as a proportion of their income, as they did in the 1960s.

It would cost 11 to 14 billion pounds for Africa to achieve the Millennium Development Goals.

The UK, the USA and France together spend 12 billion pounds on arms exports to developing countries each year.

Aid helps achieve development. If it had not been for aid given by the USA after the Second World War, some developed countries in Europe would not enjoy their current standard of living.

Aid helped to eradicate smallpox (a deadly infectious disease) from the world.

Source: Oxfam