

Activity sheet 2

Show me the money

Role cards

The farmer

You live in a very rural part of Honduras. You have a small plot of land, which you farm. Your main source of income comes from growing sugar cane.

You do the planting and the weeding of the fields, which takes up a lot of your time.

In harvest time the work gets even harder. Cutting the sugar cane by hand is very difficult.

Progress is slow and you get painful blisters on your hands.

After the harvest you crush the cane to get sugar juice, which you then boil to sticky syrup and put in moulds.

You will sell the sticky sugar to visiting buyers.

You work very long days, and when you come home you're too tired to work in your own garden.

This means that most of the money you make goes on buying food and other products, and there is hardly enough money left to pay for your children to go to school.

The shipping company manager

You buy the bags of sticky sugar from the farmers, load them onto your ship, and transport them to the UK where you sell them to the factory directors.

You have to pay for qualified people to work on your ship, as well as for fuel. Of course anything can happen during the journey from Honduras to the UK, so you have to take out insurance for the ships and the cargo.

The factory director

You buy the sugar from the shipping company and bring it to your factory.

You have to clean the sugar before making it into a fine sugar. You then sell it to other factories who use it for the production of drinks, sweets, etc, or you put it into attractive jars and boxes and sell it to supermarkets, cafes, and restaurants.

You spend a lot of money on advertising your product in newspapers and commercials to influence the public. The more people who have heard of your brand of sugar, the more people will buy it.

The supermarket director

You buy the sugar from the factory. Once the sugar arrives at your supermarkets you price it, put it on display in the right aisle, and sell it to customers.

You have to make your shop attractive for the customers so they will enjoy their shopping and hopefully buy more. Therefore you use expensive decoration and trained staff who will provide good customer service.
