

**Listen to these interviews with people outside a supermarket, being asked about what they have bought.**

**Optional exercise:** Decide if these sentences are true or false.

In interview 1...

1. The person thinks fair trade is a brand.
2. The person would not consider buying fair trade.
3. The person takes price into consideration.

In interview 2...

4. The person has bought junk food.
5. The person thinks “organic” and “fair trade” are the same thing.

In interview 3

6. The person thinks fair trade is only for food products.
7. The person tried to buy fair trade clothes, but found none available.
8. The person worries about the quality of the clothing bought.

In interview 4

9. The person has got bad teeth.
  10. The person doesn't care how the chocolate is produced.
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Interview 1

Q: Hi! Good morning!

A: Morning!

Q: I'm doing some market research about fair trade. I'd like to ask you a few questions about your shopping, if that's ok...

A: Sure...

Q: OK...so, first, can I ask what you've got in your bag?

A: Just doing the week's shopping – some fruit and veg, a few tins of beans, loaf of bread and a pint of milk. Tea bags and some coffee.

Q: Is the coffee fair trade?

A: What?

Q: Fair trade?

A: No, it's Nescafe. What's fair trade?

Q: It's a range of goods that are produced making sure that people in Africa or South America are paid fairly for their work and produce.

A: Sounds alright. Never seen it though.

Q: It's more expensive than ordinary coffee.

A: Oh well, then. This stuff's already expensive. Not sure I could afford that...

Interview 2

Q: Can I ask what you've got in your bag?

A: Fruit and nuts, snacks.

Q: All good healthy stuff then?

A: Yep, dried apricots, raisins, cashew nuts, and some pistachios. All organic, all fair trade.

Q: Do you always buy fair trade?

A: Whenever possible, yeah.

Interview 3

Q: Can I ask what you've got in your bag?

A: A new top and a pair of jeans. I've been clothes shopping.

Q: Are they fair trade?

A: What?

Q: Fair trade?

A: I thought that was just for coffee and stuff...

Q: No, there are also fair trade clothes.

A: I don't know about that. Let's have a look. Ok...well, the jeans were made in Bulgaria, and the top in China.

Q: Do you know if the people who made them were paid fairly for their work?

A: No, I guess I don't. They *were* very cheap...I'm not so sure now. Where can you buy fair trade clothes?

Q: A lot of shops carry fair trade lines. You have to check the labels carefully!

A: Next time, I will do...

#### Interview 4

Q: Can I ask what you've got in your bag?

A: The week's shopping....

Q: You've got lots of chocolate in there!

A: Yeah...well, got a sweet tooth, haven't I?

Q: Is it fair trade chocolate?

A: Yes, of course it is. I always buy fair trade stuff, whenever I can.

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**ANSWERS:** 1T, 2F, 3T, 4F, 5F, 6T, 7F, 8F, 9F, 10F