

BEHIND THE BRANDS - THE SUGAR RUSH

Age range: KS3-4

Time: 40-60 mins

Outline

This learning activity builds upon the Behind the Brands Power Point and helps students to understand some of the issues involved in sugar cane production today. Students then compare and contrast these issues with the brand values companies use to promote their products. This will help students use the action guide and plan how to take informed and responsible action.

Learning Objectives

- Explore first hand stories about the impact that sugar cane farming has on communities.
- Consider how brand values are used to promote products and ideas.
- Start to explore how we can take informed and responsible action with private sector companies.

Key Questions

- What is the impact of sugar cane cultivation on the lives of people who depend on the land to grow food?
- How do companies promote their products through brand values?
- How can young people communicate the change they want to see to soft drinks companies?

Resources

- PowerPoint
- Case Study
- Values Worksheets

Curricular links

England

- Citizenship - Taking informed and responsible action
- Citizenship – Rights and responsibilities

Wales

- ESDGC – Wealth and Poverty, Choices and Decisions
- PSE - Active Citizenship

Scotland

- Social Studies

Keywords

land, land grabs, sugar cane, brands, brand values



Behind the Brands: Stop the Sugar Rush	Time
<p>Starter – Sugar and soft drinks quiz</p> <p>Sugar and soft drinks have a long history both in this country and globally. Do this quick quiz to provide a brief history of the global sugar trade.</p> <p>Mark one side of the classroom ‘agree’ and the other ‘disagree’. Read out each statement and ask the young people to move to the side of the room that reflects their answer for each statement.</p> <ol style="list-style-type: none"> 1. Russia is a major sugar producer. <i>True – Russia produces 5 ½m tons of sugar each year.*</i> 2. In the UK we can grow Sugar Cane. <i>False – The UK can and does produce a lot of sugar – but it comes from the Sugar Beet plant.*</i> 3. Sugar used to cost £50 per pound. <i>True, in the year 1320 sugar was sold for two shillings a pound - £50 in today’s money. This meant it was a luxury that very few people could afford.*</i> 4. Christopher Columbus introduced sugar cane to the Caribbean. <i>True – In 1493 Christopher Columbus took sugar cane to the Caribbean island of Santo Domingo for trial planting. The crop flourished in the hot sunshine, heavy rainfall and fertile soil.</i> 5. An area the size of Italy is used to grow sugar globally. <i>True – This is 31million hectares in size.</i> 6. Brazil grows 20% of the world’s sugar. <i>True – Brazil is the world’s largest grower of sugar.</i> 7. World trade in raw sugar is worth \$32 billion. <i>False – in 2011 it was actually worth \$47billion, a rise of \$10b since 2000. Demand is expected to rise by 25% in the next 7 years.</i> 8. Coca-Cola was first sold as a medicine. <i>True – Coke’s inventor John Pemberton first promoted Coca-Cola as a headache cure when it went on sale at Jacob’s Pharmacy in Atlanta, Georgia in 1886.</i> 9. Coke can be bought in every country in the world. <i>False – it can’t be bought in Cuba and North Korea. However Coke is available in the world’s other 194 countries.</i> 10. In 2010 Pepsi sold 892 million cases of cola. <i>True. This makes Pepsi the world’s second largest soft drinks brand.</i> <p>* Facts from http://sugarnutrition.org.uk Additional facts from http://policy-practice.oxfam.org.uk/publications/sugar-rush-land-rights-and-the-supply-chains-of-the-biggest-food-and-beverage-c-302505</p>	<p>10</p>



<p>PowerPoint introduction</p> <p>Use the PowerPoint (selectively) to introduce the issue, depending on whether the young people have already seen it or not. Deleting slides 4, 7 and 9 simplifies the presentation. Deleting slide 12 removes the reference to young people taking action.</p> <p>Spend a few minutes after the PowerPoint presentation to discuss the critical questions on slide 2. If you have time, you could divide the class into groups and give each group one question to think about and report back on.</p>	<p>5-10 mins</p>
<p>Brazil Case Study.</p> <p>Use the Brazil case study to ask the young people to consider the impact of sugar cane cultivation upon the people who lived on the land where sugar cane is now grown.</p> <p>Ask the young people to imagine they are Maria. In the photo Maria is looking over land where she used to live. This land was sold to a company that sells sugar to big soft drinks companies and it is now a sugar cane plantation. Maria has been forced to leave the land against her wishes. Nearby are the mangroves where she catches fish to make a living. However Maria now lives a long way from the mangroves and the chemical pesticides used by the sugar plantation are poisoning the environment where she fishes.</p> <p>Ask the young people to read through Maria’s case study and underline or highlight any words or phrases that tell them her thoughts about what has happened to her and her community. Remind them to think critically about facts, feelings and opinions, and remember to try to put themselves in her shoes.</p> <p>Split the young people into pairs. One person should take the role of Maria and the other a news reporter. The news reporter wants to find out about the impact of the sugar plantation on the community and is interviewing Maria.</p> <p>Tell the young person who has the role of Maria to imagine they are standing in her shoes: what do they think she would say about Usina Trapiche, the company that is now farming the land?</p> <p>Summing up</p> <p>Draw out the key points of impacts on the community from the group.</p>	<p>10 mins</p>
<p>Explore Brand Values</p> <p>Continue working in small groups. This is a discussion exercise. One member of each group should be the scribe and write down the main points of the discussion.</p> <p>We are going to think about how well known companies promote their products. When companies use particular feelings or images to sell a product these are called ‘brand values’. For example Nike promote sports footwear by stressing brand values like youth, health, fitness and sporting excellence in their advertising. These brand values are designed to build an emotional bond between the company and the customer, and therefore increase sales of the product. They are used in almost all advertising.</p> <p>Introduction questions –</p> <ol style="list-style-type: none"> 1. What do we mean by brand values? Can you think of any other examples apart from Nike? 2. Are there ‘good’ and ‘bad’ brand values? For example do some brands become really 	<p>15 mins</p>



'uncool' because they don't communicate their brand values effectively to customers? (For example, what has happened to Blackberry? Could the same thing happen to Apple? What do we think about companies like Primark when they are publically accused of exploiting workers in sweatshops?)

3. Who do you think is the target audience for soft drinks like Pepsi and Coke? (Think about age, gender, nationality, income level, occupation, ethnicity, religion.)

4. Now for a different example. Who do you think is the target audience for Chanel, the luxury clothing, cosmetics and jewelry brand? (Think about age, gender, nationality, income level, occupation, ethnicity, religion.)

Hand out the **Brand Values** worksheets.

On the first worksheet are some words and images illustrating recent advertising, sponsorships and corporate social responsibility by the soft drinks companies Coca-Cola and PepsiCo and the luxury fashion brand Chanel.

Ask the young people to circle the values that they think soft drinks companies wish to promote and suggest reasons for their choices. Leave the values they think only relate to Chanel blank. They can add their own ideas if they are not on the list. There is more detailed information on the other worksheets

Now ask the young people to think back to the Brazil case study.

How far do they think the brand values promoted by the soft drinks companies in their advertising and sponsorship have been reflected in how they've done business and sourced their sugar?

Writing a message for change.

Think back to Maria in Pernabuco and how her life has been affected by the local firm that sells sugar to the big soft drinks companies.

Ask the young people to construct a **very short and concise message** that could be used to tell company directors to make a change for the better. (Use slide 11 in the presentation to remind you)

Remember that the big soft drinks companies have not been involved in grabbing land themselves, but Oxfam wants them to use their influence to get their suppliers to change how they grow sugar.

You may want to have a short discussion about why companies would care about what their customers say.

Oxfam believes the companies will make changes to the way they do business if the public, on whom they depend for profits, demand change. For example in November 2013 Coca-Cola listened to 225,000 campaigners and promised to implement zero tolerance for land grabs in their sugar supply chain. Oxfam also believes if campaigning is done in public, for example on a social media platform like Twitter, companies are more likely to listen. This is because the campaigning message is amplified by being shared in public.

Therefore it may be useful to imagine messages as a Tweet. Tweets, sent via Twitter, can only be 140 characters long so the message has to be really clear and concise.

10 mins

Ask some young people to share their messages.

Taking It Further: This exercise has asked young people to write a clever message about the relationship between a company's professed brand values and how it sources its ingredients such as sugar.

Twitter is being used more and more in campaigns and by companies and politicians to communicate their messages and ideas. It can be a very effective way to get companies to pay attention to the change we want to see because tweets can be shared in public and retweeted. By using hashtags # campaigners and companies can easily see the level of support for a campaign like Behind the Brand.

If young people have their own twitter accounts they could send their tweets to @pepsico using the hashtag #behindthebrands

No twitter? Send messages to kevans@oxfam.org.uk and we can tweet them for you from @oxfameducation

Twitter is public. It is good for the campaign as PepsiCo know people are watching them. It is also good for responsible internet use as young people understand that external audiences are watching them.

Always think about internet safety when young people are online. There are social networking safety guidelines at: http://www.thinkyouknow.co.uk/11_16/control/social-networking/

Further ideas

- Give the group a copy of the action guide and plan time for a session to plan what they want to do in support of Behind the Brands.
- To explore land grabs and the issues that surround them in more detail there are curriculum resources at <http://www.oxfam.org.uk/education/resources/food-for-thought-geography-learn-resources>

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Sugar in Brazil – Case Study

Maria Nazarete dos Santos from Pernambuco



Maria is from an area of 17 islands in the Sirinhaém estuary in Brazil's northeastern Pernambuco State.

Along with 57 other families she can trace her family's presence there since 1914. They've fished and collected shellfish to eat and sell, and grew small amounts of fruits and vegetables for their own needs. The land has long been government-owned.

In 2002 the families were forced to move after several decades of intermittent pressure from Usina Trapiche, a giant company that provides

sugar to both international and Brazilian food and drinks companies, including PepsiCo.

In 1998 members of the sugar company's private militia destroyed the communities' homes and farm land, burning down their houses and then, after they had been rebuilt, burning them down again. Fishermen who had been resisting eviction on and off since the 1960s, finally gave in after one member of the community was killed and others received death threats. Maria said: *"Some of the people who left the area early moved because of the threats, but they got no compensation from the company and live 'underneath the bridge' now (they are homeless). Many people have died over the years."*

These families must travel great distances back from the slums where they now live to fish, and they risk harassment and violence by Usina Trapiche workers. Whereas once they were able to farm and fish to feed themselves and make a small amount of extra money, now they must spend everything they earn on food. To make matters worse, the waters around the mangroves where they fish has been polluted by pesticides from the sugar fields, contaminating and killing much of their catch. Another community member says: *"If the river continues to be polluted, I and thousands of others will not be able to work and survive."*

Maria lived on the islands her whole life until she was evicted by the company. She currently lives in a two bedroom house with water and electricity that was supplied by Usina Trapice, but the house floods in the rainy season. She says she only got the house after a lot of pressure on the company. Her two sons live with their grandmother closer to their school.

She returns to the islands to build new huts and to continue fishing but she has to travel for an hour from her new house to get to her fishing grounds. She is currently being sued by the company for alleged environmental destruction. She sells her catch door to door and sometimes at Saturday market.



What are the values?

On this Sheet there are a range of words that are related to the values and image that a soft-drinks company and a luxury fashion brand may wish to promote.

Read through the words and circle the ones that you think are the brand values of a global soft drinks company.

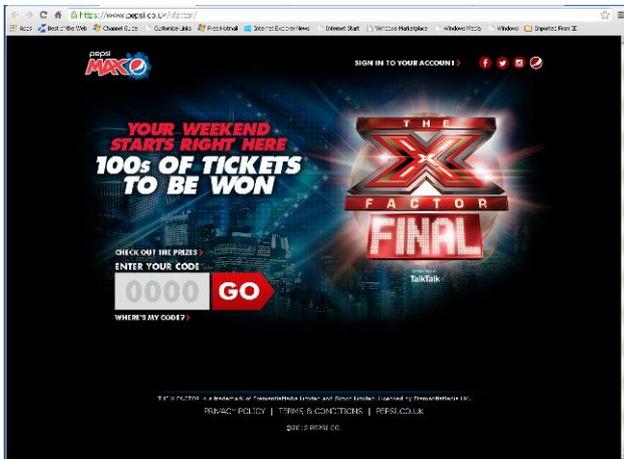
- Exclusive Convenient Fun Affordable Socially aware High quality
- Appeal to all Artistic Distinguished Global Fair minded Trendy
- Responsible Youthful Caring Health conscious Inclusive Family orientated
- Stylish Expensive Sense of community Bring people together Edgy Classic
- Chic Posh Exciting

These points and the worksheets may help you:

Chanel	Coca-Cola	PepsiCo
Chanel has a long history of sponsoring high profile exclusive arts events at places like the Museum of Modern Art in New York, ballet companies and a Royal Costume Exhibition near Paris	Coca-Cola sponsors the Olympic games	Pepsi sponsors the X Factor and Beyonce’s tour. They have just signed a sponsorship deal with Manchester United for their work in Asia.
Celebrities such as Tilda Swinton, Emma Watson and Cate Blanchet wear expensive Chanel outfits to high profile events.	Coca-Cola’s advertising campaign during the summer of 2013 asked customers to ‘share a Coke’	Pepsi sponsored David Beckham for 10 years. David Beckham is also active with charities and is a UNICEF Ambassador
	Coca-Cola sponsors a female empowerment project designed to help women around the world set up in business.	PepsiCo supports a charity called ‘The Magic Breakfast’ which supplies breakfast for children in the UK whose families can’t afford breakfast.

PepsiCo

PepsiCo sponsors many music and sports events around the world. Their adverts often depict a group of fun-loving younger people. They also sponsor a range of good causes which are listed on their website.



www.pepsi.co.uk/xfactor



<http://media.monstersandcritics.com/people/Beyonce/images/group40/SPX-003661.jpg>

Magic Breakfast

PepsiCo has been supporting Magic Breakfast since 2007, donating Quaker Oats and Tropicana fruit juice (two other brands they own). Magic Breakfast exist to give breakfast to 6000 children who would otherwise go without the meal in the UK, the strapline is "fuel for learning".

<http://www.pepsico.co.uk/purpose/human-sustainability/partnership-and-community>

If you have time check out PepsiCo's website and see other community partnerships they run

<http://www.pepsico.co.uk/purpose/human-sustainability/partnership-and-community>.

Coca-Cola

This summer Coke encouraged us all to ‘share a Coke with friends’ Did you get your name on a bottle?

Coke also sponsors many big sporting events like the Olympics. They say “we share many of the Olympic values – participation, friendship, excellence and respect, and we were proud to support London 2012” <http://www.coca-cola.co.uk/faq/olympic-games/why-does-coca-cola-sponsor-the-olympic-games.html>. Coke also sponsors many community projects around the world.



<http://cokestudio.coca-cola.com>



<http://www.coca-cola.co.uk/olympic-games/>

5by20

Coca-Cola is currently running a scheme to support women entrepreneurs across the world. Here is what they say about it:

At The Coca-Cola Company, we believe women are a powerful global economic force – but one that is consistently undervalued. 5by20 is our global commitment to enable the economic empowerment of five million women entrepreneurs by 2020. Specifically, we'll focus on the small businesses the Company works with in over 200 countries around the world.

From fruit farmers to artisans, the 5by20 initiative aims to help women overcome the barriers they face to business success. To accomplish this, we are providing access to training, financial resources and mentors. <http://www.coca-cola.co.uk/community/5-by-20.html>

Have a look at other community projects Coca-Cola has: <http://www.coca-cola.co.uk/community/>

Chanel

Chanel is an exclusive fashion brand. It was founded by Coco Chanel in Paris in 1909. The company became famous for the 'little black dress' and Chanel No.5 perfume. Chanel sells couture and ready to wear women's clothing, handbags, perfume, jewellery and make up. Stars wear Chanel garments to high profile red carpet events and a range of celebrities advertise their goods. Although Chanel clothing and handbags are very expensive, Chanel perfume and make up are marketed for mass audience.



Kiera Knightly advertising Coco Mademoiselle fragrance.
http://www.chanel.com/en_GB/fragrance-beauty/Fragrance-95228

Emma Watson wearing Chanel at the Bling Ring premiere.

<http://chanel-news.chanel.com/en/home/2013/06/emma-watson-los-angeles--june-4th.html>

Royal Costume Exhibition



Chanel sponsors high-profile arts events, including an exhibition which showcased Royal European clothing in Versailles near Paris in 2009.

<http://www.graziadaily.co.uk/fashion/archive/2009/03/31/chanel-sponsors-the-royal-costume-show.htm>