



## ENERGY AND RECYCLING: Supply Chain

You will need to use fact sheet **Energy and Recycling - [Supply Chain](#)** to help you with this activity.

### Activity

Below are six different roles that make up a supply chain. Divide the class into six groups and so that each group takes on one of the roles (but don't let the other groups know your role!).

Within your group you need to act out your role and get the coffee from the trees to the supermarket shelves. Each group should think about their own role as well as the wider business relationships in the supply chain which you rely on. Remember that every person involved wants the supply chain to work but they also want to make a profit! It should be noted that the US dollar is the currency used for trading coffee.

You will also need a facilitator (either the teacher or a student) to help encourage discussion and co-operation between each group.

Cut out the role briefs on the next page and give each one to the correct group. Groups should not share their briefs with others.

Once you have completed the role-play, think about and discuss all of the different people and organisations involved in this process – there are many more that we haven't included.

### Extension Questions:

- Do you think the growers are treated fairly?
- How can the growers protect themselves and ensure they get a better deal?
- Do you think the price you pay for coffee in the UK is reasonable?
- How many other roles can you think of in this supply chain?
- What do you know about the concept of fair trade – if you were a coffee grower, would you want to sell your coffee to a Fairtrade organisation?
- Can you think of any other examples of supply chains that might involve growers and farmers being treated unfairly?
- Has this exercise changed your attitudes towards buying coffee or any other products?

Cont'd

**ENERGY AND RECYCLING: Supply Chain** cont'd**Growers/processors 1:**

You own a coffee plantation in Ethiopia. It is a family-run plantation and is your only source of income. You employ around 15 workers, whose job it is to tend to the coffee trees and pick the beans once ripe. You also have costly processing machinery at your plantation, which allows you to sort and pack all of the coffee you produce and sell directly to the exporters; however it is not cheap to run. Your workers are all from poor backgrounds and some have very large families to support.

In any one month you can pick and process 2,000 pounds of top quality coffee beans. You are going to a coffee auction with your produce and you need to make sure you get a good price for your coffee, as you have to pay all of your workers as well as make a profit for yourself.

**Growers/processors 2:**

You own a small coffee plantation in Ethiopia. The staff consist only of you and some extended family members but, between you all, you manage to pick and process around 500 pounds of regular coffee each month.

You are going to a coffee auction with your produce and you need to make sure you get a good price – hopefully 35 - 40 cents per pound.

**Exporter:**

You run a coffee export business and buy large quantities of coffee. You need to buy 1,500 pounds of high quality coffee and are not willing to pay more than 65 cents per pound. You also need 500 pounds of regular coffee for which you will pay around 30 cents.

Once you buy your coffee, you hope to sell it at auction to the highest bidder. Hopefully you can sell it for 75 - 90 cents per pound for the high quality coffee and 35 cents for the regular coffee.

**Manufacturer 1:**

You work for a large coffee manufacturer based in the USA. You have been buying coffee from exporters in Ethiopia and need to purchase 1000 pounds of high quality coffee. You are willing to pay no more than 85 cents per pound and once bought will arrange to have the coffee shipped to the USA, where it will be roasted, blended, packaged and sold. You sell the coffee to stores across the world and charge anywhere between \$2 - \$5 per pound.

**Manufacturer 2:**

You work for a small UK-based coffee manufacturer who has just entered the coffee market. You need to buy 500 pounds of high quality coffee for no more than 90 cents per pound and 500 pounds of regular coffee for no more than 35 cents per pound. Once you buy your coffee you will ship it to your roasting factory in Derby and will roast and package it for sale.

**Large supermarket:**

You own and run a chain of supermarkets across the UK. You stock and sell different coffee products and want to extend your range to include Ethiopian coffee. You want to buy good quality Ethiopian coffee for around \$3 a pound. You also might buy some regular quality coffee for \$1 - \$1.50 per pound but only if you can be persuaded that this is worth the time and money. You will then sell this coffee for £4 - £6 per packet.