

## Learning by Ear

Globalization

Burkina Faso: Fair trade cotton

### Learning by Ear - Globalization - Burkina Faso: Fair trade cotton

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**3 voices: 1 teenager, 1 young woman, Off-Voices**

- young Male speaker 1
- young Female speaker
- speaker(male/female) 2 Off-Voices

**Clips: 2 men, 1 women**

- Chairwoman
- Female farmer
- Helvetas-representative

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**Opening LbE**

**Part 1 - Feature**

**Female speaker 1:**

Hello [Male speaker]! Hello everybody!

**Male speaker 1:**

Today, in our globalization series we're going to talk about organic farming and fair trade.

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**Female speaker 1:**

And we're heading for Burkina Faso, Africa's number one cotton producer along with Mali...

**1. Clip Car**

**Male speaker 1:**

More precisely, we're heading for the province of Bazega, about 70 kilometers south of the capital Ouagadougou.

**Male speaker 1+Female speaker 1:**

So fasten your seatbelts and let's get going!

-----**Script:** ----

**1. Clip Car**

**Speaker(male/female)2:**

Leaving from Ouagadougou, it takes over two hours to reach the village of Goumsin. After a while, the ground gets hard and it's difficult to drive the car, so the last part of the trip has to be on foot.

**2. Clip Steps**

**Speaker(male/female)2:**

All around us, the fields are dry. The harvest is over.

**3. Clip Conversation**

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### **Speaker(male/female)2:**

Here in Goumsin, 127 cotton producers have set up the Laafi la Bambou cotton cooperative. They've opted for organic farming -- which means they've rejected chemical fertilizers in favor of more natural methods. Nikiéma Mathieu is the president of Laafi la Boumbou:

#### **4. Nikiéma Mathieu\_ advantages**

*"The first advantage of organic cotton farming has to do with our health. When we used to spray the fields with insecticides and pesticides, we might spend three days in bed because of the gases. We suffered a lot."*

### **Speaker(male/female)2:**

In Goumsin province, 57% of organic farmers are women, and Susanne Zoungrana is one of them. She welcomes organic farming, which not only guarantees product quality but has also contributed to female emancipation:

#### **5. Zoungrana Susanne\_ Women:**

*"Women cultivate their own field so they don't have to depend on their husbands. If the husband sells his cotton and thinks about his wife, that's great, but if he refuses to give his wife some money, it's not a problem. Since the wife has her own field, she can reap the rewards of her own work. She doesn't have to depend on her husband anymore and can make her own spending decisions."*

### **Speaker(male/female)2:**

So in Goumsin, women have been the engines, the driving force behind organic farming.

### **Male speaker1 (laughing):**

Women engines – that's funny !

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### **Female speaker 1 (annoyed):**

Can't you just be quiet? Susanne is explaining why women are so important -- (tut tut) men!

### **6. Zoungrana Susanne\_ Bio:**

*"We abandoned conventional cotton because the work was too hard for women. We women can't use chemicals for treating the cotton. (She laughs) One man just said that his wife brought him to organic farming -- in a lot of cases, it's women who start off with organic farming and the husbands follow."*

### **Speaker(male/female)2:**

Organic cotton costs more than conventional cotton. So even if their yields are lower, the producers have a guaranteed income. Nikiema Mathieu explains:

**7. Nikiéma Mathieu\_ Prices:** *"If you produce one ton of conventional cotton and four or five hundred kilograms of organic cotton, you still make more with the organic cotton. With organic farming, you get what you sow and you don't have to give anything to the chemical companies."*

### **8. Clip Street in Ouagadougou**

### **Speaker(male/female)2:**

Back in Ouagadougou. The Laafi la Boumbou cooperative is linked to a Swiss NGO called Helvetas, which has an office in Ouagadougou. Helvetas works with Burkina Faso's national union of cotton producers, the UNPCB.

### **9. Helvetas**

*"My name is Ouedraogo Abdoullaye -- I'm in charge of Helvetas' organic farming branch in Burkina Faso. We have a support program for producers."*

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This program provides small producers with more modern equipment. Helvetas also works with the German organization HessNatur, which specializes in Fair Trade and organic farming.

### 10. Helvetas - HessNatur :

*"We have long-term contracts with our German partners, such as HessNatur, guaranteeing they will buy cotton. The program also supports social projects such as education for girls. HessNatur supports education at every level of UNPCB production."*

That's how Burkinese cotton gets to Germany -- once it's been made into clothes, Europeans who have probably never seen a cotton plant in their life wear Burkinese cotton...

ENDE Teil 1

### Music bridge

Part 2: Explanation part

Male speaker 1 and Female speaker 1:

#### Male speaker:

This idea of organic farming is interesting. It means farmers have a guaranteed income while producing quality products... But in the report we heard about "cotton" and "Fair Trade" -- basically, it's a form of alternative trade, isn't it?

#### Female speaker :

Yes, it's an alternative to trade in the classical sense. The aim is to enable producers in poor countries to earn more money from selling their produce.

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**Male speaker :**

How does Fair Trade work exactly?

**Female speaker :**

Farmers in developing countries first have to set up democratic and independent cooperatives. In the report, we heard about the Laafi la Boumbou cooperative. Then the producers have to come up with a common goal -- that means they have to find a way that the whole community will benefit from the money they make from selling their produce.

**Male speaker:**

Not so easy....

**Female speaker:**

They can get help from NGOs or organizations such as Helvetas, that we just heard about. Once they've been set up, the cooperatives are inspected...

**Male speaker :**

... who by ?

**Female speaker :**

By FLO -- Fair Trade Labeling Organizations International -- which makes sure the norms are respected.

**Male speaker:**

Such as product quality, cultivation methods, and the wages producers get...

**Female speaker:**

Yes, and then FLO can decide to give the cooperative the "Fair Trade" label...

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### **Male speaker:**

So, to get the certificate, farmers have to avoid the use of pesticides or chemical fertilizers?

### **Female speaker :**

Careful now, Fair Trade doesn't necessarily mean organic. Fair Trade is mainly driven by social interests.

### **Male speaker :**

Does that mean small-scale producers are given guarantees?

### **Female speaker :**

Yes, the prices are fixed in advance so the producers don't depend on the world market. Fair Trade also cuts out the middle-men -- and the fewer stages there are from production to sale, the more money there is left for the farmer.

### **Male speaker :**

That makes sense! But tell me, you just said "sale" -- where can I actually buy Fair Trade products? How can they be recognized?

### **Female speaker :**

First, you have to remember that fair trade products are still a niche product. In Germany, 2,500 products have the "Fair Trade" label. But to answer your question, they can be bought in specialized shops, which are often called "world shops", and more and more you can get them in supermarkets. There's an international logo for identifying Fair Trade products.

### **Male speaker :**

From what I've heard, German MPs can eat fair trade products in the Parliament canteen in Berlin!

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Generally-speaking though, Fair Trade products are more expensive than the same products produced with conventional methods -- up to about 15 percent more.

**Female speaker :**

But Fair Trade fans would say that's the price to pay for more ethics and solidarity...

**Outro****Male speaker(male/female)2 :**

And that's all for today from us at Learning by Ear. Thank you for listening to this program about globalization, organic farming and Fair Trade. A Deutsche Welle program produced by Yaya Boudani and Sandrine Blanchard. To find out more or to listen to the program again, go to our website [www.dw-world.de/lbe](http://www.dw-world.de/lbe)! Goodbye for now and don't forget to tune in next time!