



## Listening and note-taking

 2:52 Listen to a conversation at Granos Cabrera between Fabio Cabrera and his wife Magda and complete the table.

	Fabio	Magda
Opinion of Gordon Hills		
Opinion of Fiona Hills		
Reasons for Granos Cabrera's problems		
Solutions to Granos Cabrera's problems		

## Brainstorming


 Green Hills and Granos Cabrera have decided to send representatives to meet and negotiate on neutral territory in New York. In small groups, A and B, prepare the negotiation. Group As should consider Green Hills' options; group Bs Granos Cabrera's.

	Green Hills	Granos Cabrera
What we would like to obtain (maximum)		
What we must obtain (minimum)		
Possible strategies		
Our best alternative if no negotiated agreement is possible		

### Glossary PAGE 159

binding  
breach  
gentleman's agreement  
jeopardize  
practice  
turn a blind eye (to something)

## Reading

 Read the two emails. Who are they from and to, and how do they affect the situation?


 EMAIL

... and we are planning an aggressive marketing campaign based on quality and price, which fair trade and organic brands will not be able to compete with. We know the quality of your beans, and we are prepared to offer 10–15% more than your current distributor. In addition, we are prepared to help you increase your volume of production ...

 EMAIL

... our coffee is strictly organic and we are fair trade certified. Moreover, we are confident you will find that our taste is smoother and richer than that of your present supplier, at a price which is only five per cent higher ...


## Negotiation

 Hold meetings between Green Hills (Group As) and Granos Cabrera (Group Bs) to try to negotiate solutions. Use the agenda opposite.

## Agenda

Child labour  
New planting in virgin forest areas  
Pesticides  
Organic farming  
Fair trade certification  
Investment  
Prices  
AOB

## Discussion

 Compare the outcomes of the negotiations. Which strategies produced the best results?

### Internet research

Who buys fair trade foods? Search for the keywords *green consumers*. Draw up a customer profile for green, organic or fair trade products and services.