

Personality Profile

JOHN ROCK

You are 58 years old and a farmer. With around 300 head of cattle on the farm, bull breeding is your passion. In addition, you are the president of the Chocville Heritage Society, a position you enjoy very much.

Your wife left you ten years ago, after she'd had enough from your effervescent, choleric nature. The separation also damaged your relationship with your daughter Jane, who moved to her mother at the time, turning her back on you, so that your contact has increasingly whittled away. You even heard from others that she went around saying you are unpredictable and violent. Yes, from time to time you used to smack your wife in anger. But after all, that's the way in every marriage, the man having to assert himself once in a while.

You used to think that someday she would take over the farm and continue breeding bulls. But since she met this Kevin, things have changed completely. Kevin, who has always been an animal lover, does not want to be responsible for the bulls' ending up in the slaughterhouse – what a wimp! And instead of a farmer's wife, Jane is now a private eye, that's just unbelievable.

The worst impudence was that you were not even invited to the wedding two years ago, allegedly it was celebrated among closest friends and family only. Things really went badly wrong between Jane and you, probably because of your ex-wife's bad influence.

In the last two years, your daughter may have visited you two or three times. And when she did, she constantly appealed to your conscience, trying to 'convert' you at least to running your farm to organic standards. Of course, you have refrained from doing this; after all, why should you change something that has worked well for years? The money is in factory breeding and not in a few organic critters! Your conversations always ended in a quarrel. Surely this Kevin is to blame, after all, he doesn't even eat meat! Three weeks ago, he even opened his own organic shop.

Last week, a member of the veterinary office arrived at your doorstep for an unannounced check of your operation. They had received some information resulting in a strong suspicion that you were using prohibited feed from genetically modified plants. He took some samples, which are currently being analysed. However, you are sure that something will be found, and you don't know yet how to wiggle your way out of that one.

Surely this Kevin is behind it all. If you can get your hands on him, he is in for something!

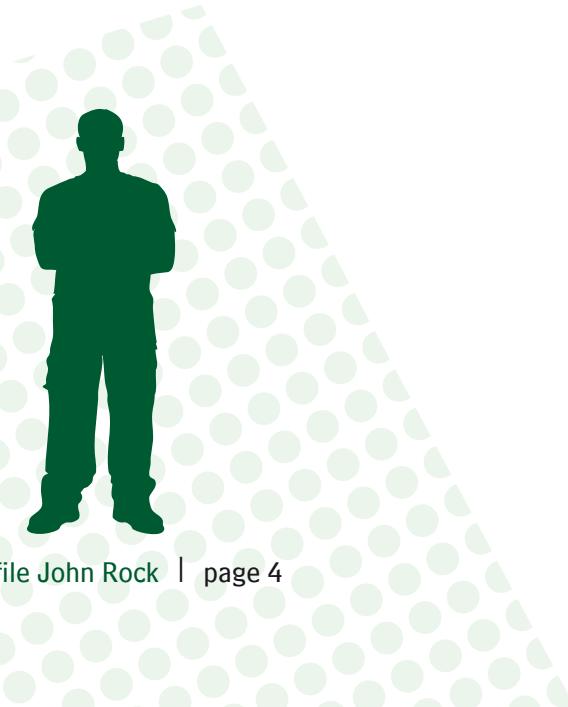
At the town's big Fairtrade Town gala, to which you as the president of the Heritage Society have of course been invited, you will surely meet him for better or worse. In the programme you have read that Kevin will perform as a speaker, but in this context, you will hardly be able to settle the score.

The time has come, it's the big evening. You are at the ceremony shortly after admission at 6.30 pm, enjoying the appetizers of the flying buffet, standing at a table with other entrepreneurs and acquaintances and chatting with Andrew Mason. Luckily, you've only seen Kevin in passing so far. At 7.30 pm Frank gets a call and says he has to leave for a while. Strange thing, that.

At 8 o'clock the official part is to begin, so you take a trip to the toilet before it all starts. As you come back you notice a commotion in the front part of the room. From the murmuring you understand that someone has broken down there. The emergency service has apparently been alarmed already. From your vantage point you can only see that there is someone lying on the floor. From the bystanders you learn that this person is your son-in-law Kevin.

A short time later, the emergency doctor arrives and screens Kevin from the gaping crowd. At some point, finally, the message gets around that Kevin Doogood could not be saved. Your table neighbours express their condolences to you.

You feel only one thing, and that is satisfaction.



The Suspects

Frank Bellows, 45 years

Boss of the wholesale company 'Fair Space', lives and works in Bristol. You do not know him, but he seems to be a successful entrepreneur.

Andrew Mason, 52 years

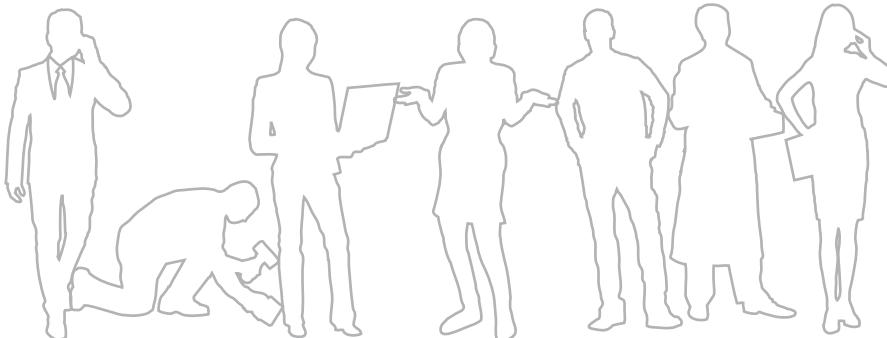
Entrepreneur and manager of a natural stone distribution company, lives in Chocville and works in Bristol. You know him fleetingly, he talked to you today. At 7.30 pm he suddenly left after a call.

Jane Doogood, 25 years

Private investigator, your daughter. Perhaps she will come to her senses now, once Kevin Doogood can no longer influence her. After all, she has your temper.

Natalia Petroviczka, 34 years

Owner of the catering business 'Delibites', partner of Yusuf – you do not know her, she only buys from the eco-crowd.



Nikos Zanidis, 23 years

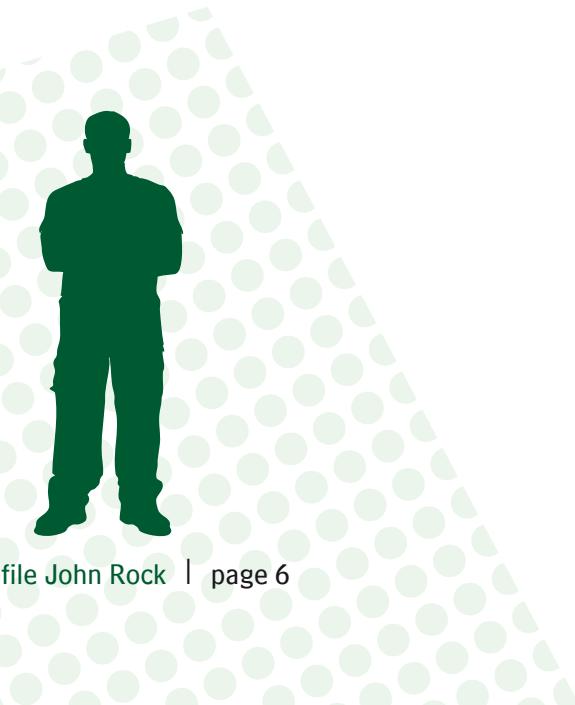
Self-employed with an organic food truck, Kevin's best friend – must be a nitwit.

Yusuf Karaca, 40 years

Owner of the ShopHere supermarket, partner of Natalia – has been on the eco-trip for some time, but at least not such a do-gooder as your ex-son-in-law

Rebecca Roller, 27 years

Town manager of Chocville, single, you know her from the marketing sessions. Seems like she is still looking for the 'love of her life'.



Fair Trade: Background Information

Even though the plot and characters of the crime dinner are fictitious, the backdrop is in many places inspired by reality. Fair Trade and Fairtrade Towns really exist. To shed some light on the subject, we would like to clarify some terms and background aspects. Of course, many topics can only be touched upon. Therefore, you will find even more detailed information in the Host's Manual.

What is Fair Trade?

Fair Trade aims to improve the situation of small producers. For this purpose, direct and long-term trade relations are sought. To enable producers to make a living, minimum prices are paid that are above world market prices. In addition, there are premiums for organic farming. Also, exploitative child labour is prohibited, as is discrimination against women, migrant workers and trade unions.

For further information on Fair Trade go to:
wfto-europe.org.

What is a Fairtrade Town?

Towns can apply to the 'Fairtrade Towns Campaign' to be certified as a Fairtrade Town. To qualify, they have to fulfil certain conditions. For example, only Fair Trade coffee may be served in the town hall and a certain number of shops (depending on the size of the municipality) must offer Fair Trade products. After certification, these criteria are regularly checked so that Fair Trade is upheld.

For further information on the 'Fairtrade Towns Campaign' go to:
www.fairtradetowns.org.

What about seals and labels?

Nearly all products come with colourful seals and labels. Fair Trade also uses such seals and labels. For consumers, it is not always easy to see which of the many seals are verified and trustworthy. This is why we have compiled a list of trustworthy Fair Trade seals for food. We present these in the Host's Manual in the chapter 'Shopping Tips'.

What about child labour in the quarries?

All over the world children work for money – to support their family or, as in Germany, to supplement their pocket money. This work becomes problematic when it is physically exhausting or dangerous, but also when it makes it impossible for the children to go to school, or just be a child. ILO Convention 182 bans this exploitative kind of child labour worldwide.

Nevertheless, especially in India and other Asian countries, children work in quarries under such conditions. However, some quarries do not use child labour and also pay attention to labour rights generally. You can have your products independently certified by Xertifix.

For further information on exploitative child labour – not only in quarries – and measures against it go to www.aktiv-gegen-kinderarbeit.de (in German). Information in English can be found at www.un.org/en/events/childlabourday.