



### *Personality Profile*

## **YUSUF KARACA**

You are 40 years old and for six years have been the managing director of the ShopHere supermarket, the largest food store in the region. You are a conscientious businessman: you pay your employees a decent wage, and regional involvement is important to you. Environmental protection, social justice – that must be possible in business life, too.

Your partner in life is Natalia, who has been running the catering business 'Delibites' for four years. This partnership means that two strong leaders have got together here, and that can sometimes lead to arguments, especially since you always have to keep a close eye on Natalia. She is so wonderfully beautiful that other men keep flirting with her. But you could win her for yourself and you know she's way too busy to get involved with other men.

But there is one guy whom you do not trust: Frank Bellows, who runs the wholesale business Fair Space. Natalia gets the Fair Trade products for her food from him. You cannot understand why she does not buy her goods from you. It would make total sense, after all! Besides, that would mean that finally, Natalia would have no dealings with Bellows, anymore. But he is a much cheaper source of Fair Trade products for her, pure and simple.

So she inevitably has dealings with him again and again, which he probably relishes. You have the impression that he hits on her at every turn.

But maybe it would not be good if your professional and private lives were mixed up in your relationship. With two pigheads like you this would surely mean even more potential for conflict. At some point you agreed that none of you should interfere with the work of the other, unless you specifically ask for their advice. This has so far been the best arrangement for you.

Fair Trade seems to be the trend of trends right now. Just three weeks ago, Kevin Doogood opened a Fair Trade shop in the town, too. Such a young boy, who knows

as much about retail as the man in the moon. Unfortunately, his outfit seems to be doing well. You can hardly believe it, but since he opened his shop there has been a marked decline in the sale of Fair Trade products in your supermarket. That has to stop!

Sooner or later you'll have to come up with something. Especially after this Kevin came on to Natalia the other day. Purely professional meeting, she said. Really?

But for now, the big gala evening is about to happen, where Chocville will be honoured as 'Fairtrade Town'. Natalia has been asked to conjure up the buffet for the event. Of course, you do not begrudge her this commission! You as an important entrepreneur have also been invited. In the invitation you read that Kevin Doogood is to give a ceremonial address. Well, that's going to be fun! You are not looking forward to this evening with lots of dry speeches. It is sure to be dead boring...

Natalia has been in the middle of preparations for days and was on site long before the start of the event to arrange the buffet. The reception will start at 6.30 pm, but you will have to do some business first and arrive a little later, at about 7.45 pm. This way you get enough of the food, but you won't get bored forever, at the same time.

Shortly after your arrival you go see Natalia in the kitchen to give her a quick kiss. Then you go to a table where several well-known entrepreneurs and businessmen from Chocville are standing together, and hold small talk with Andrew Mason, the owner of a natural stone distribution company. You have not yet spotted your special friend Frank Bellows. Instead, you have spotted the star of the evening, keynote speaker Kevin Doogood, who is looking around very excitedly and seems to be searching for someone.

Just before the official part with the speeches begins, you can see Natalia making

her way through the crowd with a plate of cupcakes. You're happy that she wants to bring you your favourite cakes in person, but she first goes to the table where Kevin is standing. After that she will probably come over to you. But that does not happen, because at the table next to you Kevin breaks down gasping for air.

The bystanders bend over him, panic, and are shouting for help. You immediately take out your mobile and call the emergency service. Others are trying to revive Kevin. You go to the exit to receive the emergency doctor and escort him through the crowd and to the patient. But help comes late, the doctor can do nothing for Kevin anymore.

Immediately one thought flashes through your mind: Now you don't have to worry about your sales anymore, your competition is gone! But in the same instant you are ashamed of the thought. One shouldn't wish that kind of thing on anyone...



# The Suspects

## John Rock, 58 years

Farmer and president of the Chocville Heritage Society, father of Jane Doogood, divorced for 10 years. You know him by sight.

## Frank Bellows, 45 years

Boss of the wholesale company 'Fair Space', lives and works in Bristol, single. You know him only because Natalia does business with him. You think he fancies her.

## Andrew Mason, 52 years

Entrepreneur and manager of a natural stone distribution company, lives in Chocville and works in Bristol. You know him fleetingly. At the reception you exchanged a few words with him.

## Jane Doogood, 25 years

Private investigator, widow of the victim Kevin Doogood. You know her by sight.



## Natalia Petroviczka, 34 years

Owner of the catering business 'Delibites', the love of your life.

## Nikos Zanidis, 23 years

Self-employed with an organic food truck, Kevin's best friend. You know him from the marketing sessions on the Fairtrade Town.

## Rebecca Roller, 27 years

Town manager of Chocville, single. You know her from the marketing sessions on the Fairtrade Town.



# 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](http://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](http://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](http://www.aktiv-gegen-kinderarbeit.de) (in German).

Information in English can be found at [www.un.org/en/events/childlabourday](http://www.un.org/en/events/childlabourday).