

International Business Commodities Case Studies

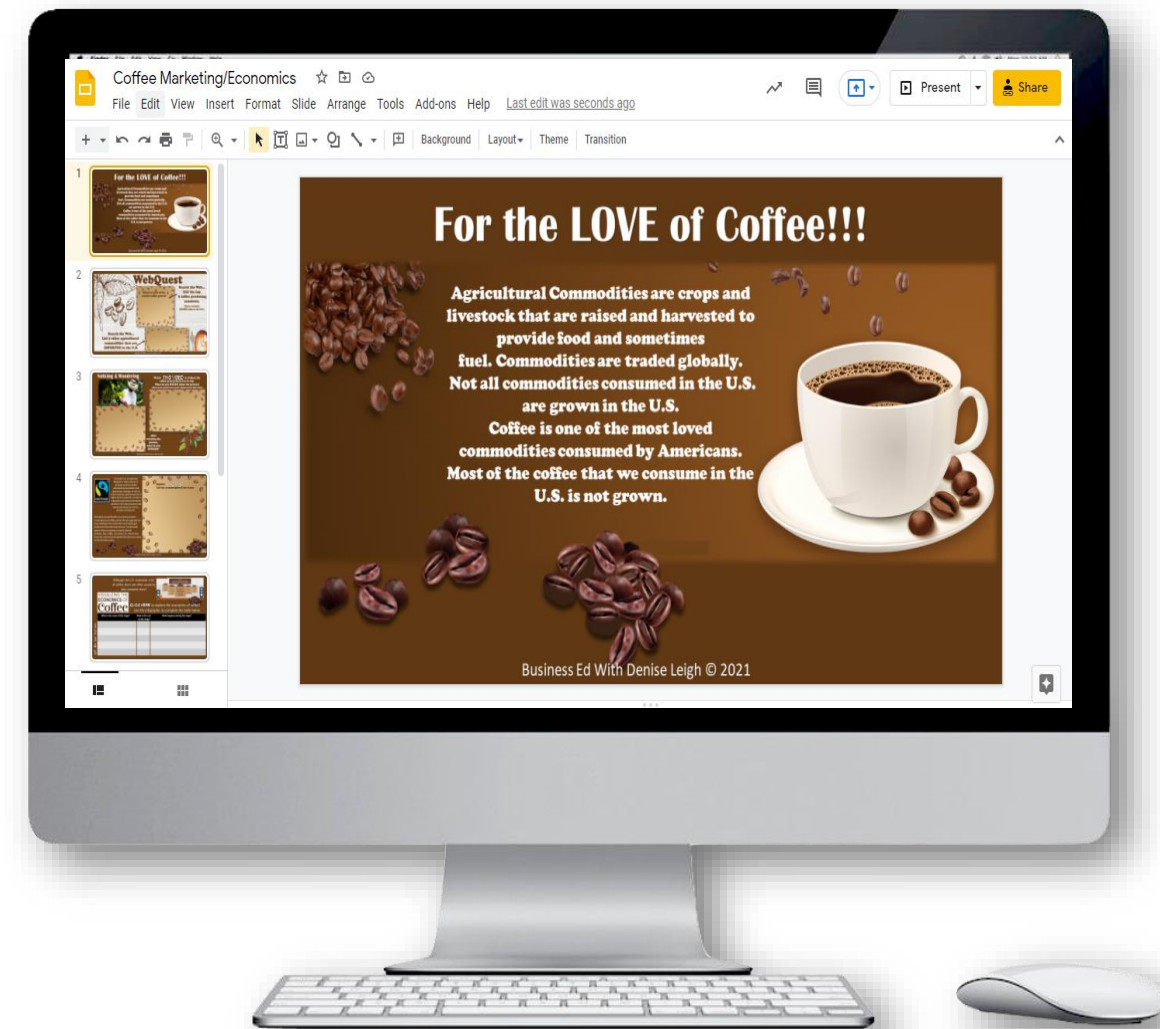
Case Studies on:

COFFEE

COCOA

BANANAS

AVOCADOS



4 Engaging & Interactive Case Studies on 4 Favorite Commodities!

BUSINESS EDUCATION WITH *Denise Leigh*



- ✓ **Students learn about Fair-Trade, Ethical Practices, Commodity Processes, and more!**
- ✓ **Four (4) separate digital interactive activity files with videos & moving parts!**
- ✓ **Each file is 6 to 8 pages long.**



Explore the economics of a cup of coffee as well as the stages of production from tree to cup!

Analyze COST!

Although the U.S. consumes a lot of coffee, there are other countries who consume more!



VISUALIZING THE ECONOMICS OF Coffee

CLICK HERE to explore the economics of coffee!
Use the infographic to complete the table below.

	What is the name of this stage?	What is the cost of this stage?	What happens during this stage?
1			
2			
3			
4			
5			

Discover information about America's most popular coffee brand!

Critique the Website of this popular brand!



Click here to explore the official Website for Folgers Coffee.

Folgers is the leading brand of coffee in the U.S.

What is found under the "Our Coffees" tab?	Click to add text
What type of information is under the "Coffee Basics" tab?	Click to add text
Explore the "Coffee Recipes" tab and list two recipes that you think is interesting.	Click to add text
Click on "The Folgers Story" tab. List 3 facts about the history of Folgers Coffee.	Click to add text

Discover the two most popular coffee shop companies and 'Decide and Defend' your preference.



STARBUCKS VS DUNKIN'

Starbucks and Dunkin' dominate the coffee shop industry. Starbucks was the first to market coffee in the U.S. and has a strong trend. In contrast, Dunkin' has a 'donuts' reinvented their brand and they can truly compete as a coffee shop alongside Starbucks.

Decide and Defend your preference by listing what you like about that brand.

MARKET SHARE OF COFFEE SHOPS IN THE UNITED STATES (BY NUMBER OF STORES)

Starbucks	14,875
Dunkin'	9,570
Jab Owned Brands	4,738
Other	8,000

Business Ed With Denise Leigh © 2021

COFFEE

WebQuest


Where is most of the world's coffee grown?
Click to add text

Search the Web...
List the top 5 coffee producing countries.
(These countries EXPORT coffee to the U.S.)

Search the Web...
Click to add text

Students learn about agricultural commodities and explore the top commodities in the U.S.
Watch a video of the coffee growing and processing from tree to cup!

Coffee



Fair trade is an arrangement designed to help producers in growing countries achieve sustainable and equitable trade relationships. Members of the fair trade movement add the payment of higher prices to exporters, as well as improved social and environmental standards. Fair trade promotes trade equity and fairness for farmers, growers, and laborers.

Fairtrade (one word) refers to primary products including tea and coffee, where farmer organizations have undergone the certification and labelling of products by Fairtrade International. The Fairtrade system allows consumers to easily identify products (tea, coffee, chocolate, rice, cotton) that have met internationally-agreed Standards according to the Fairtrade system.

Business Ed With Denise Leigh

Explore THIS LINK
List the 10 principles of fair trade.
Click to add text

Noticing & Wondering



Watch THIS VIDEO to witness the coffee process from tree to cup.
What do you NOTICE about the process?
(there is no need to have your volume on for this video)

Click to add text

After watching the

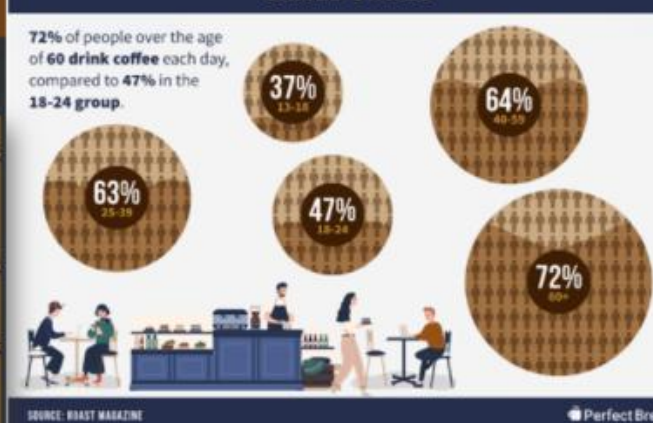
Coffee Demographics

After reviewing these infographics, what can one conclude about the ideal customer for coffee?
Complete the statement below...

YEARLY SPENDING ON COFFEE BY GENDER IN THE UNITED STATES

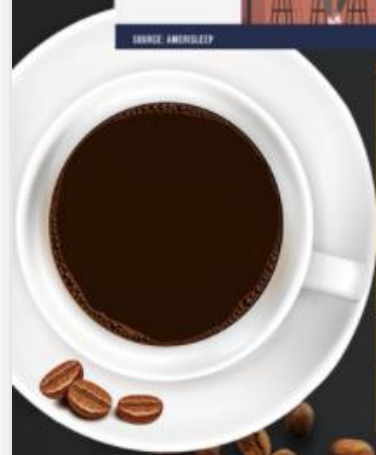


DAILY COFFEE CONSUMPTION BY AGE GROUP IN THE UNITED STATES



Explore Fair-Trade and the 10 principles of fair-trade practices.

Assess the demographics of a coffee drinker!



The target market for coffee drinkers is...
(male or female...what age?)

Click to add text

Cocoa

The cocoa bean or simply cocoa, also called the cacao bean or cacao, is the dried and fully fermented seed of *Theobroma cacao*, from which cocoa solids and cocoa butter can be extracted.



Very little cocoa is produced in the U.S. 70% of the cocoa is grown in West Africa. It has a long process to go through in order for it to become the chocolate bar that we enjoy today.

[Click here](#) to see the process.

Business Ed With Denise Leigh © 2022

In 2019, The Ivory Coast was the world's leading cocoa bean exporter, based on export value. That year, the Ivory Coast exported about 3.57 billion U.S. dollars worth of cocoa beans worldwide. The Ivory Coast is also known as Côte d'Ivoire.



[CLICK HERE](#) to take a Google Earth Trip to Côte d'Ivoire.

Click on the points of interest in the upper right corner to explore.

Search the Web...What other commodities come from Côte d'Ivoire?

Click to add text



Business Ed With Denise Leigh © 2022

Search the web....

What 5 countries are the leading importers of cocoa?

Click to add text

Cocoa seed is used for some medical uses. List three below...

Click to add text

Business Ed With Denise Leigh © 2022

Cocoa



Search the Web for the top countries who export cocoa.

Place a  over the top 5 countries who import to the USA.

Click on the cocoa bean to drag it over the map.

Three of the largest chocolate companies are

HERSHEY

MARS WRIGLEY CONFECTIONERY

NESTLE SA

SEARCH THE WEB...

Select one of the chocolate companies above and list 10 facts about that company.

Click to add text

Business Ed With Denise Leigh © 2022

Read [this article](#) about what farmers in Ghana are prompted to do after uncertain growing conditions



After reading the article, what can be done about uncertain growing conditions for farmers? How has it changed their success?

Click to add text

Business Ed With Denise Leigh © 2022

Know Your Avocados

Did you know?

- Avocados aren't actually a vegetable; they're a fruit.
- One tree can produce up to 500 avocados each year!
- Avocados are free from cholesterol & sodium & a great source of heart-healthy unsaturated fats.

Where are avocados grown?

#2 California
#1 Mexico

1 Avocado = 250 calories, 13 g fiber, vitamins + minerals

Also known as the "alligator pear"

Watch **THIS VIDEO** on avocados.



The U.S. consumes over 3 billion pounds of avocados annually. Mexican avocados are imported and marketed to the U.S., however, California avocados growers take the lead in supplying most of the avocados consumed in the U.S.

[CLICK HERE](#) for an aerial view of an avocado farm in California.

[CLICK HERE](#) to access the California Avocado growers website.

Explore the California Growers Website above and list 5 facts about California Avocados.

Click to add text

Avocados

Use the Web to research about AVOCADOS
List 10 facts about avocados....

Click to add text

AVOCADOS

Search the Web for "Top countries to export avocados"

Place an avocado over those countries.

1. Click to...
Click on the avocado above to drag it over the map.

Business Ed With Denise Leigh © 2022

In the last couple of decades, the popularity of avocados has risen tremendously.

Look at this graphic that illustrates the rise in popularity.

Year	Consumption (millions of pounds)
1985	436.6
1995	360.1
2000	542.5
2005	938.3
2010	1,316.9
2014	1,948.5
2015	2,239.7
2016	2,325
2017	2,233.3
2018	2,622
2019	2,783.4
2020	2,698.5
2021*	3,022

© Statista 2022

Business Ed With Denise Leigh © 2022

Fun Fact: Avocados are in the same family as cinnamon.

2. Click to add text

3. Click to add text

Business Ed With Denise Leigh © 2022

The world goes
BANANAS
over
BANANAS!

Watch [THIS VIDEO](#) on Bananas.

Search the web and find 5 FUN FACTS about bananas...

Click to add subtitle

More than 100 billion bananas are eaten every year in the world, making them the fourth most popular agricultural product. Americans eat an average of 27 pounds of bananas per person every year. More than

Search the Web for the top banana producing countries. Please list over the top 8 countries who import to the USA.

Circle the number of ripeness that you prefer.

1 2 3 4 5 6 7

Bananas

Bananas are the most popular fruit in the U.S. Because of the large demand for bananas, they are surrounded with controversial growing practices such as the use of pesticides and unfair labor practices.

[CLICK HERE](#) to access a link to discover some initiatives to buy ethical bananas. Use this link to complete the next slide.

Click on to drag n

Using the resource link on the previous page, explore the 4 ethical initiatives and explain each.

Certified Fairtrade
Click to add subtitle

Certified Organic
Click to add subtitle

Equal Exchange
Click to add subtitle

Earth University Bananas
Click to add subtitle

Business Ed With Denise Leigh © 2022

Teacher Testimonials



My **students loved** using the different areas of this, and she always makes such an engaging lesson to use. **Highly recommend anything from Denise Leigh.** It never disappoints. This was great for Intro Business students and great for a sub day or when you are there.



Love the real-world aspect of these case studies! **Excellent resource!**



Denise has the best engaging activities. This was a great resource. I used this with the International Business resource that she sells.



I highly recommend anything from this seller. Thank you for your quality, relevant and comprehensive resources.

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

