



# FAIRTRADE - ON THE ROAD WITH HANNES JAENICKE

by Sibylle Smolka



## SYNOPSIS

Many everyday life goods get to us from all over the world. Even though they have crossed thousands of miles, their prices are shockingly low. On almost every occasion, this counts in to the disadvantage of the producers. While global players make gigantic profits, the farmers stay poor. Meanwhile, an alternative to this scenario does exist: Goods and products derived from fair trade.

But can we really change things by our personal shopping tendencies only? Do we as consumers hold the power to change consume for the better? The actor and author of bestseller books Hannes Jaenicke makes it his goal to find out exactly about these questions. In a journey around the globe, he visits various small famers and producers who sell their products via fair trade. They show him how they live and work. What kind of people are they? And what has changed for them by getting organized in fair trade unions?

## CAST AND CREW

DIRECTOR Sibylle Smolka · PRODUCER Heike Kunze · SOUND Enno Grabenhorst · EDITOR Clara Kirstin Geller · DOP Thomas Henkel

2015

130 min

FORMAL CATEGORIES

Human Rights,  
Ecology/Environment, Economy

CONTENT CATEGORIES

Short film, Series

PREMIERE

Germany (2015)

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