



Honor Element 7: A Rose by any other Name

<p>Economics, Sustainability, Art</p>	<p>A Rose by any other Name</p>
<p>Grade Levels: 7-12</p> <p>Time: 1 hour, 30 minutes</p> <p>Resources: Paper, pencils, colored pencils or markers, Ruler (optional) Internet resources (optional)</p> <p>Objectives</p> <p>Learners will consider:</p> <ul style="list-style-type: none"> • The impact of free trade, fair trade and triple bottom line on economic well-being. • A personal definition of honor in relation to small industry. • A system for ensuring profitability, workers' rights and good economics. 	<p>Teacher or Self-Directed Learners will:</p> <ul style="list-style-type: none"> • Read the background information. • Conduct further internet research (optional). • Create and discuss a Code of Honor with partners. • Draw a map and economic plan for a hypothetical rose growing operation. • Draw flowers to use as the basis for a logo.

Photo by Dylan Johnston, *Slate*, Feb. 13, 2015; Chart from NPI.

Introduction

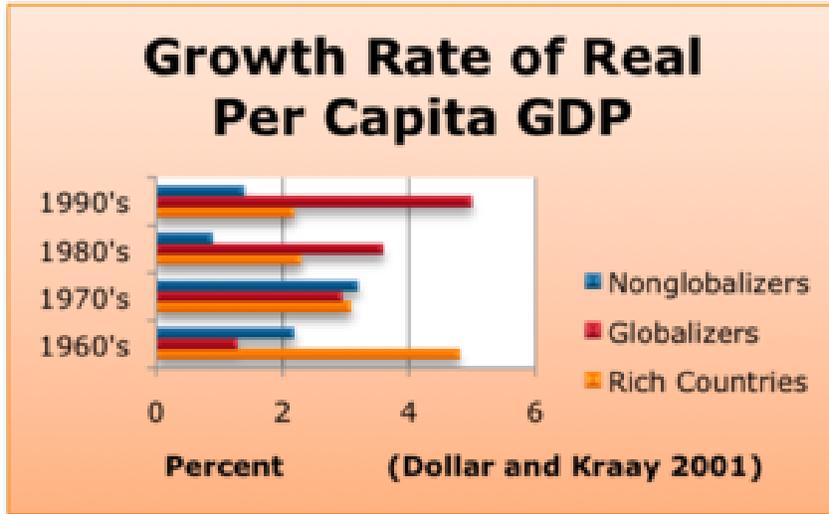
Colombia ships roses to 90 countries. The savannas around the capital city, Bogota, feature a high elevation, with plenty of rain and sunlight in equal measure. After years of fear of dangerous conditions in the country, flowers offered a safe way for many people, especially women, to make a living in recent decades.



Some of the growers decided they would produce pesticide-free roses. They kept the flowers pest-free by waving smoke and by placing mint bushes at the edge of each row.

The workers began to cultivate, harvest, de-thorn, measure, cut and box the bouquets, maintaining them at cool temperatures between 34 and 40 degrees, Fahrenheit, until rushing them off for air travel to their final destinations. Although the flowers may be picked at elevations as high as 8,400 feet, rushing them to market before they start to wilt requires cold work rooms and quick work.

Growers in Colombia fly thousands of planeloads of roses to grocery stores or floral shops abroad, producing large orders in time for every special holiday.



Free Trade

At certain times, countries have made agreements not to charge a tariff on one item that another country wants to grow, in exchange for importing other

tariff-free goods from that country. Reducing tariffs (export and import taxes) helps to reduce costs and boost jobs for smaller countries.

Such an international “Free Trade Agreement” helped introduce the world to the beauty of Colombian roses. For example, when the US didn’t want its good to be taxed, it too stopped taxing Colombia roses. This enabled the US to send its own imports to Colombia less expensively. Now 60% of all roses in the US come from Colombia.

The chart above shows that countries had a chance to catch up, to reduce poverty in the last half of the twentieth century by exporting more goods. Research an example from your country to find a product that reduced poverty or shifted economic impact through lower tariffs.

Fair Trade

The increase in Colombia’s flower trade created many more jobs for women. Some floral companies took care of the needs of these women, while others did not offer to let them keep their jobs if they became ill or took time off to give birth.

Many people now emphasize “fair trade” to ensure that as an industry rushes to take advantage of a global market, it doesn’t push its workers into “sweat shop” conditions and unfair treatment.

People, Planet, Profit

A “triple bottom line” project describes an industry that sustains the environment, helps people in the community, and ensures enough profitability to endure. How well do you think the small rose farm performed by growing roses without pesticides while also providing free lunch and safe working conditions, with time off for illness and decent wages for women?



Imagine you are a rose grower. You are glad to send bouquets to the world, but you also consider ways to do so with honor.

Project 1: A Code of Honor

With classmates or siblings, in a small group, write a Code of Honor, describing how you will treat your partners and workers and how you would like them to treat one another.

- How will you honor your commitment to workers just as you expect them to honor their commitments to the group?
- How will you honor their need for safety, health and for the needs of their children to learn?

- How will you honor kindness, honesty and hard work and also set reasonable work expectations?
- How will you charge a fair price to your customers and still be fair to your workers? Will you train the workers to share the financial benefits as well as the responsibility for the success of the company?

Project 2 Mapping the Future

Make a drawing showing what your rose growing operation will look like. Show:

1. A greenhouse for new buds
2. Outdoor space for growing the roses
3. A refrigerated room for cutting, dipping and packages the roses
4. Your mode for transporting the flowers
5. Record the number of hectares or acres on the property. If 20 workers work together on each acre, how many roses will each person need to grow and package in 30 days, in order to supply a chain of stores with 600 bouquets? (Show your equation and your sum.)
6. To allow that 10% of workers could be sick on a given day or that a weather emergency could occur, will you promise fewer roses and adjust your quota—and then surprise the stores if you can bring more? Give an adjusted number.
7. On your drawing, write a personal mission statement (one sentence) that reflects your code of honor and relates to your rose growers.
8. Name your operation accordingly. Write the name as the heading. Keep in mind Shakespeare's reminder that a name means little unless your honorable actions back it up: "A rose by any other name would smell as sweet." (Romeo and Juliet, Scene II, Lines 43-44, Act-II)