A World of Chocolate?

Today, nearly 70% of the world’s cocoa is grown in West Africa, especially Côte d’Ivoire and Ghana. They could even design their own Fairtrade chocolate bars – helping to ensure that farmers receive a fair price for their cocoa, as well as contributing to local community projects. 

Chocolate is made from the cacao bean. It originates from the tropical forests of South America – discovered by the Aztecs who drank it hot, with the addition of vanilla and spices. Yum! 

When you buy Fairtrade chocolate, you help farmers to receive a fair price for their cocoa, as well as contributing to local community projects. 

Competition and past winners

Congratulations to... 

Dion Burgess of Darrick Wood School, Kent, who won last term’s caption competition with his festive line: “an attempt to create Rudolph the red nosed reindeer goes horribly wrong for this man”.

Malcolm Cline of Reigate Grammar School, who won a luxury Easter egg after entering our Summer 2012 competition.

More about geog.atlas inside 

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Why not ask students to consider the importance of cocoa in people’s lives around the world? They could even design their own Fairtrade Easter egg, along with a marketing plan to sell it to all their friends.

A World of Chocolate?

How good is your locational knowledge?

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On being GA President ...
by Bob Digby

In October 2009, I received phone calls from two friends: ‘We’d like to nominate you for GA Junior Vice-President for next year.’

‘Really?’ I thought. ‘Me?’ I was flattered of course – but to be honest I had no idea what the job would involve, beyond addressing 400 people at the 2013 conference.

Over three years on, I’m now President, and it’s both an honour and enjoyable. It’s voluntary, so there’s no free BMW or platinum Amex card. It’s a four-year term – from Junior VP, to Senior, to President, and finally, next year, to Past President. The four-year term ensures that you get experience of working on – and this year chairing – the GA’s Governing Body.

Over that time, we’ve become owners of our headquarters in Solly Street, Sheffield, and appointed Alan Kinder as our new Chief Executive; unfortunately, we’ve also had to make a quarter of staff redundant as austerity hits project funding, which forms one third of our income.

But most importantly for the future, we’ve held discussions with the DfE about the proposed new National Curriculum, in partnership with the RGS-IBG. The new proposals offer opportunities for the subject in schools and for teachers.

As I write, our annual Conference is a month away. The lecture is almost written. Numbers of delegates are at an all-time high. If you want to come along, go to the GA’s website – www.geography.org.uk – and register. You’ll get a warm welcome! In fact, if you have just one chance for CPD this year, make it this conference.

The ‘World watch’ section provides accessible coverage of places likely to feature in the news:

1. the Middle East
2. Israel and the Palestinian territories
3. the Arctic
4. the Sahel
5. Afghanistan
6. North and South Korea

It’s unique to geog.atlas, and will broaden your pupils’ knowledge and understanding.

geog.atlas – new and different
Perfect for teaching and learning

We always like it when teachers give us feedback – when you tell us what you want – because it helps us create exciting new books for your pupils.

You told us that many pupils have poor locational knowledge and can find traditional atlases rather daunting.

With this in mind, we’re introducing geog.atlas. It’s different to other atlases. With simplified maps and accessible text, presented in the distinctive, engaging style of geog.123, it’s designed to improve your pupils’ locational knowledge and understanding of the world.

How is it different?

It helps pupils in three vital ways:

1. It improves key locational knowledge. Clearly-labelled, simplified, and focused maps, and the engaging ‘Places to know’ pages, encourage pupils to build a secure framework of place knowledge.
2. It enhances understanding. Straightforward explanations and advice help pupils to ‘read’ maps and understand what they show.
3. It builds confidence. The uncluttered maps are easy to use and interrogate, so pupils become more confident about looking at and using maps of all types.

geog_atlasmap_0250.png

For each continent, and for the British Isles, there’s an absorbing ‘Places to know’ map

Key and interesting places are brought to life with photos and text to create pages pupils will enjoy exploring

Advice alongside maps helps students to ‘read’ them and understand what they show

Clearly-labelled maps are accessible for all your students

Stunning satellite images alongside physical geography maps aid understanding

Includes thematic and topological maps

See you at the GA!

This year’s GA annual conference is being held at the University of Derby on 4–6 April. We’ll be at Stands 21 and 22 with geog.atlas, information about the revised second edition of GCSE Geography Edexcel B and freebies, as well as all our other resources for Secondary Geography.

WIN! your copy Turn to the back page and try this month’s competition. 5 lucky winners will each receive a copy of geog.atlas.