

- ▶ This mini unit was created by a cohort of professors at Santa Barbara Community College in conjunction with UC Santa Barbara. It focuses on teaching students about global trade through the vehicle of a familiar item: a t-shirt. We will be piloting this program for the next few school days. On Friday of next week, a representative of this program will be coming in to talk to you a little more about career options in the world of global trade. So, ALL work for these lessons must be completed by then. Yes, these tasks count as part of your grade in the class.

All Kinds of Cotton: The T-shirt is in Texas

Lesson #1



**Write this title down
in your assignment
list AND on your
notebook page.**

Intro:

1) What is the definition of global trade and logistics?

Copy this question down and answer it after watching the video

Global Trade Defined

- ▶ Next, we begin the story of a t-shirt by starting at the beginning - with the cotton. In order to understand the first step in the making of a t-shirt, we must start with the cotton farm, and the science behind it.

The Beginning: Cotton

- ▶ Planet Money Makes a T-shirt
- ▶ 2) How has technology improved the human experience?

**Copy this question
down and answer it
after watching the
video**

Slavery

**Copy these
notes down**

- ▶ Slavery was first way cotton farmers “avoided” the competitive economic market by having captive field hands instead of paying them
- ▶ Technology is another way farmers avoid the competitive world market
- ▶ 1st tech advancement - reliance on tractors instead of mules
- ▶ Today, scientific support for chemical compounds that “freeze” cotton plants for harvesting, using genetically modified seeds, relying on special mobile phone apps to manage their fields
- ▶ Cotton farmers avoiding the competitive world market again and “drastically reducing once and for all their risky association with farm labor”



Cotton Farming Technology

**Copy these
notes down**

- ▶ Able to cultivate more cotton with less risk, thus creating more wealth
- ▶ Big agriculture cotton farms no longer include a personal interface between an owner and farm laborers
- ▶ Tech also has disruptive effect on jobs
 - ▶ Good paying jobs eliminated?
 - ▶ Environmental cost?
- ▶ “The virtuous circle of scientific discovery in American cotton farming continues to do away with risks - labor market risks, weed risks, insect risks, weather risks - each random element of the farmers’ livelihood has gradually been brought under control.”



MACHINES

Now, let's explore the machines in Asia that manufacture cloth.

Read this recap

- ▶ Corporate dominance is found in the U.S. economy, when a particular corporation asserts control over the marketplace. For example, Coca Cola maintains corporate dominance by maintaining almost 49% of the market share in the soft drink industry. Coca Cola grossed over \$20 billion in 2018. This large sum of revenue means that a large proportion of the industry is controlled by one organization, and this exemplifies corporate dominance. The GMO biotechnology of corporations like Monsanto is as complicated as the secret formula for Coke, and corporate dominance plays a role around the globe for both of these companies.

Critical Thinking Qs

- ▶ 3) What role does corporate dominance play in our economy?
- ▶ 4) What are the advantages and disadvantages related to the corporate dominance of companies that promote GMOs?

Copy these questions down and answer them. I recommend drawing out a T-chart to organize your response to the second question.

When you're done, share with a partner

Read

Monsanto seeds can produce a beautiful variety of tomatoes. Monsanto is able to develop seeds that produce vegetables with more nutrients than regular vegetables, helping conserve natural resources and providing excellent taste.



GMOs - Let's do some research!

- ▶ What are the dangers of GMO foods?
- ▶ What is the long-term impact of the use of GMOs on human health?
- ▶ How safe is it to play with nature and the environment?
- ▶ Why has Europe banned GMO products?

You will need a Chromebook to do some research. Write each question down in your Passport and record your answers. Once you finish, share with a partner.

Patagonia and Organic Cotton: A Case Study

- ▶ Read and mark the article
- ▶ Answer the follow-up questions

**Assignment #2
on your unit
assignment
list!**

You will now be given an article that will provide you with further information about organic cotton. Please follow the directions found on the last page of the document.

Lesson 1 Main Take Away Points

**Copy this
down in your
Passport**

- ▶ Technology has changed the way that cotton farms operate, from times of slavery to the modern GMO seed. Which option is better: organic or conventional cotton? Each is affecting the cotton farm and society differently and has distinct advantages and disadvantages.