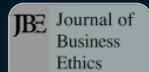


[Home](#) > [Journal of Business Ethics](#) > [Article](#)

Mainstreaming and its Discontents: Fair Trade, Socially Responsible Investing, and Industry Trajectories

| Published: 27 June 2014

| Volume 130, pages 601–618, (2015) [Cite this article](#)



Journal of Business Ethics

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:



- > **Store and/or access information on a device**
- > **Personalised advertising and content, advertising and content measurement, audience research and services development**

Accept all cookies

Reject optional cookies

Manage preferences

credibility hypothesis—that explain why going mainstream has been so hotly contested in the fair trade movement but not the SRI movement. I articulate these hypotheses and evaluate their merits.

 This is a preview of subscription content, [log in via an institution](#)  to check access.

Access this article

[Log in via an institution](#) →

Subscribe and save

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to [springer.com](#) and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

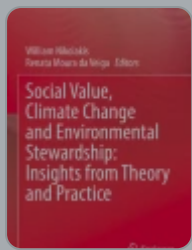
Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

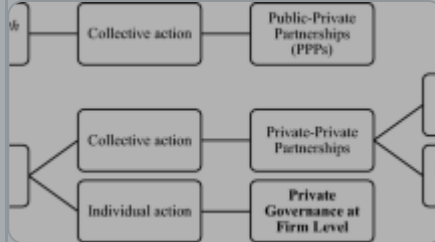
[Reject optional cookies](#)

[Manage preferences](#)



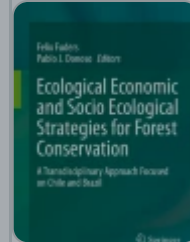
Introduction – Social Value and Social Return on Investment: Theory and Practice

Chapter | © 2023



The revival of the Honourable Merchant? Analysing private forest governance at firm level

Article | 30 June 2018



Allocative Efficiency and Property Rights in Ecological Economics: Why We Need to Distinguish Between Man-...

Chapter | © 2020

Explore related subjects

Discover the latest articles and news from researchers in related subjects, suggested using machine learning.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Other debates center on how fair trade should be defined and whether small farmers have a substantial enough say in FLO operations (Reed [2009](#); Reed et al. [2010](#)).

2. Although I focus primarily on the mutual fund industry as one window into the movement, mutual funds are only one type of actor within the broader movement. Other participants include insurance companies, banks, pension plans, and others in the financial sector (Nicholls [2010](#); Richardson and Cragg [2010](#)).
3. For Weber, value-rational action is behavior motivated by a commitment to a certain value (Collins [1986](#); Swedberg [2005](#); Weber [1978](#)). It is different from instrumentally rational action, or action that has an explicit means-end quality

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Manage preferences

Bauman, Z. (2001). *Modernity and the Holocaust*. Ithaca, NY: Cornell University Press.

[Google Scholar](#)

Buck, D., Getz, C., & Guthman, J. (1997). From farm to table: The organic vegetable commodity chain of Northern California. *Sociologia Ruralis*, 37, 3–20.

[Article](#) [Google Scholar](#)

Campbell, D. (2001). Conviction seeking efficacy: Sustainable agriculture and the

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Collins, R. (1986). *Max Weber: A skeleton key*. Newbury Park, CA: Sage.

[Google Scholar](#)

Cooperative Coffees. (n.d.) "History." Retrieved May 1, 2011, from <http://www.coopcoffees.com/who/about-cc/history-of-cc>.

Counsell, S., & Terje, K. (2002). *Trading in credibility: The myth and reality of the Forest Stewardship Council*. The Rainforest Foundation. Retrieved June 24, 2013, from <http://www.rainforestfoundationuk.org/files/TradinginCredibilityfullreport.pdf>.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to [springer.com](#) and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Manage preferences

Drimmelen, R. (2000). The flight of the Bumblebee: 25 years of Oikocredit. *The Ecumenical Review*, 52, 432-441.

[Article](#) [Google Scholar](#)

Eisenhardt, K. M. (1985). Control: organizational and economic approaches. *Management Science*, 31, 134-149.

[Article](#) [Google Scholar](#)

Eisenhardt, K. M. (1989). Building theories from case study research. *Academy of Management Review*, 14, 532-550.

[Google Scholar](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

together: Annual report 2009–2010. Retrieved May 3, 2011, from <http://www.fairtrade.net>.

Fridell, G. (2007). *Fair trade coffee: The prospects and pitfalls of market-driven social justice*. Toronto: University of Toronto Press.

[Google Scholar](#)

Geertz, C. (1973). Thick description: Toward an interpretive theory of culture. In *The interpretation of cultures*. New York: Basic Books.

Glickman, L. B. (2004). Buy for the sake of the slave: Abolitionism and the origins of American consumer activism. *American Quarterly*, 56, 889–912.

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Guthman, J. (1998). Regulating meaning, appropriating nature: The codification of California organic agriculture. *Antipode*, 30, 135–154.

[Article](#) [Google Scholar](#)

Haveman, H. A. (2009). The Columbia school and the study of bureaucracies: Why organizations have lives of their own. In P. Adler (Ed.), *The Oxford handbook of sociology and organization studies: Classical foundations* (pp. 585–606). New York: Oxford University Press.

[Google Scholar](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Jaffee, D. (2012). Weak coffee: Certification and co-optation in the fair trade movement. *Social Problems*, 59, 94–116.

[Article](#) [Google Scholar](#)

Jaffee, D., & Howard, P. H. (2009). Corporate cooptation of organic and fair trade standards. *Agriculture and Human Values*, 27, 387–399.

[Article](#) [Google Scholar](#)

Kinder, P. D. (2005a). *Socially responsible investing: An evolving concept in a changing world*. Retrieved March 1, 2014, from <http://stage.greenbiz.com/sites/default/files/document/Custom016C45E65148.pdf>

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Lareau, A. (2012). Using the terms hypothesis and variable for qualitative work: A critical reflection. *Journal of Marriage and Family*, 74, 671–677.

[Article](#) [Google Scholar](#)

Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Newbury Park: Sage.

[Google Scholar](#)

Low, W., & Davenport, E. (2006). Mainstreaming fair trade: Adoption, assimilation, appropriation. *Journal of Strategic Marketing*, 14, 315–327.

[Article](#) [Google Scholar](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)[Reject optional cookies](#)[Manage preferences](#)

Meehan, P. (2007). To Burundi and Beyond for Coffee's Holy Grail. In *The New York Times* (pp. 8-8). New York: Arthur Ochs Sulzberger, Jr.

Merton, R. K. (1940). Bureaucratic structure and personality. *Social Forces*, 18, 560-568.

[Article](#) [Google Scholar](#)

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. Thousand Oaks, CA: Sage Publications.

[Google Scholar](#)

Moore, G. (2004). The fair trade movement: Parameters, issues and future

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **[partners](#)**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Raynolds, L. T. (2009). Mainstreaming fair trade coffee: From partnership to traceability. *World Development*, 37, 1083–1093.

[Article](#) [Google Scholar](#)

Raynolds, L. T., Murray, D. L., & Wilkinson, J. (2007). *Fair trade: The challenges of transforming globalization*. London: Routledge.

[Google Scholar](#)

Reed, D. (2009). What do corporations have to do with fair trade? Positive and normative analysis from a value chain perspective. *Journal of Business Ethics*, 86,

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)[Reject optional cookies](#)[Manage preferences](#)

investing for sustainability. *Journal of Business Ethics*, 87, 555–572.

[Article](#) [Google Scholar](#)

Richardson, B. J., & Cragg, W. (2010). Being virtuous and prosperous: SRI's conflicting goals. *Journal of Business Ethics*, 92, 21–39.

[Article](#) [Google Scholar](#)

Robinson, P. (2011a). The slow trade movement: Fair trade is not for sale! Retrieved May 5, 2011, from <http://smallfarmersbigchange.coop/2011/02/10/the-slow-trade-movement-fair-trade-is-not-for-sale/>.

Robinson, P. (2011b). To tell the truth: Who owns fair trade? Retrieved May 5,

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Sparkes, R. (2002). *Socially responsible investment: A global revolution*. Padstow: Wiley.

[Google Scholar](#)

Sparkes, R., & Cowton, C. J. (2004). The maturing of socially responsible investment: A review of the developing link with corporate social responsibility. *Journal of Business Ethics*, 52, 45–57.

[Article](#) [Google Scholar](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)[Reject optional cookies](#)[Manage preferences](#)

Vogel, D. (2005). *The market for virtue: The potential and limits of corporate social responsibility*. Washington, DC: The Brookings Institution.

[Google Scholar](#)

Weber, M. (1978). *Economy and society: An outline of interpretive sociology* (Vol. 1). Berkeley: University of California Press.

[Google Scholar](#)

Weiss, R. S. (1994). *Learning from strangers: The art and method of qualitative interview studies*. New York: The Free Press.

[Google Scholar](#)

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **partners**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **privacy policy** for more information on the use of your personal data. Your consent choices apply to springer.com and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)

Authors and Affiliations

Department of Sociology, Brigham Young University, Provo, UT, USA

Curtis Child

Corresponding author

Correspondence to [Curtis Child](#).

Rights and permissions

[Reprints and permissions](#)

About this article

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 **[partners](#)**, also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our **[privacy policy](#)** for more information on the use of your personal data. Your consent choices apply to [springer.com](#) and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

[Accept all cookies](#)

[Reject optional cookies](#)

[Manage preferences](#)



Navigation

Find a journal

Publish with us

Track your research

Your privacy, your choice

We use essential cookies to make sure the site can function. We, and our 95 [partners](#), also use optional cookies and similar technologies for advertising, personalisation of content, usage analysis, and social media.

By accepting optional cookies, you consent to allowing us and our partners to store and access personal data on your device, such as browsing behaviour and unique identifiers. Some third parties are outside of the European Economic Area, with varying standards of data protection. See our [privacy policy](#) for more information on the use of your personal data. Your consent choices apply to [springer.com](#) and applicable subdomains.

You can find further information, and change your preferences via 'Manage preferences'. You can also change your preferences or withdraw consent at any time via 'Your privacy choices', found in the footer of every page.

We use cookies and similar technologies for the following purposes:

Store and/or access information on a device

Personalised advertising and content, advertising and content measurement, audience research and services development

Accept all cookies

Reject optional cookies

Manage preferences