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# Where now for fair trade?

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## Abstract

This paper critically examines the discourse surrounding fair trade mainstreaming, and discusses the potential avenues for the future of the social movement. The authors have a unique insight into the fair trade market having a combined experience of over 30 years in practice and 15 as fair trade scholars. The paper highlights a number of benefits of mainstreaming, not least the continued growth of the global fair trade market (tipped to top \$7bn in 2012). However, the paper also highlights the negative consequences of mainstreaming on the long-term viability of fair trade as a credible ethical standard.

## Keywords:

[fair trade](#) [mainstreaming](#) [fair trade organisations](#) [supermarket retailers](#) [multinational corporations](#)  
[co-optation](#) [dilution](#) [fair-washing](#)

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