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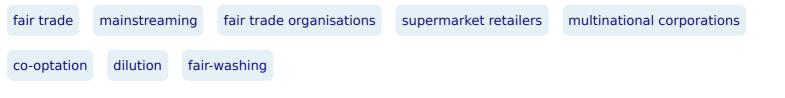




## **Abstract**

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:



## Notes

- 1. Barratt Brown, 'Fair Trade with Africa' and Fair Trade: Reform and Realities.
- 2. Nicholls and Opal, Fair Trade; Raynolds, Murray, and Taylor, Transforming Globalisation.
- 3. Davies, 'Alliances and Networks'; Doherty and Tranchell, 'Radical Mainstreaming'; Golding and Peattie, 'In Search of a Golden Blend'; Low and Davenport, 'Postcards from the Edge' and 'Has the Medium'; Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'; Moore, 'Fair Trade Movement'; Nicholls and Opal, Fair Trade.
- 4. Davies, 'Alliances and Networks'; Davies, Doherty, and Knox, 'The Rise and Stall'; Davies and Crane, 'Ethical Decision Making' and 'CSR in SMEs'; Low and Davenport, 'Postcards from the Edge' and 'Has the Medium'; Jaffee, 'Fair Trade Standards'; Jaffee and Howard, 'Corporate Cooptation'; Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'; Murray, Raynolds, and Taylor, 'Future of Fair Trade Coffee'; Reed et al., 'Normatively Grounded'; Taylor, Murray, and Raynolds, 'Keeping Trade Fair'.
  - 5. Hayes, 'Efficiency'.
  - 6. Davies, 'Eras and Participants'; Renard, 'Fair Trade Quality'.
  - 7. WFTO, 'About Fair Trade'.
- 8. Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'; Raynolds and Long, 'Fair/Alternative Trade'; Reed, 'Corporations'.
- 9. World shops are a specialist form or retailer specialising in the distribution of fair trade and other direct from producer community products.
  - 10. FTI, Annual Review 2011; Krier, Fair Trade 2007.
  - 11. FTI, Annual Review 2011; Fairtrade Foundation. 'Products'.
  - 12. Davies, Doherty, and Knox, 'The Rise and Stall'.
  - 13. Davies, 'Eras and Participants'; Raynolds, Murray, and Wilkinson, Fair Trade.
  - 14. Nicholls and Opal, Fair Trade; Reed, 'Corporations'; Smith, 'For Love or Money?'.

- 15. Jaffee, Brewing Justice; Low and Davenport, 'Postcards from the Edge and 'Has the Medium?'; Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'; Mutersbaugh et al., 'Certifying Rural Spaces'; Raynolds, Murray and Wilkinson, Fair Trade; Renard, 'Quality Certification'; Tallontire, 'Top Heavy?'; Wilkinson, 'Fair Trade'.
- 16. Low and Davenport, 'Has the Medium?'; Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'; Murray, Raynolds, and Taylor, 'Future of Fair Trade Coffee'; Taylor, Murray, and Raynolds, 'Keeping Trade Fair'.
  - 17. Jaffee, 'Fair Trade Standards'; Jaffee and Howard, 'Corporate Cooptation'.
- 18. Campbell, 'Conviction Seeking Efficiency'; Dolbeare and Edelman, American Politics; Dye and Zeigler, Irony of Democracy.
  - 19. Mintzberg, Management.
- 20. Golding, 'Fair Trade's Dual Aspect'; Jaffee, Brewing Justice; Moore, 'Fair Trade Movement'; Mutersbaugh et al., 'Certifying Rural Spaces'; Reed, 'Corporations'; Renard, 'Quality Certification'; Wilkinson, 'Fair Trade'.
- 21. Renard, 'Fair Trade Quality'.
- 22. Jaffee, 'Fair Trade Standards' also see Goodman and Goodman, 'Localism, Livelihoods'.
  - 23. Renard, 'Quality Certification'.
  - 24. Murray and Raynolds, 'Alternative Trade in Bananas', 68–9.
- 25. Low and Davenport, 'Has the Medium?', 503.
- 26. Moore, Gibbon, and Slack, 'Mainstreaming of Fair Trade'.
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- 28. <a href="http://www.wfto.com/index.php?option=com\_contenttask=viewid=2Itemid">http://www.wfto.com/index.php?option=com\_contenttask=viewid=2Itemid=14</a>
- 29. FLO (Fairtrade Labeling Organisation -- now Fairtrade International), IFAT (International Fair Trade Association), NEWS (Network of European World Shops) and EFTA (European Fair Trade Association).

- 30. Fridell, 'Fair Trade Coffee'; Jaffee, Brewing Justice; Jaffee, 'Fair Trade Standards'; Renard and Perezgrovas, 'Fair Trade Coffee in Mexico'.
- 31. Raynolds, Murray, and Taylor, 'Fair Trade Coffee'; Paul, 'Evaluating Fair Trade'; Smith, 'Mas Café and Fair Trade Impact Study'.
  - 32. Bacon, 'Who Decides?'.
  - 33. Jaffee, Brewing Justice.
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  - 40. Smith, 'For Love or Money?'.
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