

4,425 71

Views

CrossRef citations to date

9

Altmetric

Original Articles

The future of Fair Trade coffee: dilemmas facing Latin America's small-scale producers

Douglas L. Murray, Laura T. Raynolds & Peter L. Taylor

Pages 179-192 | Published online: 18 May 2010

 Cite this article  <https://doi.org/10.1080/09614520600562397>

Sample our
Social Sciences
Journals

>> **Sign in here** to start your access
to the latest two volumes for 14 days

 Full Article

 Figures & data

 References

 Citations

 Metrics

 Reprints & Permissions

Read this article

Abstract

Fair Trade has become a dynamic and successful dimension of an emerging counter-tendency to the neo-liberal globalisation regime. This study explores some of the dilemmas facing small-scale producers in Latin America, and its impact on the broader social and economic context. The study explores the challenges of creating a just and equitable social and economic environment for small-scale producers and their communities.

We Care About Your Privacy

We and our 845 partners store and/or access information on a device, such as unique IDs in cookies to process personal data. You may accept or manage your choices by clicking below, including your right to object where legitimate interest is used, or at any time in the privacy policy page. These choices will be signaled to our partners and will not affect browsing data. [Privacy Policy](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device characteristics for identification. Store and/or access information on a device. Personalised advertising and content, advertising and content measurement, audience research and services development.

List of Partners (vendors)

I Accept

Essential Only

Show Purpose

We are indebted to Ernesto Méndez, Sarah Lyon, Franz VanderHoff Boersma, Josefina Aranda, Carmen Morales, Victor Pérezgrovas Garza, Edith Cervantes Trejos, Alma Amalia González Cabañas, and María Elena Martínez Torres who conducted the field research for the cases included in this study. We are also grateful for the helpful comments of Michael Conroy. The comments of the anonymous reviewers and the journal editor added several important sections and points to the paper, and the research assistance of Andrew Heller and Michael Long also strengthened this work. Finally, we wish to acknowledge the generous financial support for this research provided by the Ford Foundation and the John D. and Catherine T. MacArthur Foundation.

Notes

1. More details on the FTRG, including the complete texts of the final report and individual case studies cited in this article, are available at: <http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup>.
2. See Murray et al. [2003](#); Raynolds et al. [2004](#); Taylor et al. ([2005](#)) for a more detailed discussion of the benefits of Fair Trade coffee for small-scale producers.
3. There is considerable debate within the USA and between US and European Fair Trade practitioners over the mainstreaming strategy, particularly the increasing reliance on large-scale corporate outlets for Fair Trade coffee. We explore this debate further in [Murray et al. 2003](#). The work of the FTRG has been supported by the Ford Foundation and the John D. and Catherine T. MacArthur Foundation, and the research assistance of Andrew Heller and Michael Long also strengthened this work.
4. The paper discusses the challenges of the Fair Trade regime and the role of the FTRG in the USA and the UK.
5. M. J. Conroy, School of Forestry, Colorado State University.
6. There are several studies in this article that show that coffee sales will continue to grow, in part due to the success of Fair Trade and related campaigns.

Additional information

Notes on contributors

Douglas L. Murray

Douglas Murray specialises in sustainable social development, environmental policy, and Latin American political economy.
douglas.murray@colostate.edu.

Laura T. Raynolds

Laura Raynolds specialises in agrarian change, development theory, and stratification and gender. laura.raynolds@colostate.edu.

Peter L. Taylor

Peter L. Taylor specialises in international development, economy and society, and natural resources and environmental sociology.
pete.taylor@colostate.edu.

Relat

Fair t

Sourc

XXXX

Sourc

A

S

The P

Sourc

Small

Sourc

FAIR T

Source: Wiley



couver

Nicaraguan Smallholder Cooperatives, Fair Trade Networks, and Gendered Empowerment

Source: SAGE Publications

The 'Latte Revolution'? Regulation, Markets and Consumption in the Global Coffee Chain

Source: Elsevier BV

The Rise and Stall of a Fair Trade Pioneer: The Cafe´direct Story

Source: Elsevier BV

Impacts of Fair Trade certification on coffee farmers, cooperatives, and laborers in Nicaragua

Source: HAL CCSD

Feminist Heuristics

Source: Wiley

Does Fairtrade meet Producers' Expectations on a Mainstream Market?

Source: Wiley

Fair Trade Rubies in Malawi

Source: Wiley

Is Bigger Better? The Small Farm Imaginary and Fair Trade Banana Production in the Dominican Republic

Source: Informa UK Limited

Keeping trade fair: governance challenges in the fair trade coffee initiative†

Source: Wiley

Who Really Benefits from Fairtrade? An Analysis of Value Distribution in Fairtrade Coffee

Source: Informa UK Limited

Consumer Demand for Fair Trade: Evidence from a Multistore Field Experiment

Source

Re-employment of women in rural households

Source

Effect of household size on the adoption of improved technologies in Ce

in Ce

Source

F

Gl

Source

Unde

Source

Unevenness of Fair Trade in Malawi


sugar

Source: Springer



CAN CERTIFIED-TEA VALUE CHAINS DELIVER GENDER EQUALITY IN TANZANIA?

Source: HAL CCSD

Linking provided by 

Related research

People also read

Recommended articles

Cited by
71



Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources by email



Sign me up



Copyright © 2024 Informa UK Limited [Privacy policy](#) [Cookies](#) [Terms & conditions](#)



Taylor & Francis Group
an informa business

Accessibility

Registered
5 Howick Place

