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A taste of trade justice: marketing global social responsibility via Fair Trade coffee

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while Fair Traders have achieved some laudable goals, they must now address the limits to supply-driven marketing efforts.

Cindy Liou will be a first year law student at Stanford University in Autumn 2004. She graduated from the University of Washington with a double degree in business and political science with a minor in human rights. Her interests include linkages between the private and public sector, transnational law, corporate social responsibility, globalization and international human rights.

April Linton is assistant professor of sociology at the University of California, San Diego. Her work encompasses many aspects of globalization including international migration, transnational social movements, and the intersecting effects of policies on trade, development, and the environment.

Kelly Ann Shaw is currently pursuing an MSc in European politics and governance from the London School of Economics. She graduated from the University of Washington with a BS in economics and a BA in political science. Her work and research interests include the effects of globalization on institutions and the nature of democracy. She plans to specialize in Eastern European nationalism in the context of economic and political development.

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Notes

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The International Coffee Organization's website, <http://www.ico.org>, contains up-to-date coffee trade statistics.

Producing coffee is a labor-intensive process because (with the exception of Brazil, which has a large area of land suitable for coffee production)

This is the main reason why coffee production is concentrated in a few countries. Addressing the coffee trade and its impact on the environment and social conditions is a complex task.

Talbot (2002) argues that the coffee trade has been a major factor in the development of coffee-producing countries. He argues that the coffee trade has been a major factor in the development of coffee-producing countries.

Lots of coffee is produced in the tropics, where the climate is warm and humid. Coffee plants are grown in plantations, but many small-scale farmers also grow coffee. Coffee pickers have been largely male, but in some countries, women have become more involved in coffee production. The seasonal nature of coffee picking has led to the formation of pickers' unions in some countries. These unions have been active in advocating for better working conditions and higher wages for their members. (see [Giles, 1999](#)). Given such constraints, it is logical that NGOs and others



The logo for Cookiecutter, featuring a dark blue circle with a white crescent shape inside, and several small white dots scattered within the circle.

we found this not to be the case.

As of this writing, FLO is only considering cooperatives that already have organic certification for Fair Trade certification. Giovannucci ([2002](#)) and Taylor ([2002](#)) discuss reasons why market demand for organic coffee greatly surpasses demand for Fair Trade coffee.

Some cooperatives or groups of cooperatives sell 50–70% of their coffee on the Fair Trade market, others have not been able to sell any of it (Asencio, [2003](#); Bollen, [2003](#)). Lyon's ([2003](#)) case study describes an exceptional case: a Guatemalan cooperative that sells its entire harvest to a single Fair Trade purchaser.

Quoted in Cabrera ([2001](#)).

The five largest coffee trading companies, Aron, Cargill, Esteve, Neumann and Volcafe, purchase 46% of all exported coffee, and can definitely have a great impact on the coffee farmers' lives (Schrage, [2004](#), p. 65).

Sara Lee does have 'Supplier Selection Guidelines' that each supplier must comply to, which cover ethical standards, legal requirements, environmental requirements and employment practices. There has been much speculation over the actual effectiveness of this PVI, however, as the language in the guidelines seem vague and Sara Lee does not take

<http://www>

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Consumer/Producer Links in Fair Trade Coffee Networks



Source: Sociologia Ruralis

Fair Trade: A Cup at a Time?


Source: Politics & Society

Information, Finance, and the New International Inequality: The Case of Coffee

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