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

April Linton §¶, Cindy Chiayuan Liou ‡ & Kelly Ann Shaw #

Pages 223-246 | Published online: 17 Aug 2006

🗨️ Cite this article 🔗 <https://doi.org/10.1080/1474773042000308587>

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Abstract

The move at linking crisis in producti develop Fair the adop marketin consum of South evaluate certified

... efforts aimed worldwide scale working to ment. The credit, and ders' ay that the welfare nd Trade- ue that,

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.

## Acknowledgements

We thank

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## Notes

Cindy Liou

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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 Arabica coffee, which is mostly grown in the highlands of

This is the main reason why coffee prices are so high, addressing the coffee industry's need for more labor.

Talbot (2008) notes that the coffee industry's agencies' activities are largely aimed at increasing the productivity of coffee pickers.



Lots of coffee is produced in the tropics, where the growing conditions, but many of the coffee pickers have been largely ignored. The seasonal nature of the work, paying coffee pickers a low wage, and the activities (see [Gardner, 2002](#)). Given such constraints, it is logical that NGOs and others



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

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Making a difference

Source: Wiley

Governing Fairtrade: ethics of care and justice in the Argentinean wine industry


Source: Taylor & Francis

Global Social Movements in Global Governance

Source: Informa UK Limited

Assessing Certification as Governance: Effects and Broader Consequences for Coffee:

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