Index

Abdelnour, S. 155
accessibility of care 50, 57, 62, 66
actor network theory (ANT) 4, 8, 180–81, 251
actors (market) 4
destabilization and triggering of controversies 8
framing ‘matters of concern’ 180
and justification process 5–6
market shaping 15
movement across multiple systems 173
pricing and balancing of interests 105–6
product qualification 131, 135
realization of environmental values 204–5, 209
as reflective and proactive players 248–9
as sources of critique regarding the marketization of concerns 243
values linked to 77
see also consumers; farmers; health care professionals; politicians; teachers; traders; union representatives
Adjusted Clinical Groups (ACG) 61–2, 64–6
agencement(s) 4, 240, 242, 246–7, 251
agents/agency 25–6, 66, 73
agglomeration of concerns 95–6
agreement(s) 5, 6, 97, 131
Alexander, J. 104
Alexander, P. 104
anthropocène 253
Applbaum, K. 130
Araujo, L. 9, 243
Arrow, K. 48
artificial objects 171
Asankha, P. 191
Aspers, P. 22
Aspinwall, L.V. 131
Australia 19, 88
Azimont, F. 9, 243
baby milk (industrial) 142
assessing strength of product claims 144–6
medical marketing 142–3
balancing of interests 102–7, 120, 125–6
Banathy, B.H. 171
Barry, A. 2
basic reimbursement of primary health care 58–9
Becker, G. 1
Beckert, J. 22
‘becoming a market’ 173
behavioural economists 249–50
Bellacasa, M.P. de la 77, 94
Benecol 133, 147
betrayal 96–8
bias(es) 146, 150, 232
bioenergy, exchange of maize for see maize
biogas operators 110, 112–16, 118–22, 124
biomarkers 139
Boltanski, L. 4–6, 8, 23–4, 239
Bont, A. de 64
bonuses
exchange of maize 112
see also performance pay
Boons, F. 78
bottled water market 76
bottom of the pyramid (BoP) markets 153
conceptualization of 154
confusion between interests and concerns 245
distinguished from subsistence markets 155
Concerned markets

bottom-up market design 153, 157, 251
for consumer-producers 169–73
need for 156–7
through process of inquiry 158–9, 174
analysis 159–69
boycotting 86
Branzei, O. 155
British Petroleum 252
bundles of practices (community-based) 156, 171
problematising and connecting with wider market systems 172–3
‘business as usual’ approach, palm oil market 87–92
Buyers’ and Manufacturers’ Scorecards 93
Cadbury’s 86
calculability, spaces of 4–5
Çalişkan, K. 104, 124
Canada 137–8
capitation 58–60, 64–6
care choice system (Sweden) 55–6, 66
Care Need Index (CNI) 61–2, 65
certification
palm oil industry 74, 82–3, 85, 88
product qualification 134–5
Chakrabarti, R. 10, 245, 251
Charted Choices 29–31, 41
civilized markets 7, 97–8
Climate Clever Food 210, 223–8
clothing industry 75
cooproduction 207
Coase, R. 250
Cochoy, F. 2, 4, 13–14, 22, 44, 72, 77, 174, 250, 252
coffee market (Uganda) 178–200
articulation of values 247
confusion of interests and concerns 244
GAC market
income problem 181–4
matters of concern 178–9, 184–96
articulating 196–8, 199
collaboration, palm oil industry 80, 84, 88
collective concerns 92–4, 96–7, 189, 193–4, 198
common good 6–7, 77, 92–3, 239, 245–6
compatibility of sustainability with market growth 92
competence, and measurement of performance pay 27–8
competition (market) 48
formation of prices 104
in market reform 50
in primary care, Sweden 55–7
quasi-market theory 49–50
competitive neutrality 49–50, 57, 62–3, 66
comprehensiveness, voucher reimbursement scheme 58, 60–62
compromise(s) 6, 84, 123
concern
to affect, influence 2–3, 6–7, 94
studies addressing 11–12
to refer, relate to 2, 4–6
studies addressing 9–11
to worry, trouble 2–3, 6–8
studies addressing 12–14
concerned
mandatory aspect of being 252–3
processes of becoming 2
concerned behaviour 248, 251–3
concerned markets 2
as an outcome of interested and contested markets 239–42
defining 2, 238–9
market studies
overview of current 8–14
perspective in the field of 3–8
see also individual studies
price and organization of exchange 125
from resistant actors to reflexive scientists 248–51
as valuing entities 246–7
concerns
distinction from interests 77, 244–5
marketing as managing and creating 242–4
markets as boundaries between interests and 92–3
power and the marketization of 247
as value-laden 24
### Index

<table>
<thead>
<tr>
<th>Vocabulary</th>
<th>Page(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>collective concerns; environmental concerns; matters of concern; meta-concern; multiple concerns</td>
<td>92</td>
</tr>
<tr>
<td>‘concerns-markets-concerns’ process</td>
<td>92</td>
</tr>
<tr>
<td>consumer choice</td>
<td>131</td>
</tr>
<tr>
<td>consumer organizations</td>
<td>135, 140</td>
</tr>
<tr>
<td>consumer-producers, designing markets for</td>
<td>169–73</td>
</tr>
<tr>
<td>consumers concerned behaviour</td>
<td>251–3</td>
</tr>
<tr>
<td>doing green see doing green palm oil-free movement</td>
<td>86–7</td>
</tr>
<tr>
<td>contested markets</td>
<td>240–42, 248, 253</td>
</tr>
<tr>
<td>contract avoidance, exchange of maize</td>
<td>115</td>
</tr>
<tr>
<td>contractual fixed prices, exchange of maize</td>
<td>120–22</td>
</tr>
<tr>
<td>controversies</td>
<td>23, 75</td>
</tr>
<tr>
<td>actors and the triggering of</td>
<td>6–7, 12–14</td>
</tr>
<tr>
<td>cooking practices</td>
<td>206, 208, 223–8</td>
</tr>
<tr>
<td>‘cool’ markets</td>
<td>4–5</td>
</tr>
<tr>
<td>Cooponline.se</td>
<td>210, 218–23, 229–32</td>
</tr>
<tr>
<td>coordination in green food practices see food practices</td>
<td></td>
</tr>
<tr>
<td>Ugandan coffee market</td>
<td>197–8</td>
</tr>
<tr>
<td>Copeland, M.T.</td>
<td>131</td>
</tr>
<tr>
<td>corporate science</td>
<td>129–30, 132–5</td>
</tr>
<tr>
<td>credibility as a cyclical process</td>
<td>133–4</td>
</tr>
<tr>
<td>functional foods, establishing</td>
<td>141–6, 147–9</td>
</tr>
<tr>
<td>in pharmaceuticals</td>
<td>133, 147</td>
</tr>
<tr>
<td>qualification of</td>
<td>129, 149</td>
</tr>
<tr>
<td>critique</td>
<td>243–4, 249</td>
</tr>
<tr>
<td>cultural code inflation</td>
<td>76</td>
</tr>
<tr>
<td>dairy industry</td>
<td>138</td>
</tr>
<tr>
<td>Danone</td>
<td>138</td>
</tr>
<tr>
<td>D’Antone, S.</td>
<td>11, 243, 244</td>
</tr>
<tr>
<td>denunciations</td>
<td>8</td>
</tr>
<tr>
<td>developing countries</td>
<td>80, 88, 93, 154</td>
</tr>
<tr>
<td>Deveze, Mr</td>
<td>94</td>
</tr>
<tr>
<td>Dewey, J.</td>
<td>2, 153, 157, 160, 163, 166–7, 245</td>
</tr>
<tr>
<td>DG SANCO</td>
<td>136, 138, 140</td>
</tr>
</tbody>
</table>

| Diagnosis Related Groups (DRG) | 61–2, 64–5 |
| diffusion, translation in terms of | 79, 81 |
| dis-integrated interests | 126 |
| discord, agreement and | 5 |
| disruption (market) | 7, 197 |
| see also entanglements |
| Dix, G. | 13, 240, 248–9 |
| Do Economists Make Markets? | 22 |
| doing green | 203–34 |
| case studies in consumption practices | 223–8 |
| in exchange practices | 218–23 |
| in organic food production | 211–18 |
| realization of environmental values | 229–32 |
| consumers abilities to | 205 |
| concerned behaviour | 251–2 |
| engagement in | 204 |
| evaluation | 208 |
| multiple scripts for | 203 |
| practice perspective | 205–9 |
| domination | 6, 124–5 |
| dry processing (coffee) | 184 |
| Dubuisson-Quellier, S. | 131, 252–3 |

| econometric models | 24 |
| economic demand, transformation of needs | 64–5 |
| economic development | 81, 88–9, 93 |
| economic experts, concerns over performance pay | 21, 23, 24–9, 38 |
| economic interest | 239, 246 |
| economic order | 1, 3 |
| economic science | 22, 25, 239, 249 |
| economic sociology | 104, 156, 241 |
| economic value | 24, 30, 40, 72, 179, 185 |
| education monetary incentives in see performance pay |
| Uganda coffee as a source of income for | 185–6 |
| concerns about school fees | 192–3 |
| role of Producer Organizations | 193–4 |
| role in valuation of coffee | 187–9 |
| traders’ amplification of matter of concern | 192–3 |
Concerned markets

exclusion 7, 84, 179
experimentation
  bottom-up market design 167–9, 173
  market development as 67
performance pay, Netherlands 32–3
expert opinion, in product assessment 144
externalities see overflows
extrinsic functional foods 138
extrinsic quality of goods 132

facts
  market design process 161–2, 166–9, 171
see also matters of fact
fair exchange partners 119, 120
fairness
  formation of prices 104–5, 118, 123
  in health economics 250
  in palm oil market 87–92
farmers
  complaints about anti-palm oil trend 87–8
  German maize market 110, 113–15, 118–124
  Ugandan coffee market 178–9, 181–92, 195, 197–99
see also smallholders
fermentation residues, exchange of 119, 121
finance (tailor-made) 64–5
fish consumption 227–8
fish industry 138
fish-catchinng neighbourhoods 164–5
5 ways to eat yourself environmentally clever 225–8
fixed prices, exchange of maize 120–22
flex crops 112, 246
flexibility, exchange of maize 114–20
Fligstein, N. 4, 6–8, 102
food
  and chronic disease 137
  consumption 139, 203
  enrichment 138
  for health 137
see also functional foods; organic food
Food and Drug Administration (US) 147
food industry 86, 131, 141

environmental economics 250
environmental effects, food consumption 203
environmental NGOs 84, 88
environmental sensitiveness 89
environmental values, realization of 204–5, 208–9, 211, 228–32, 252
Europe/European Union 73, 87, 136–8, 140–41
see also individual countries
European Food Standards Administration (EFSA) 141, 146, 148, 149
European Food Standards Agency 147
evaluation standards, monitoring greenness 208, 232–3
exchange value 48, 67
exchange(s)
  doing green and consumer reliance on 204
  of ideas, and matters of concern 180
  ideology and 77
  of maize see maize
market construction 76
online food shopping 218–23
palm oil market 81, 83, 88–9, 94
performativity and 73
price and organization of 125
single market 103–4
translation in terms of 79
Food Park 210–18, 229–32
food practices
balancing concerns 229–30
coordinating of multiple 207–8
green 204
coordinating cooking with 223–8
coordinating online food shopping with 222
monitoring the production of 208
reliance on different modes of coordination 231
studying consumer efforts 208–9
performance 205–7
realizing environmental values 229–32
reverberating effects of changing 231
food retailers
sustainable food provision 218
see also Cooponline.se
Food for Specified Health Uses (FOSHU) 137
forest protection 80, 84, 92, 95
The Forest Trust (TFT) 74, 84–5
formal monitoring, of doing green 204, 231–2
framing(s) 5, 7, 75
balancing of interests 105–6
of coffee, Uganda 185–6, 199
exchange of maize 116–17, 121–3, 125
of markets 10, 15, 52, 63, 72
matters of concern 180
multiple 179, 185, 187
normative 89
of problems and solutions 161–3, 170–71
through market devices 52, 56–7, 62–5
France 86–7, 89, 137
free choice 48
in health care 49, 50, 56–7, 60, 62–4, 66
and public concerns 249–50
free markets 240
Friends of the Earth (FOE) 74, 81
FUFOSE 138–40, 142
functional foods
defined 129
emergence of 136–41
enactment of matters of concern 243
study
conclusion 148–50
discussion 146–8
establishing credibility 141–6
methodology 135–6
gatekeepers, physicians as 147
Geiger, S. 4, 75, 199
General Union of Education (AOB) 23, 34–5, 37
Germany 102–26
global crop market 115, 117–22
Golletto, F. 75
Good African Company (GAC) market 178, 247
disjunction between farmers and, in criteria of valuation 179
income problem 181–4
matters of concern in 178–9, 184–96
articulating 196–8, 198–9
Google 77
Gosaba Island 156–75
governable markets, concern and 12–14
Granovetter, M. 1, 104
Green Guide 223
Green Living 87
Green Palm programme 74, 83, 85
Green Protectionism 88
‘greening’ of markets 76
Greenpeace 74, 81, 83–5, 88
Grit, K. 64
group meetings, problem solution 165–6
Guyatt, G. 144
Guyer, J. 104, 123
habituation, and ideological stickiness 76
Hauber, J. 12, 243, 246
Havelaar, M. 94
health, food for 137
health care 77, 94
see also primary care market
health care professionals (Healthy Foods) 142–8
consideration of science 143–4
health claims, functional foods 129, 138–41, 146, 148–9
Healthy Foods 141–6
Concerned markets

Heating up, of market objects 243–4
Helgesson, C.F. 76, 77, 94, 205
heterarchies 4, 6–7
High Carbon Stock (HCS) 86
high conservation value (HCV) forests 80, 82–3, 85, 95
Hirschman, A. 239
Holt, D.B. 76
‘hot’ markets 5, 14, 75, 77, 243
hybrid forums 6–7, 12, 15, 246
hybridization of markets 148, 240
idea generation for market design 156–9, 163–6
ideal markets 15, 89, 104, 171
ideas, practices and influence on 73
ideological lock-in 76–7, 89, 94
imagined markets 157, 171, 174
incentivization
policy instruments 50
primary care reimbursement scheme 60, 66
see also performance pay
income, coffee as a source of 185
income problem, GAC market 181–4
indeterminate situation, market design 157, 160–61
India 73, 153–75
Indonesia 73, 87
indulgences 252
industry-driven solutions 93
inequity 7
influence see concern as affect, influence
informal monitoring, of doing green 204, 232
informal pricing, exchange of maize 118–20
information asymmetry, educational market 26–7
information-incentive problematic 25–6
inheritance, coffee as 186
institution of a ‘problem’, market design 161–3
interested markets 239, 253
interests
confusion between concerns and 244–5
distinguished from concerns 77
markets
as boundaries between concerns and 92–3
and the encountering of contradictory 7
palm oil 84, 88, 92–4
as a reflection of powerful 8
Ugandan coffee 197–8
pricing and the balancing of 102–7, 120, 125–6
two souls of 97
see also private interests; struggle of interests
International Life Sciences Institute (ILSI) 139, 150
interventions
to determine matters of fact/concern 162
see also market interventions
intrinsic functional foods 138
intrinsic product qualities 132–3
invisible hand 57, 238, 240, 244
ISEAL 83
Israel 19, 28
Ivorian Association of Oil Palm Producers (AIPH) 87
Japan 137
judgement device, price formula as 123
judgements, market design process 154, 167
Jukes, D.J. 138
justification(s) 4–6, 20–21, 29–31, 40, 50, 52, 129, 138
KF 218, 219, 229–30
Kjellberg, H. 11, 75–7, 94, 105, 205, 243, 251–3
Knorr-Cetina, K.D. 129
knowledge
of food production, cultivating 211–12
local 164–6
market design process 169, 177
organizations and production of 132–3
principal–agent theory 25–6
scientific 130, 132, 135, 147
Kotler, P. 131
Krafve, L.J. 13, 242
Kwak, N.-S. 138

labels/labelling 86–7, 131, 133–5, 208, 219, 226–8, 232
Laine, M. 180, 196–7
Lancaster, K.J. 130–31
land protection 86
land regeneration 164
Latour, B. 2, 72, 97, 129, 163, 180, 197, 239–41, 252–3
Law, J. 79, 205
Le Grand, J. 49, 50, 57
Lehenkari, J. 129, 133–4, 147
Leino, H. 180, 196, 197
‘level playing field’ 50, 57
liberalism 1–2, 239–40
Lindeman, S. 171, 199
local settlements 7
logic of care/choice 64

macro actor 8
maize, exchange of (study)
articulation of values 246–7
confusion of interests and concerns 244
discussion 123–5
efforts to organize 110–23
German energy policy 111–12, 116
as part of two markets 112–14
performed price formula 117–18
struggle of interests 103, 107, 112, 114–17
solving through pricing 118–23
empirical design 107–10
Malaysia 73, 89
Malaysian Palm Oil Association (MPOA) 87–8
Mallard, A. 208
market(s)
colonization of social life 241
as continually emergent 15
development 67
and encouragement of values 205
in health care 49
inescapability of 242
and interests see interests
as moralized and moralizing entities 72
need for reflexivity 15

networks 5, 75, 95–6, 104, 171
organic creation 153, 173
performativity 73, 75–6, 78
and society 1–4, 23–4, 72, 241
uncut 4–6
see also bottom of the pyramid (BoP) markets; civilized markets; concerned markets; multiple markets; neoclassical market; subsistence markets
market bond 3, 23–4
market boundary 8, 92–3
market control 88, 102
market design
as an unfolding process 157, 170–71, 174
reasoning in 166–7
values and influence on 76
see also bottom-up market design
market devices 22–3
framing of markets 52, 56–7
good/effective 67
performativity literature 51
Ugandan coffee market 198
see also rulebook, primary care market
market failure 48
market forces 23, 52, 57, 63, 98
market growth 92, 94, 97
market ideologies 76–7
market interventions 49–50
market objects, heating of 243–4
market order(s) 6, 8, 23, 102
market organization
communities and change in 89–91
exchange of maize 110–23
influence of values 76–7
performativity 76
safeguarding of values 50
market reform 47, 49–50
market relations 5
market segmentation 148–9
market shaping 8, 15, 74–5, 98, 178, 198–9
market studies
market conceptualization 156
see also concerned markets
market transactions 1
concerning in the organization of 8–11
Concerned markets

Market Transformation Initiative (WWF) 80
marketing and corporate science 130
as creating and managing concerns 242–4
in pharmaceutical companies 130, 133, 147
see also medical marketing
market(ing) practices 4
influence on ideas 73
translation in terms of 79
see also bundles of practices; exchange(s); normalization; representation
marketization of concerns, critique and 243
by the primary care rulebook 46–67
in relation to performance pay 19–20
and social disasters 241
and sustainable palm oil 72–99
markets-as-politics 4, 102–3, 125
Mason, K. 10, 245, 251
materialization 22, 76–8, 93
material reality 73
matters of concern 76, 179–80
articulating 180–81
civilizing markets and the discussion of 7
distinction between matters of fact and 241
enacting 242–3
fusion of political, social and economic 2
in the GAC market 184–96
articulating 196–9
hybrid forums and the debate of 6–7
in market design 161, 163
as a product of market functioning 3
as a rallying point for concerned groups 8
understanding difference between matters of fact and 2
matters of fact 2, 51, 161, 241, 245
maximum price, exchange of maize 117
Méadel, C. 131
mediators, coordination of food practices 207
medical marketing 142–3, 147–9, 243, 250
Mendoza, A. 78
meta-concern 253
microeconomic focus, public sector performance 24–5
Migros 80–82
minimum price, exchange of maize 117
Miracle, G.E. 131
Mol, A. 64
monetary incentives see performance pay
monitoring efforts to do ‘green’ 204, 208–9, 231–2, 252
palm oil market 83
mortgages, Ugandan coffee market 182–3, 191, 193, 195–6, 198
motivation 28, 50, 79, 97, 220
multiple concerns 6
balanced/aligned/coordinated 253
doing green 204, 220–21, 223–4, 229–30, 232
integrating 94
multiple market(s)
hybridization and 240
joining up 171–3
palm oil industry 74, 78, 89, 92–4, 98
versions 78, 92, 98
Muniesa, F. 104, 123
Nantha, H. 78
naturalization, of ideology 76
neglected things 94
Nelis, A.P. 129, 134, 147
Nenonen, S. 161
neo-liberalism 248
neoclassical market 4–5, 48
Nestlé 84, 244
Netherlands 19–41, 88, 248
Netherlands Bureau for Economic Policy Analysis (CPB) 21, 24–6, 29–30, 34, 37–8, 40
New Public Management (NPM) 20, 248
non-governmental organizations (NGOs)
bottom-up market design 158–60
162–3, 166–9, 174
doing green 204, 223
palm oil market 80–81, 84–6, 88  
see also individual organizations  
non-profit organizations 74, 86, 134, 250  
Nordgren, L. 48  
normalization 76  
ideology and 77  
market construction 76  
palm oil industry 82–3, 88–9, 94  
patient choice as 64  
performativity and 73  
pricing practices as 105  
translation in terms of 79  
norms  
market design and social 171, 173  
markets and 4, 73  
in pricing 104–5  
product quality 147  
Norway 87  
Nutella amendment 87, 90, 96  
nutritional guidelines 137  
‘obstruct performance pay’ strategy 36  
online food shopping 218–23  
Onyas, W.I. 10, 173, 247  
organic food 205, 226–7  
production (study) 211–18  
‘organization as design’ 157  
organizations  
as artificial objects 171  
knowledge production 132–3  
the other 8, 93, 119–20  
overflows (externalities) 124, 179  
internalization 5, 15, 75, 248, 250  
market devices and handling of 67  
studies addressing concerns in handling 11–12  
palm oil  
cultivation and lead producers 73  
expected rise in demand and production 73  
explicit non-use of 86  
negative effect of plantations 74  
nutritional and health issues 74  
and poverty 88  
sustainability 81–2  
tax increase 87  
Palm Oil Buyers’ Scorecard 83  
Palm Oil Financing Handbook 83  
Palm Oil Innovation Group (POIG)  
market 84–6, 90–93, 96  
palm oil market concerns  
agglomeration of 95–6  
and change in market organization 89–91  
critique and marketization of 243–4  
simplification of 95  
transformation of 96–8  
of unsustainability 73  
sustainability  
composite nature of definition 78  
threefold representation 88–9, 92–3  
sustainabilization 78, 92  
traceability process 82  
versions of sustainable 79–80, 89  
fair/business as usual 87–92  
interests, concerns and dynamics of 92–4, 97–8  
oil-free 86–7, 90–91, 93–4, 97  
RSPO 80–84, 90–93, 97–8  
Pantzar, M. 204  
parchment (coffee) 182, 184–5, 190–91, 197  
PASSCLAIM 140  
patient agency 66  
patient choice 48–50, 55–7, 63–4  
patient needs, as economic demand 64–5  
‘payment for biodiversity’ approach 78  
peer-reviewed publications 133–4, 145, 147  
Penders, B. 129, 132–4, 147  
performance pay, in education 19–41  
and concept of worth 23–4  
concerned behaviour 248–9  
concerns  
articulation of 20–22  
confusion of interests and 244  
of economic experts 21, 23–9, 38  
of politicians 21, 29–34, 38–9  
as a public policy device 37–40  
of teachers and union representatives 21–3, 34–8  
international experiences 19, 28  
as a market device 23
measurement problems 27–8
political support 21, 29
performance perspective, doing green 205–9
performative power 124
performative power 22, 51–2, 66, 73, 75–6, 78, 208, 241, 249–51
performed pricing 117–18, 123, 126
pharmaceutical industry 130, 133, 135, 147, 148
Philipp Morris 252
physicians, as gatekeepers 147
pisciculture training 165, 168–9
planet
human actions and transformation of 253
prioritization, in sustainability 92–3
protecting/saving 88–9, 246–7
Polanyi, K. 1, 241
policy instruments, and incentive structures 50
political concern 2
political science 2
political will 60, 65–6
political/politics distinction 2
politicians, concerns, performance pay 21, 29–34, 38–9
politics 2, 22, 239, 241
post-modernity 3
poverty 88, 161
poverty reduction, market design and 153
power 6, 8, 23, 124, 125, 247
see also empowerment
practices see food practices; market(ing) practices
pragmatism 2, 157, 171, 174–5
prices/pricing
balancing of interests 102–7, 125–6
calculation 104, 123
exchange of maize 118–23
multiplicity of 104
negotiation of agreement and discord 5
power and 124–5
as a product of conflict of interests 102
Ugandan coffee market 183–4, 187
pricing scripts (formulas) 104–5
exchange of maize 117–18, 122–5
primary care, marketization by the rulebook 46–67
principal–agent theory 25–7
Principles and Criteria for Sustainable Palm Oil Production 82–4, 93
prioritization 7
private interests 77
problematization 171–3
problems, institution of 161–3
problem-solving 2, 163–6
process of inquiry
market design as 153, 157–9, 173–4
processes, of becoming concerned 2
Producer Organizations (POs) 181, 183, 189, 193–6
producers’ certification (RSPO) 82
product claims 134, 144–6
product qualification 76, 130–32
Proforest 81–2
Programme for International Student Assessment (PISA) 31
protectionism 88–9
public bodies, functional food regulation/legislation 140–41
public concerns 2, 249–50
public policy
concerns over performance pay as 19–41
enrichment of foods 138
public values, and market organization 50
qualification
in coffee industry 187
credibility of 149
of functional foods 147–9
of products 130–32
qualities of goods 129–30
research investment 147, 149
science and 132–5
quality
of care 50, 57, 62, 66, 77
of goods, qualification and 129–30, 132
of maize, and price 117–18, 121
of research, baby nutrition 146
quality standards, coffee market 184
quasi-market theory 49–50, 57–8, 64–6
Rabeharisoa, V. 131, 180
Rainforest Action Network (RAN) 74, 84
Rainforest Foundation Norway 87
randomized controlled trials (RCTs) 133, 137, 141, 144–6
rationality 249
reflexivity 15, 248–50
regulatory control 88, 134, 138, 140, 146
Reijonen, S. 76, 78
reimbursement scheme (voucher) 49–50, 58–62, 66
Reinier de Man 81
relations of domination 124–5
principal–agent, Dutch educational market 26–7
see also market relations; social relations
Renewable Energy Act (Germany) 112, 117, 120
Rennie, D. 144
representation
ideology and 77
market construction 76
market organization 75
palm oil industry 81–2, 85, 88–9, 93–4
performativity and 73
translation in terms of 79
voucher reimbursement scheme 60, 62, 66
res publica 97
research centres 133, 137
resistance 248–9
resource integration, in food practices 207–8
responsibility, voucher reimbursement scheme 58, 60–62
retailers
non-use of palm oil 86
see also food retailers
Rinallo, D. 75
Romme, A.G.L. 157, 171
Roth, A. 250
Roundtable on Sustainable Palm Oil (RSPO) 74
Members’ use of 97–8
palm oil market 80–84, 92–3
agglomeration of concerns 95
certification system 74, 82–3, 85, 88
chain of translation 90–91
criticism of 84–5
definition of sustainability 92–3
Principles and Criteria (P&C) 82–4, 93
trademark 83
withdrawal from 87–8
(rule)book, and ‘enactment of value’ study 46–67
analysis 54–62
background 48–51
conceptual starting points 51–3
conclusion 65–7
discussion 62–5
method and data collection 53–4
rules of thumb, monitoring greenness 232, 252
Ruppert-Winkel, C. 12, 243, 246
Ryan, A. 10, 247
St Michel 89
Savings and Credit Cooperatives (SACCOs) 183, 194–7
savings meetings, Ugandan coffee market 193–4
scale, transformations in 78–9, 85
scapegoal(s) 251–3
science 2
baby nutrition and HCPs’ consideration of 143–4
credibility in 129
discussion of the unquestioned facts of 241
as proof of effectiveness of incentivization 37
separation of politics and 239
see also corporate science; economic science; political science; social sciences; technoscience
scientific certainty 161
scientific knowledge 130, 132, 135, 147
’scientifically proven’ 146
Scorecard (Greenpeace) 85
scripts/scripting on doing green 203, 209
food practices 206, 218–20, 223, 230
organic food production 212–14
see also pricing scripts
segregation model (palm oil industry) 84–5
self-help group 158
self-regulating markets 239
self-seeking 197
Shove, E. 204
simplification of concerns 95
single market exchange 103
Sismondo, S. 130, 133, 147
situational infrastructure 230–31
smallholders, palm oil industry 84, 86–7, 93, 96, 98
Smith, A. 238–9, 244
Social Democratic welfare model 48
social movement organizations 131, 135, 199
social NGOs 84
social norms 171, 173
social order 1, 72, 239
social relations 1, 3, 23–4
social sciences 1, 133
social values 1, 153, 157
societal concerns, linking of environmental and 94
society, markets and 1–4, 23–4, 72, 241
socio-cultural entanglements, in Ugandan coffee market 178–9, 184, 187, 196, 198–9
socio-economic interests, friction between environmental concerns and 88
socio-economic status 61–2, 65, 186
socio-technical arrangements (agencements) 4, 7, 76, 240, 242, 246–7, 251
socio-technical enactments 75
‘spaces of calculability’ 4–5
special reimbursement 58–9
Spencer, R. 11, 243–4
stability (market) ‘cool’ situations 4
exchange of maize 115–7
balancing flexibility and, through informal pricing 118–20
importance 112
integration by contractual fixed prices 120–22
struggle of interest between flexibility and 114
stakeholder participation 82
standards/standardization of coffee prices 187
functional foods 129, 147–8
palm oil industry 74, 82–3, 87–8
product qualification 135
see also evaluation standards; quality standards
Stark, D. 4, 7, 24
Steiner, P. 238–40, 242, 250
Stengers, I. 97
stickiness (ideological) 76–7
Stigzelius, I. 11, 243, 251–3
Storbacka, K. 161
strategic behaviour 28
struggle of interests exchange of maize see maize pricing 102, 104–5
subsistence markets 153–5, 181
Sundarban Islands 153–75
Supply Chain Certification (SCC) 82
supply and demand 63–5, 103–4, 131
supply-side approach, to environmental issues 78
sustainability food provision 218
and market growth 92
palm oil see palm oil
Sweden 46–67, 211–18
Swedish Environmental Protection Agency 203
Système U 86–7
tailor-made finance 64–5
Takashi, Y. 191
teachers, and performance pay 21–3, 28, 32, 34–9, 249
technology 1–2, 132–3, 181–2
technoscience 181
test scores, and performance pay 27–8, 37, 39, 249
Thévenot, L. 4–6, 8, 23–4, 205, 239
third parties’ certification 134–5
thrift 208, 229
Tinbergen, J. 24
Index

trade-offs 180, 228, 230, 232–3
traders, Ugandan coffee market 179, 182–3, 185, 191–3, 196–8
transformation (market) 78–9
through market design 169, 171
of need to demand 64–5
palm oil industry 83, 85–6, 96–8
through performance pay 40
possibility of 253
social values and 153
translation (market) 7, 73, 78–9
bottom-up market design 169
palm oil industry 74, 80–98
Ugandan coffee industry 193–4,
196–8
Trespeuch, M. 240
Tricostar 166–9
trouble see worry, trouble
Tryggestad, K. 76, 78

Uganda 178–200
uncertainty 49, 179–80, 197, 252
UNESCO 158
Unilever 81, 134, 138, 147
union representatives, concerns,
performance pay 21–2, 34–7, 39
United Kingdom 19
United States 19, 37, 76, 88, 139, 147
urban agriculture 211–18, 231
Urry, J. 205
utility maximization 25
UTZ Kapeh 82

valuation 47, 51–2
of coffee 187–9, 197
epistemic 24
value judgments 51, 64
values 4
characteristics and role of actors 77
cornered markets and articulation
of 246–7
as the engine of change 92
influence on markets 76–7, 79
markets and encouragement of 205
see also economic value; enactment
of value; environmental values;
public values; social values
variable reimbursement 58–60
Vaughan, D. 132
Velthuis, O. 104
village banks see Savings and Credit
Cooperatives (SACCOs)
visible hand(s) 240, 244
voucher system 49, 58–63, 66, 242
waste reduction 208, 228, 231
Weber, M. 102, 105, 123, 124
welfare services, promises of quasi-
markets in 48–51
Western interests 92–3
wet processing (coffee) 181–2, 184–5
Woolgar, S. 129
World Health Organization (WHO)
142
World Wildlife Fund (WWF) 74,
80–84, 88, 94–5, 97, 227
The World Growth (TGO) 88–9, 93
worldviews 161
worth 4–8, 23–4, 39–40
The Worth of Goods 22
Zuiderent-Jerak, T. 67