Contributors

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Leonardo Becchetti is Full Professor of Economics at the University of Rome Tor Vergata where he is Director of the graduate course in European Economy and Business Law and of the Masters in International Development and Cooperation. Leonardo is also President of the Ethical Committee of Banca Popolare Etica, a blogger and an editorialist. He
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Keith Brown is an Assistant Professor of Sociology at Saint Joseph’s University. His research and teaching interests include fair trade, ethical consumption, globalization, culture, identity formation and ethnographic methods. His book is entitled Buying into Fair Trade: Culture, Morality and Consumption (2013). The book examines what it means to be an
ethical consumer, how individuals became a part of the fair trade movement and how consumers make sense of the contradictions involved in the search for status while shopping for a cause. *Buying into Fair Trade* also discusses the limits and possibilities involved in trying to change the world through shopping. Keith’s research and writings have appeared in *Sociological Forum, Contexts, Qualitative Sociology, Sociological Inquiry, Social Forces, Contemporary Sociology, the Journal of Disability Policy Studies* and the *Analyses of Social Issues and Public Policy*.

**Sandy Brown**’s work attempts to bridge some of the many divides between agricultural production, activism and academia. Broadly focused on the political economy and governance of agrifood systems within the United States and Latin America, she has conducted research on fair trade certification in the banana sector, labor regulation in organic agriculture and the politics of pesticide regulation in California’s strawberry industry. She received her PhD in Geography at the University of California, Berkeley, and is currently Assistant Professor and Faculty Director of the Public Affairs Program at the University of San Francisco and a Research Associate affiliated with the University of California, Santa Cruz.

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on the relationship between fair trade and the solidarity economy in 2013. She has published a number of articles with William Low relating to the fair trade movement.

Bob Doherty (formerly of Liverpool John Moores University and Liverpool Hope University) is Professor of Marketing and Director of Faculty at The York Management School, University of York. Bob specializes in the marketing aspects of fair trade social enterprises. He is an Honorary Research Fellow in the Third Sector Research Centre at the University of Birmingham. Bob has also been editor in chief for eight years of the Social Enterprise Journal. Prior to moving into academia, Bob spent five years as Head of Marketing at the Fairtrade social enterprise, Divine Chocolate. Bob is currently the Chair of the Liverpool Fairtrade Steering Committee. Bob has published on fair trade in the Journal of Business Ethics, Business History Journal and the Journal of Strategic Marketing.

Christy Getz is an Associate Cooperative Extension Specialist in UC Berkeley’s Department of Environmental Science, Policy and Management. Trained as a sociologist, she conducts applied research and outreach that promote socially just food systems in California. Currently, her programs focus on: social justice and labor in food systems; challenges and opportunities facing immigrant and refugee farmers; urban agriculture; and community food security. Getz is chair of the California Communities and Food Systems Program Team of the UC Division of Agriculture and Natural Resources.

Michael K. Goodman is a Professor of Geography (Environment and Development) at the University of Reading, UK where he is chair of the Human Environments Research Group. He holds a PhD in Environmental Studies from UC Santa Cruz where he focused on the early discourses and materialities of fair trade’s mainstreaming. His work on the corporatization of fair trade has been published in Geoforum, Transactions and in a co-authored book entitled Alternative Food Networks (2012). Other work has engaged with the wider ‘celebritization’ and shifting cultural politics of consumption, environment and development – of which fair trade plays a key role – in the context of food, climate change and new forms of transnational market and charity-led development. Recent publications include two co-edited books: Food Transgressions: Making Sense of Contemporary Food Politics (2014) and Consuming Space: Placing Consumption in Perspective (2010). He is also editor of two book series: one on critical food politics and another on contemporary food studies. Forthcoming publications will appear in Geoforum, Food, Culture and Society and Environmental Communications. He is currently working on a textbook on the geographies of food.
Nicholas Greenfield is a Sociology PhD student at Colorado State University working with the Center for Fair & Alternative Trade. He is a UK and South African national with a MA in Critical Global Politics from the University of Exeter. His MA thesis analyzes to what extent the fair trade movement can defetishize the commodity, drawing on the case of gold. Nicholas’s current research interests include how reciprocity is formed in global trade through the everyday practices of consumers and producers.

Agatha Herman is a Lecturer in Human Geography and Leverhulme Early Career Fellow at the University of Reading, UK. Her research interests focus on questions of ethics, justice and resilience within food production systems, particularly analyzing their impact on the everyday spaces, practices and livelihoods of producers. Her work on the power relations and tactical discourses of fair trade has been published in Environment and Planning A, the Journal of Environmental Policy and Planning and Geoforum. She is currently working on a Leverhulme Trust funded project that is investigating the power of fair trade to promote resilient and ethical development within and beyond its producer communities.

Alex Hughes is Reader in Economic Geography at Newcastle University in the United Kingdom. Her research interests lie in the fields of ethical and fair trade, corporate responsibility, retailing and global commodity chains. She has published more than 20 journal papers and book chapters on the themes of corporate ethical trading approaches and their impacts on supply networks. She is co-editor (with Suzanne Reimer) of Geographies of Commodity Chains (2004) and, with Jane Pollard and Cheryl McEwan, of Postcolonial Economies (2011). Her research has been funded by the United Kingdom’s Economic and Social Research Council, The Leverhulme Trust, the British Academy and the Nuffield Foundation, including projects on UK–US contrasts in corporate ethical trading approaches, the knowledge economy surrounding practices of ethical auditing in supply chains, the effects of global economic recession on corporate ethical trading, the impacts of labor codes on Kenyan cut flower production, the interplay of social and environmental standards in the case of sustainable wildflower harvesting in South Africa and the introduction of ethical trading standards into the UK’s public sector.

Benjamin Huybrechts is an Assistant Professor at HEC Management School, University of Liege (Belgium). He is the holder of the SRIW-Sowecsom Chair in Social Enterprise Management and belongs to several academic networks including the Fairness (FR) research network on fair trade. He holds a PhD in Economics and Management (University of
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Mary A. Littrell is Professor and Department Head Emerita in Design and Merchandising at Colorado State University. Since 2011 she has been a Research Associate at the Museum of International Folk Art in Santa Fe, New Mexico. Dr. Littrell’s research addresses multiple facets of business social responsibility, with special focus on artisan enterprises. In her research she examines models for how textile artisan enterprises achieve viability in the increasingly competitive international market for artisan products. Recent books with co-author Dr. Marsha Dickson include Social Responsibility in the Global Market: Fair Trade of Cultural Products and Artisans and Fair Trade: Crafting Development. In recognition of their research in India, the co-authors were named Rockefeller Center Scholars in Bellagio, Italy. She is currently conducting research for a new book on models for artisan sustainability, leadership development and control of cultural property in the global market. Dr. Littrell is a Fellow of the International Textile and Apparel Association and the Society for Applied Anthropology. She served as President of the International Textile and Apparel Association and as Board Member of the Textile Society of America. Dr. Littrell received her MA from Michigan State University and her PhD from Purdue University.

William Low holds a BA and MA from the University of British Columbia and a PhD from the London School of Economics. Trained as an Economist, he is currently a Professor teaching sustainable business at Royal Roads University, with a particular interest in sustainable consumption. He has taught in Canada, the United States, the United Kingdom, Australia, Thailand and New Zealand. William also does consulting work for private companies and NGOs, including The Warehouse Group, Oxfam International and UNICEF. His recent research, with Eileen Davenport, has been published in Social Enterprise Journal, Journal of Business Ethics, Auckland University Business Review and Critical Perspectives on International Business.

Sarah Lyon is an Associate Professor of anthropology at the University of Kentucky. She is the author of Coffee and Community: Maya Farmers and Fair Trade Markets (2011), winner of the Society for Economic Anthropology’s Book Prize and the co-editor of Fair Trade and Social Justice: Global Ethnographies (2010) and Global Tourism: Cultural Heritage and Economic Encounters (2012). She has also published multiple journal articles on fair trade. In addition to her ongoing research on coffee, fair trade certification and the gendered dimensions of
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**Valerie Nelson** is Reader in Rural Development and a Principal Scientist in the Livelihoods and Institutions Department at the Natural Resources Institute, University of Greenwich, UK. She has worked at the NRI since 1996, with prior experience at the University of the State of Mexico and Oxfam GB. Valerie conducts research and consultancy on sustainability standards and market led development especially studies on their poverty impact and politics. She has worked on impact assessments since the late 1990s focusing on fair trade including coffee, tea, cocoa, cotton, wine, vegetables and flowers in Africa, Latin America and Asia for a number of standard bodies and donors. She completed a four-year poverty impact assessment of sustainability standards for DFID in late 2013. Livelihood and climate change adaptation issues are also a particular focus as is participatory development and governance, including pioneering work in participatory video. She is currently leading a program on Equitable Trade and Responsible Business at the NRI and is a council member of...
Laura T. Raynolds is the Co-founder and Co-director of the Center for Fair & Alternative Trade (CFAT) and Professor of Sociology at Colorado State University. She is co-editor and a lead author of the seminal book, *Fair Trade: The Challenges of Transforming Globalization* (2007). Raynolds is the author of over 37 articles and book chapters as well as numerous reports and popular press pieces on fair trade and related themes. Her fair trade articles in *World Development*, *Sociologia Ruralis*, *Journal of Rural Studies* and *Agriculture and Human Values* are identified as being among the most downloaded and cited articles in these journals. Raynolds has been awarded grants from the National Science Foundation, the Ford Foundation and the John D. and Catherine T. MacArthur Foundation for her path breaking fair trade research in Latin America and the Caribbean. She is an active participant in national and international conferences as an organizer and presenter. Raynolds holds a PhD in Development Sociology from Cornell University.

Darryl Reed teaches in the Business and Society program at York University in Toronto. His research interests include business ethics, development ethics, corporate social responsibility and international regulation. His primary research focus, however, is on the social economy in the context of development, with a special emphasis on cooperatives and fair trade movements. He currently serves as the President of the Canadian Association for Studies in Co-operation.

Marie-Christine Renard is a Sociologist from the University of Louvain in Belgium. She studied a Master degree in Social Anthropology in the Universidad Nacional Autónoma de México and a PhD in Rural Studies (Sociology) at the University of Toulouse le-Mirail in France. She works as Professor and Researcher in the Department of Rural Sociology at Chapingo University, Mexico, and belongs to the Mexican National Researchers System. She has carried out research on peasants and Indian movements in Chiapas, the coffee commodity market, quality certification in agro-food and fair trade. Marie-Christine is currently working on the governance of fair trade and other alternative networks in the agro-food system. She is outgoing President of the Research Committee 40 on Sociology of Agriculture and Food at the International Sociological Association (2010–2014); she is a member of the Editorial Board of the *Journal of Rural Studies* and the *International Journal of Sociology of Food and Agriculture*. 
Robert A. Rice has worked at the Smithsonian Migratory Bird Center (SMBC) since 1995, focusing on policy issues related to migratory bird habitat and conservation. His research centers on managed lands’ impact upon the environment, including the ways that new technologies transform physical and social landscapes. A central theme of his publications is the management of tropical agroecosystems and their relation to ecological processes, as well as the socio-economic benefits derived from agroforestry systems. He has worked with colleagues to develop scientifically based criteria for shade coffee (the ‘Bird Friendly’ certification), which identify coffee systems that can serve as viable, quality habitat.

Lone Riisgaard, PhD, is an Associate Professor at the Department of Society and Globalization at Roskilde University, Denmark. She has carried out extensive research on multi-stakeholder initiatives in the cut-flower industry and has for many years been involved in research related to the governance of agricultural value chains, regulation through private sustainability standards and the regulation and agency of labor in agricultural value chains.

Claudia Rosty is an advanced PhD student in Sociology at Colorado State University and a research assistant at the Center for Fair & Alternative Trade. She has been awarded an Inter-American Foundation Fellowship to conduct her dissertation research on ‘Fair Trade Certified coffee estates: Can Fair Trade promote workers’ empowerment and gender equity in Brazilian coffee plantations?’ Claudia’s research interests include globalization, development, gender and social movements.

Alastair M. Smith is a Research Fellow at the School of Planning and Geography, Cardiff University, and specializes in international development and planning. His work has focused on the role of international trade in promoting socio-economic development in line with social justice aspirations. Alastair has complemented research and teaching with consultancy projects for national and international NGOs. He is also the Founding Director of a knowledge exchange network focused on fair trade, Fairness UK; is the Chair of the Fair Trade Cardiff steering group (the world’s first Fair Trade City); and a member of the Board of Directors of Fair Trade Wales (administering trade justice campaigns in the world’s first Fair Trade Country).

Sally Smith is an Independent Research Consultant. Her research centers on trade, development, poverty and gender, with specialist knowledge of fair and ethical trade and the gendered economy. Her research has covered agricultural and industrial sectors across Africa, Asia and Latin.
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**Anne Tallontire** is a Senior Lecturer in the Sustainability Research Institute at the University of Leeds, United Kingdom, where she teaches on corporate social responsibility and international development. In 1999
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Anne completed one of the first PhDs on fair trade in Africa, focusing on the relationship between the 100 per cent fair trade enterprise Cafédirect and one of its producer groups, the Kilimanjaro Native Cooperative Union (KNCU) in Tanzania. Before taking up an academic position, Anne was a Research Fellow at the Natural Resources Institute, University of Greenwich, playing a key role in the Natural Resources and Ethical Trade program. She has undertaken research and consultancy for bilateral and multilateral donors and sustainability standards organizations, including Fairtrade International, particularly in East and Southern Africa. She was Principal Investigator for a DFID–ESRC project on ‘The Governance Implications of Private Standards Initiatives in Agriculture’, which involved field work in the Kenyan export horticulture sector. She has written widely on fair trade and other standards, publishing in international development and agriculture journals (including World Development, Third World Quarterly, Agriculture and Human Values, Journal of International Development, Development in Practice, Social Enterprise Journal). She is motivated by enhancing the voice of marginalized producers in standards development and enhancing the impact of trade for those at the bottom of the value chain.

Peter Utting is International Co-ordinator at the Center for Social Economy (CES) in Nicaragua. Until August 2014 he was Deputy Director, United Nations Research Institute for Social Development (UNRISD). He specializes in research on corporate social responsibility, social dimensions of sustainable development and social and solidarity economy. With a doctorate degree in Sociology and working at the interface of various disciplines, he has authored or edited 19 books and more than 40 journal articles and chapters. Recent co-edited books include Social and Solidarity Economy: Beyond the Fringe (forthcoming); Business Regulation and Non-State Actors: Whose Standards? Whose Development? (2012) and Corporate Social Responsibility and Regulatory Governance (2010).

Bradley R. Wilson is an Assistant Professor of Geography at West Virginia University. For the past ten years he has been engaged in ethnographic research on the Fair Trade coffee campaign in the United States and Nicaragua. His work on Fair Trade coffee and certified product networks has appeared in journals such as Geoforum, Antipode, Applied Geography and Human Organization. His current research explores changing perspectives on the politics and practice of local and global solidarity among consumers and farmers through a case study of the development of the Fair Trade coffee network in post-revolutionary Nicaragua.