Contributors

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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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**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.

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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.

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**Ronan Le Velly** is Assistant Professor in Economic Sociology in Montpellier SupAgro (France) and member of the Joint Research Unit Innovation and Development in Agriculture and the Agri-Food Sector. His works focus on the organization of the various supply chains that are established between the producers and the consumers of fair trade. He is also interested in local and short food supply chains, especially those that are built to offer quality food to schools. His research aims to better know the functioning and impacts of alternative agrifood systems and to contribute to the sociological understanding of markets. Ronan Le Velly has published numerous articles on these topics, notably in the *Revue Française de Sociologie, Sociologie du Travail* and *Sociologia Ruralis*. He is the author of the book *Sociologie du marché* (2012).

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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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Handbook of research on fair trade

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Geoff Moore is Professor of Business Ethics at Durham University Business School, United Kingdom. He is the author of several papers on fair trade, and has had a long-standing practical engagement including being a Non-Executive Director on the Boards of Gateway World Shop, Shared Interest and Traidcraft. He has published extensively on the application of virtue ethics to business organizations.

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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.

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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.

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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.