Index

abolitionists 159, 160
'accidental' fair trade consumer 145
accountability 181, 283
see also corporate accountability; global accountability
achievement, women’s empowerment and 408, 414
actions, equality of 46–9
activism 62, 64, 70, 144, 145, 174, 198, 200, 265, 283, 362, 450, 451–2
actor-network theory 139, 284
adaptation, artisan practices 460
‘adequately progressive sense of place’ 194
advocacy/advocates 4, 5, 65, 192, 336
affiliation effects 533–45
Africa 363, 372–85
fair trade
cooperatives and smallholders 35, 373–80, 384
governance 382–4
plantations, workers 380–82
production and exports 35
racial equity 441–2, 445–52
Fairtrade International
multidimensional impacts in 509–29
producer participation in governance 84, 86, 89, 92
hired labor enterprises 37
political economy of trade 444–5
transnational corporations 298, 307
women, agricultural sector 381, 382, 409, 410
see also individual countries
Afrikaner National Party 444
agency 218, 267, 301, 408, 414
agency fees 131
AGICES 323
agrarian democracy 177, 178
agrarian idealism 174, 177–9, 180, 183
agricultural cooperatives
male bias 413
women’s participation in 541
see also individual sectors
agricultural exceptionalism 177–9
Agricultural Justice Project (AJP) 175, 182–3
agriculture
Africa 148, 372–85
contracted production model 478–80
domestic fair trade, US 174–87
Fairtrade certification 491
Garstang relationship with, UK 194
gender inequality 405
industrial 226
Latin America 422
see also large-scale agriculture;
organic agriculture; small-scale agriculture
agro-food sector
activism 174
compromises in conventions 123
ethical consumption 28
fair trade growth 31
labeling/certification 286, 288
network connections 139–54, 285
agrochemical use 390–92, 393, 395
Agrofair 239
agroforestry 397–9
see also shade coffee production
Aldi 302, 306, 309
All India Artisans and Craftworkers Welfare Association (AIACA) 470
Alliance for Artisan Enterprise 470–71
Alliance for a Corporate-Free UN 64
Allpa, competing logics 247–8, 251–62
Alter Eco 325, 326, 433
Alter, Sutia Kim 237
Alter Trade Corporation (ATC) 500, 501, 502, 503
Alter Trade Foundation Inc (ATFI) 500, 501
alternative food movements 174, 179–80
alternative high street 192–3
alternative markets 218, 219
alternative trade movements 215
alternative trade networks 46, 54, 360, 361
alternative trade organizations (ATOs) 73, 202, 234–6
Africa 373
awareness of fair trade 337
Europe 286, 324
supply chains 273

see also individual organizations

Africa 373
AmazonCoop 431–2, 435
Amnesty International 64
anti-competitive practices 223–4, 225, 226
anti-corruption 63
anti-unionism 112, 129
apartheid 148, 150, 380, 442, 444, 450
arbitration 121
Argentina 147, 150, 310
Armann Club 463
Arnould, Eric J. 539, 540
artisan products 457
artisan products 457–72
certification for fair trade sector 469–72
certification for fair trade sector 469–72
fair trade case studies 461–9
socio-economic context and challenges for 458–60
women as 406, 414, 458, 461–8
artistic traditions 457, 464–5, 468, 471
Asia 302, 304
Asia 35, 87, 89, 96, 198, 298, 307, 363, 410
associate corporations 427–8
Asurini tribe 431, 432
asymmetric information 544
attitude-behavior gap 165
attitudes 163, 164–5, 169–70, 337–8, 518
Auchan 325
audit procedures 36
Australia 29, 199, 309, 310, 363
Austria 86, 251, 309
Authentic Fair Trade 27
authentic stories 159, 162
Bacon, Christopher M. 16, 59, 72, 83, 192, 275, 388–401, 425, 510, 537, 538, 541
balance of power 72, 73, 93, 298, 304–5
Balineau, Gaëlle 316–30
balkanization 282, 291, 320
Ball, Dwayne 539, 540
banana sector
anti-competitive practices 223–4
decommodification 34
Europe 324, 327
female labor 409
global retail 309
plantations 86, 105, 409
certification 37, 124
production and exports 35
sales 33
union engagement with multinationals 105
United States 336
BananaLink 104
Bangladesh Accord on Fire and Building Safety 114
Bangladesh Alliance for Worker Safety 114
Banyankole Kweterana Cooperative Union (BKCU) 374–5
Barnett, Clive 140
Barratt Brown, Michael 277
Barrientos, Stephanie 303, 304, 381
barriers to entry 71, 225, 273, 286, 380
barriers to trade 289, 294
Bassett, Thomas J. 541
Battle Anderson, Beth 232
Becchetti, Leonardo 18, 58, 277, 321, 329, 510, 532–46
Belgian Development Cooperation 366
Belgium 199, 200, 235, 237, 288
benevolence trade 442–3, 450
Bennett, Elizabeth A. 3–22, 10, 80–98, 218, 236, 239, 401, 433
Berdal, Mats 364, 369
Berger, John 393–4
best practice(s) 108, 514
Bezençon, Valéry 316–30
Index

‘big tent’ approach 199
Biko, Steve 441, 452
binary thinking
mainstreaming/fair trade 236, 266
small-/large-scale agriculture 180, 182, 185
biodiversity conservation 390, 394
black economic empowerment (BEE) 441–2, 447, 450, 451
see also broad-based black economic empowerment (B-BBEE)
black ownership 447, 448
blacklisting 70, 130, 283
blackwashing 152
Bili, Sam 317
Block, Emily S. 249
Block, Fred 268
bluewashing 64
boards of directors 84, 88, 89, 235, 239, 481
Body Shop 431–2
Bohannan, Paul 271, 274
Bolivia 423, 428, 433–4, 435
Boltanski, Luc 121, 123, 125, 133
bonded contracts 274
bonded labor 492
Bowers, Renee 471
boycotts 145, 157, 158, 283
BP oil spill 163
brand communities 163
brand development 300
brand survival 149–51
brandification 145, 146
Brazil 198, 346, 396, 400
Brazil nuts 431, 432
British Association of Fair Trade Shops (BAFTS) 201
British Trade Union Congress 105
broad-based black economic empowerment (B-BBEE) 140, 148–9, 150, 151, 152, 153
Brooks, Ethel 284
Brown, Keith 11, 157–70, 320, 337
Brown, Sandy 11, 174–87, 194, 337
bureaucracy 26, 124, 125, 288, 476, 480
Burke, Brian J. 436
business
competition and cooperation in 212–14
and peace 355, 356–8, 365
business interests 67, 185
business regulation 61–2, 63–7
business schools, support for UNGC 66
business size, and institutional logics 253
Butler, Jeffrey V. 544
Byler, Edna Ruth 158
Cadbury 145, 309, 311, 327
CAFÉ Practices 479
Cafédirect 26, 31, 73, 144, 235, 239, 317, 326, 327, 360, 365, 373, 380, 384, 398–9
Cafédirect Challenge 194
California Certified Organic Farmers 185
Callon, Michel 267, 274
Calo, Muriel 538
Campaign Coffee 360
campaigns
Africa
Fairtrade labeling as a response to labor rights campaigns 380
flower sector, Kenya 381
against deforestation 70
for change in international trade 4, 409
criticizing the Global Compact 65
FTOs and need to distinguish business practices 472
marketing 16, 46, 54, 303, 399, 423
Oxfam food supply 355–6, 359
place-based 2, 12, 20, 192, 193, 194, 195, 196, 197, 199, 200, 201, 202, 203, 204, 205
similarity of fair trade advertising to colonial-era 445
transnational solidarity 282
transnational/market-oriented 282–3, 284
United States
against corporations 157
fair trade 337, 338–40
to improve farm labor conditions 179
see also ‘fair trade for all’ campaign
Canada 29, 86, 199
cane sugar 33, 104, 379
see also sugarcane
capacity building 4, 36, 103, 107, 376, 428–9, 446, 463, 522
capital (financial) 226, 286, 302, 307
capitalism 9, 12, 21, 111, 133, 284, 285, 286, 298, 310, 357, 361, 422, 427
see also markets; neoliberalism
carbon credits 399
Cardiff 201
care, tactical practices of 142, 143, 145, 151
cargo system (Mesoamerican) 427–8
Caribbean 35, 84, 85, 86, 226, 395, 397, 398, 409
Carrefour 298, 306, 309, 323, 326
Casas, Bartolomé de las 424
Castriota, Stefano 18, 58, 510, 532–46
Catholic Agency for Overseas Development (CAFOD) 201
causes, shopping for 157, 165
Center for Fair and Alternative Trade (CFAT) 7
Central America 84, 85, 86, 186, 395, 397, 398, 399
Central Piurana de Cafetaleros (Cepicafe) 399
centralisation 270–71
CEPCO 294
certification 5
competition among labels 216
costs 273, 292–3, 480
as a global practice 282–4
label proliferation 19, 82, 84, 86–7, 166, 175, 180–86, 487
NGOs and 62
origin of 54
racial hierarchies 442, 449
RSPO 68–9, 70
US domestic agriculture 174
see also Fairtrade certification; third party certification
certification revolution 166
certified markets 30, 441, 442, 447, 449, 524
Certimex 480–81
certified markets; neoliberalism
charity trade 214, 356, 359
Charter of Criteria for Fair Trade (Italy) 323
Charter of Fair Trade Principles 4, 200, 236, 408, 451
Chase, Bob 469
Chiquita 105, 341, 534
chocolate 143, 145, 309, 311, 327, 486
see also cocoa sector
choice
governance of value chains 213
see also consumer choice
Christian Aid 201
curches 7, 193, 234, 269, 326, 333, 359, 360, 363, 368, 426
Cisco Systems 364
citizen consumers 28, 160
Citizens Compact 64
civic conventions 11, 25, 27, 122, 123, 125, 133
civic ideals 126
civic legitimacy 126
civic rights 120, 125, 127, 135
civic rules 125
civic solidarity 126
civic values 26, 31, 33, 123, 124, 125, 126, 132–4
civil society 61, 64, 65, 72, 200, 307
civil war see conflict zones
Claro 324
‘clash of two worlds’ 256, 261
clean washing 266
climate change 69, 301, 390, 397–9
see also greenhouse gas emissions
Clinton Global Initiative Commitment to Action 471
closed shops 130
clothing see garment and apparel industry
clothing retailers 299
clothing retailers 299
co-branding 145–6
Co-op Link 342

---

Laura T. Raynolds and Elizabeth A. Bennett - 9781783474622
Downloaded from Elgar Online at 01/12/2019 10:41:16AM via free access
Co-operative Group (UK) 149, 201, 302, 303, 304, 312, 327
Coalition of Immokalee Workers (CIW) Fair Food Agreement 174
Coase, Ronald 212
cocoa sector decommodification 34
fair trade labeling 86
farmers and workers 104
Ghana see Ghana
global retail 309
plantations 342
prohibition of certification 477
production and exports 35
sales 33
supply chain governance 304
United States 336
see also chocolate
codes of conduct 68, 105, 107, 174, 283, 307
Coffee Berry Borer (Hypothenemus hampei) 392
coffee sector 89, 309
Africa 311, 373, 383
cooperatives 85, 366–7, 517, 524
Fairtrade impacts 511–12, 513, 514, 524
commodification 31–2, 34
direct-to-producer certification 294
fair trade sales 32–3
Fairtrade label and sustainability of 318
farmers and workers 104, 430
female labor 409
France 325
Latin America see Latin America
plantations 120, 124, 275, 342, 424, 484
certification 73, 477
prices 56–7, 72, 90, 275, 287, 412, 430, 514, 538
production and exports 34
sales 388
supplier switching 305
supply chain governance 304–5
tactical marketing 143, 145
United States 159, 334, 335, 336, 343, 346–7
whole sale intermediaries 54–5
Cohen, Lizabeth 160
collaboration 62, 241
collaborative programs 515–16, 524, 528
collective action 413–15
collective agreements 107, 110
collective autonomy 218
collective bargaining 102, 103, 107, 108, 111, 127, 128, 183, 381
collective bargaining agreements (CBA) 130–31, 381, 516
collective farming 504–5
collective reputation 543–5
collective responsibility 25, 431
colleges 195, 196, 339
Colombia 396, 400
colonialism 148, 378, 422, 424, 441, 442, 444, 450, 452
COLSIBA 105
commercial activities 233, 235, 237–8, 273, 358
commercial-smallholder links 379–80, 384
commodification of difference 142
see also decommodification;
re-commodification;
self-commodification
commoditization 142, 300
commodity fetishism 284
communal work 426
communalism 360, 427
communication 250, 255–6, 261
Communication on Progress (CoP) 63–4
communitarianism 368, 427
community empowerment 336
Community Health Advancement Initiative (CHAI) 494, 498
compassionate transfer 58
competition across value chains 222–6
artisans 458
in business 212–14
through co-branding 146
between companies 534
fair market outcomes 57
consumer-rights movement 159
consumers
‘accidental’ fair trade 145
empowerment 166, 167
failure to see beyond the label 275
institutional logics 255
North American 28, 162, 168, 337–8
reluctance to promote fair trade 168
socially conscious/responsible 166, 545
solidarity between producers and 160
see also conscientious consumers;
ethical consumers;
producer-consumer linkages
consumption see ethical consumption;
overconsumption
context 153
contract labor 94, 95
contract labor standards 94
contract production enterprises 35
contract security 132, 134
contracted agriculture 478–80
convention theory 25, 120, 121–2,
123–5
conventionalization 193, 266, 269, 275,
286
conventions
economic see convention theory
ILO 107, 183, 343
UN 391, 405
Conzo, Pierluigi 18, 58, 510, 532–46
Coop Italia 323
Coop Switzerland 318, 324
Coopcafé 479
coopera
tion
in business 212–14
in fair trade 214–16, 217–19
and peace 364
as a response to competing logics 249
value chains as a tool for analyzing
216–17
within value chains 219–22
Cooperative Coffees 73
cooperative intermediaries 215, 217,
220, 221, 223, 224–5
cooperative law 214
cooperative practices, scaling of 220
cooperative principles 214, 215, 335

Laura T. Raynolds and Elizabeth A. Bennett - 9781783474622
Downloaded from Elgar Online at 01/12/2019 10:41:16AM via free access
Index 555

corporate value chains 217, 220–21
cooperatives 238
value-based 214
see also agricultural cooperatives; small producer cooperatives
Coordinadora Latinoamericana y del Caribe de Comercio Justo see Latin American and Caribbean Network of Small Fair Trade Producers
coordination, convention theory and 121
coordination problems 56
core labor standards 106–9
corporate accountability 62, 64, 67, 71, 74, 75
corporate citizens/citizenship 67, 140, 145, 146, 154
corporate culture 214
corporate governance 523
corporate influence, in the UN 65
corporate intermediaries 215, 217, 219, 222, 223, 225
corporate retailers
academic debate on Fairtrade engagement with 298–9
anti-competitive practices 223–4, 225 and artisans 459
cooption of fair trade 300
fair trade value chains 219–20, 221
grocery sector see grocery sector pressure on prices 275
use of sustainability standards 528–9 see also individual retailers
corporate social responsibility 62, 65, 66, 71, 73, 74, 75, 161, 300–302, 307, 308, 309
corporate sustainability 66, 308, 311
corporate value chains 217, 219, 221–2
corporations
American 45
see also associative corporations; multinational corporations; transnational corporations
corporatization 181
Costa Rica 84, 391, 392, 479, 536
Costco 184, 308, 335
cotton 89, 104, 294, 311, 325, 343, 376, 383, 410, 477
counter-culture 360
counter-hegemonic globalization 139
craft skills 457–8
Craftmark label 470
crafts see handicraft sector
credibility 288, 317, 319–20, 330, 480
Criteria Committee (DFTA) 181
critical theory 62
CTM Altromercato 235, 321–3
cultural capital 435
cultural identity 425, 461, 465, 467, 468, 470
cultural politics 140–47
cultural stereotypes 435, 437
cultural traditions 428, 431, 432, 436, 437, 461
Dalton, George 271, 274
Dalvai, Rudi 470
Danone 114
Davenport, Eileen 15, 196, 355–69, 430, 451
Davidson, Russell 538
Davies, Iain A. 197, 347
Daviron, Benoit 274
Day Chocolate Company 276
De Janvry, Alain 537, 538
de-industrialization 161
decision-making 83, 110, 218, 239, 250, 410, 411, 432, 437, 471, 482, 517
Declaration of Fundamental Principles and Rights at Work (ILO) 106–7
decommodification 24, 31–4
banana sector 34
cocoa sector 34
coffee sector 34
Fairtrade and recommodification 31–4
Fairtrade standards 32 see also commodification
decoupling, as a response to competing logics 249, 250
Dees, J. Gregory 232
deforestation 69, 70, 398
delegation 268, 272–5
DeLind, Laura 289
556  Handbook of research on fair trade

Delmastro, Marco 544
democracy 97, 192, 233, 427
  *see also* agrarian democracy; global
democracy; participatory
democracy
Democratic Republic of Congo (DRC)
  366–7
democratization 200, 204, 357
‘denial of benefit’ of fair trade 320
dependency 515
depersonalisation 124, 266, 273, 330
Designation of Origin (DO) 433, 434
detachment, as a response to competing
logics 249
development 238, 358, 405, 430–31,
  432
development trade 356
dialogue 62, 92, 106, 109, 113–15, 128
difference 142
dilution
  radical campus politics 197
  of standards 13, 30, 266, 275, 4780
  of values and rationale 300
direct trade 26, 284
disclosure 66, 70, 225
disconnections, tactical marketing
  practices 139, 140, 141, 144, 147,
  149–53
discounts 47
discourse analysis, on RSPO 68
discrimination *see* non-discrimination
disembedding 268, 271, 274, 277
dispersed workplaces 106
dispute resolution 110
Distell 151, 152
diversification 236
diversity
  of coordinating production 213
  of fair trade places 204
  of functioning in fair trade chains 267
  organizational 236, 238–9
  producer participation and 82, 86
  of resources 233, 239–40
Divine Chocolate 235, 239, 326, 327,
  384
division of labor 380, 441, 443, 444, 452
‘do no harm’ theory 358

Doherty, Bob 197, 300, 312, 316–30,
  347
Dolan, Catherine S. 126–7, 379
Dole 114, 341
domestic conventions 122, 123, 125,
  135
Domestic Fair Trade Association
  (DFTA) 175, 180–82, 183, 186
domestic fair trade, in the US 174–87
domestic values 123, 124
Doran, Carolyn J. 338
dual workplace representation 109, 110,
  111
Dufeu, Ivan 319
Dutch Sustainable Trade Initiative
  (IDH) 515–16, 519
earmarking 166
‘earned income’ approach 232, 233,
  238–9
Eastern Europe 28, 307, 310
eco-friendly products 162, 163, 167
Ecocert 326
economic conventions *see* convention
theory
economic coordination 121
economic decisions, and market
  remuneration 268, 271, 274
economic development 425–6, 437
economic sociology 277
economic transactions, humanization
  25
economic wellbeing 536, 541
economics *see* markets
economies of scale 226, 287, 375, 379,
  414, 477, 501, 522, 538, 544
ecosystem services, shade coffee
  production 394
Ecuador 108, 129–30, 423
education 36, 539–40
efficiency 34, 121, 123, 125, 226,
  257–8, 544
egalitarianism 3, 37, 270
egoism 126
Ehrich, Kristine 167
Elder, Sara 304, 305
embedded liberalism 62
| EMES work on social enterprise 231, 232–3 | Equal Exchange 26, 31, 73, 220, 276, 326, 334, 335, 341, 360, 483–4 |
| employers, US agricultural 178 | equality 46–50, 82, 172 |
| employment, formalization of permanent 128 | Equitable Food Initiative (EFI) 175, 184 |
| empowering rights 107–8 | Esselunga 323 |
| empowerment alliance, South Africa 446–8 | estate(s) 225, 226, 442 |
| of consumers 166, 167 | certification 342, 343, 347, 525 |
| fair trade and 3, 24 | production 217, 219, 224 |
| participatory governance 82 | see also plantations |
| political 429 | ethical business behavior 357 |
| replaced by culture of surveillance and sanction 273 | ethical consumers 28, 72, 75, 165, 174, 196, 310 |
| of workers 115, 128 | ethical consumption as an indirect gift 240 |
| see also black economic empowerment; community empowerment; producer empowerment; women’s empowerment | bottom-up approach 170 |
| End UN Corporate Capture 65 | consumer boycotts 157, 158 |
| endogenous development, cooperative-based 218, 225, 226 | contradictions in 166–7 |
| enterprise management 459 | ethnographic research 169–70 |
| entrepreneurialism 257–8, 361 | fair trade place campaigns 196 |
| entrepreneurs 158, 212, 234, 236, 238, 334 | historical roots 158–60 |
| environmental certification 307, 343 | individualism as a barrier to 167 |
| environmental change 167 | limited practice, South Africa 152 |
| environmental concerns 5, 162, 301–2 | mainstreaming and compromising of 265 |
| environmental degradations 67, 226, 510 | popularity of fair trade 27–8 |
| environmental entitlements 524 | and producer empowerment 311 |
| environmental impacts 67, 388, 389 | subjects of see consumer activists; consumer behavior; consumer citizens/citizenship; consumer power |
| environmental movements 5, 19 | ethical discourses 147, 151, 152 |
| environmental protection 63, 299, 301, 338, 375, 378, 521 | ethical entrepreneurs 158 |
| Environmental Protection Agency (EPA) 391 | ethical judgements 126–7 |
| environmental rights 71 | ethical markets 213, 215, 222, 311, 500, 503 |
| environmental, social and governance (ESG) performance 61, 64, 66, 68 | ethical praxis 151–3 |
| environmental standards 390–92 | ethical shopping initiatives 167 |
| environmental sustainability 3, 24, 388–400 | ethical sourcing 301, 307, 308, 380, 459 |
| environmentally conscious consumers 167–8 | ethical standards 124, 158, 283, 300 |
| | ethical trade 307, 330 |
| | ethical turn 157, 161–5 |
| | ethical value added 215 |
| | ethical values 215 |
| | Ethics Code (SPP) 483 |
| | ethnographic research 15, 157, 164–5, 169–70, 275, 312 |
Europe 7, 26, 28, 110, 231
consumers 28
fair trade
contestation of situated practices 198
historical origins 158, 360
labelling agencies, rift between US and 27
organizations 363, 425
sales 29, 310
fair trade markets 255, 309, 316–30
research 11
FTOs and societal change 240
influence over multinationals 114
origins of certification 282, 286–9
plantation certification 477
social enterprise 231, 233, 234, 238, 239, 242
technical standards 271
see also Eastern Europe; individual countries
European Fair Trade Association (EFTA) 270, 271, 317
European Union 110, 205
evaluation
civic and market principles 126
conventions and modes of 121
of fair trade 239
impacts see impacts
see also monitoring; self-evaluation
Evans, Peter 139
exclusion 47, 148, 150, 183
executive board (FLO) 89, 90
EXPOFLORES 130
export conditions 258
exporters 56, 147, 247, 343, 379, 395, 478, 479
exports 34–8, 57
extended board (FLO) 89
factory farming 162, 180
Fair Do’s 201
Fair Indigo 471
Fair Labor Association (FLA) 347
Fair Labor Standards Act 1938 (US) 177–8
Fair for Life 6, 199
see also Institute for Marketecology
fair price(s) 54, 141, 182, 258, 269, 287, 365, 425, 527
fair trade
activism 144, 145, 198
artisans see artisans
barriers to growth 165–9
certification see certification
competition see competition
concept 3, 4–6
contradictions in 25, 27
cooperaion see cooperation
core principles 4–5
corporate responsibility strategies 300–302
critics and skepticism 319, 320
as a critique of international trade 3, 4, 24, 25, 46, 355
decommodification and recommodification 31–4
definition 123
disembedding/re-embedding 268, 271
distribution and consumption 27–31
growth/expansion 5–6, 7, 27, 124, 330
ideas, practices and institutions 25–7
international development see individual countries
labeling see fair trade labeling
logo 144, 145, 154
mainstreaming see mainstreaming
multi-stakeholder regulation 71–4
objective 4
origins 6–7, 158–60, 286, 359–63
and peace see peace
pioneers 26, 234, 359, 478, 534, 542, 545
versus imitators 545
in practice 5
production and exports 34–8
quality turn 362
quantitative analysis of the impacts of 532–46
reformist interpretations 196
research see research
rising interest in 6–7
rules, formalization 124
scaling up of 73, 272, 277, 286
Index 559

as a set of performative tasks 292
status 195, 196, 197
tensions within 277
three main components 46
through the lens of social enterprise 233–4
value chains see value chains
vision and mission 5
as a voluntary system 58
women’s empowerment 406, 409–418
‘fair trade for all’ campaign 342, 346, 484
Fair Trade Association of Australia and
New Zealand 199
Fair Trade Certified 6, 287, 307, 308, 310, 333–49
Fair Trade Country 201
Fair Trade Federation (FTF) 334, 461, 470
fair trade labeling 6
description (1988–95) 84–6
governance 484–6
impact of 58–9
as mere quality certification 286
and minimum wage 55
proliferation (1992–97) 19, 82, 84, 86–7, 166, 180–86, 487
research on impacts of 58–9
as a response to labor rights
campaigns 380
stakeholders 81
unification 87–90
see also Fair Trade USA; Fairtrade
Federation; Fairtrade labeling;
Max Havelaar
fair trade logic 247, 248, 261
fair trade markets 28–9
choice 140
ethical turn 164
European 317–20
see also individual countries
fairness of 54–7
grocery sector, global South 310–11
mainstreaming and expansion of 300
United States see United States
Fair Trade Nation 200–203
fair trade networks
Africa 383–4
connections in see agro-food sector
as Polanyian ‘counter-movement’ 284
social embeddedness 284
fair trade organizations 4, 26
civic values and promotion of labor
rights 125
European 324, 325, 326–7, 363
evolution of 234–7
growth strategies 277
key role in Fairtrade Foundation 30
promotion of ethical consumption 28
as social enterprises 234, 237–41
support for women 417
in the US 30
see also alternative trade
organizations; local fair trade
organizations
fair trade places 191–205
contesting the nature of situated
practices 198–200
emergence of 193–8
role and potential of fair trade nations
200–203
stakeholders 203
state legitimacy 194
fair trade products 31
incorporation of new 124, 125
marketing 46
motivation for 54
retailers and promotion of 318
fair trade relationships
competitive 273
connectivity 284
Fairtrade standards and extension of
272
mainstreaming and degrading of 265,
266, 273, 330
place-based input 197–8
trust-based 124
fair trade sales 6, 28–9
France 271, 272, 326
growth 124, 161, 196, 300, 302, 356
United States 335
viability of producer organizations
524
see also individual products
Handbook of research on fair trade

Fair Trade Sustainability Alliance (FairTSA) 175, 185
Fair Trade USA 6, 74, 175, 275, 276, 334–6, 341, 484
administration of fair trade towns 199
market-based strategy 30
plantation certification 37, 73
separation from Fairtrade International 27, 92, 341–7
Fair Trade Wales 202
Fair Traders of Australia (FToA) 199
fair washing 19, 84, 167, 310, 478
Fairglobe 309, 398
Fairhills 140, 149–51
fairness 45
as equality of actions or processes 46–9
as equality of outcomes 49–50
of fair trade product markets 54–7
Fairtrade adaptation to South African 148
labels and symbolic 287
protocols of certification 295
through price guarantees 35
trade policy 46
see also unfairness
Fairtrade Africa 90, 382–4, 445–6, 485
Fairtrade America 199
Fairtrade certification 6, 26–7, 31, 35, 37
agricultural sector 491
brokerage function 494
buyer pressure 525
contradictions in 450–51
and cooperation 215
delegation and 273
efficacy and politics of 285
failure to address poverty and underdevelopment 447
fair trade places 197
growth in fair trade 5–6, 27
harmonizing 289–91
history of 286–9
Indian tea sector 497–9
labor conditions 120
as local practice 292–4
meeting women’s needs 415–16
paradoxes embedded in 281
Philippine sugarcane sector 502, 504–5
plantations see plantations, certification
as a pluralistic process 281–2
racial separateness 445
transnational corporate buyers 478
wine grapes 147, 151
see also individual products
Fairtrade Fortnight 30, 196, 301, 310
Fairtrade Foundation 30, 141, 144, 193, 194–5, 196, 198, 201, 202, 204, 303
Fairtrade International 6, 236
affiliates 35
balance of power 72, 93
capacity to fulfil commitments 96
certification see Fairtrade certification
climate change adaptation 398
creation of 288
criteria, hired labor enterprises 37
debate on the engagement with corporate retailers 298–9
delegation strategy 272–5
development of European fair trade market 317–20
economic complexity 211
engagement, South Africa 148
environmental standards 390–92
gender strategy 406–7, 418
and global labor unions 104–6, 113–15
governance
movement-oriented actors 276
producer participation 73, 82, 83, 84–93, 481–2
study 82–96
label see Fairtrade Label(s)
liaison officers 131
loss of hegemony 484
market share increase 112
multidimensional impacts, Africa 509–29
opposition to decision to pursue ISO 83
patron–client relations 495–7
price setting 35–6, 54
Index 561

producers as equal owners of (2011–14) 91–3
recognition of independent
smallholders 343
separation of Fair Trade USA from
27, 92, 341–7
widening gap between small
producers and 476
worker representation 37
workers’ rights 37–8, 103
see also TransFair International
Fairtrade label(s) 26, 46
abuse of 225
benefits from advantages of
recognized brands 317–18
control 225
distinction between small producers
and estates 226
fairness and equality under 54
Kenya 380
and mainstreaming 317
Northern cooperatives’ adoption of
215
number of commodities carrying 7
pedagogical transparency 143
producers’ stories 141
recognition, Italy 323
Fairtrade Labelling Organizations
International (FLO) 88–91
Fairtrade Mark 193, 197, 199, 204
Fairtrade premium 36, 37, 74, 102, 103,
150, 415–17, 515, 523, 524
Fairtrade Premium Committee 109, 110
Fairtrade principles 215, 216, 223
Fairtrade and Slave Trade 193
Fairtrade Sourcing Programs (FSP) 486
Fairtrade South Africa 310–311
Fairtrade standards 27
cotton 410
decommodification 32
dilution/erosion of 13, 266, 275, 300,
478
environmental clauses and risk
management requirements 302
extension of market relationships 272
implementation in hired labor
situations 125–7
integration of small producers in
certified networks 35
labor standards 102–4, 109, 127–32
living wage 132
minimum prices and social premiums
36
stabilizing of civic values 132–3
and trade unions 127–32
Fairtrade Towns 195, 196, 199, 339
Fairtrade Week/Month 307
faith-based groups 26, 359–60
family farms 161–2, 177–9, 180, 182
farm paternalism 446
farm size, US 178, 179
farmers, tensions between farmworkers
and 183
farmworkers 148, 177–8, 183, 184, 186,
447
Faustian bargain 140, 146–7, 277
federal farm subsidies 178
feminists, and women’s empowerment
408
FINE 200, 236
Fisher, Eleanor 196
Fishman, Arthur 544
five goals model 200
5-10-15 goals 90
FLO-Cert 27, 90, 103, 273, 290, 291,
342, 390, 479, 480
floor price 74, 538
flower sector 89, 108
Africa 130–31, 132–3, 134, 380
Ecuador 129–30, 134
impact of Fairtrade standards 127–8
plantations 37, 127, 129
Switzerland 324
United States 336
food activists 176
Food and Agriculture Organization
(FAO) 104, 405
Food Alliance 175, 184–5
food insecurity 399
food retail see grocery sector
food sovereignty 69, 72, 74
Ford Foundation 334
foreign direct investment 80, 306, 307
Forest Peoples Programme 69
Forest Stewardship Council 67, 307

Laura T. Raynolds and Elizabeth A. Bennett - 9781783474622
Downloaded from Elgar Online at 01/12/2019 10:41:16AM
via free access
562  Handbook of research on fair trade

Forrer, John 364, 365, 367
Fort, Ricardo 536, 538
Foundation of Organized Small Producers 483
France 298
civic equality 126
fair trade effectiveness 320
fair trade market 28, 320, 325–6, 329
social enterprise 237
see also Artisans du Monde; Max Havelaar France
Frater, Judy 460
free labor movement 160
‘free market’ view 368
Free Prior and Informed Consent 69, 70
free produce movement 159, 160
Free Produce Society 159
free-riding 64, 68
freedom of association 102, 107, 108, 127, 130, 346, 406
Freedom of Association Protocol 103
Freitas, Pushpika 461, 464
French Fair Trade Platform 326
Fridell, Gavin 197, 200, 355, 392
Friends of the Earth 69
fruit 33, 35, 37, 304
fruit juice 35, 37, 89, 309
FUNAI 431
FUNDEPPO 483, 485
garment and apparel industry 105, 165, 405–6
Garstang 193–5
Gates, Scott 358
gender see women
Gender Action Learning Project 378
gender equality 405, 406, 407–9, 412, 417, 418
gender equity 406, 412, 416
gender inequalities 405, 406, 410, 413, 517, 518
gender stereotypes 380
gender strategy 406–7, 418
Gender Working Group 407
Gendron, Corinne 442
General Assemblies 68, 70, 91, 92, 93, 235, 482
General Producers’ Assemblies 86, 88, 89
Generalized Method of Moments 539
Gereffi, Gary 321
Gereffi, Geoffrey 213
Germany 28, 86, 200, 234, 288, 309
Getz, Christy 11, 174–87, 194, 337
Ghana 194, 198
cocoa sector 276, 375, 376, 521
Fairtrade impacts 512, 513, 514, 518, 525
see also Kuapa Kokoo
coffee sector, Fairtrade impacts 517
Gianfreda, Giuseppina 539
Gibbon, Peter 121, 124, 130, 131, 132, 133, 134
gifts 240
Gitter, Seth R. 537, 540
Give it up for Ghana 193
Glasbergen, Pieter 70
global accountability 283
global capitalism 21, 285, 422
global citizens/citizenship 28, 143, 193
Global Compact Compliance Watch 65
Global Compact Counter Summit 64
Global Compact Critics 65
Global Compact LEAD 67
Global Compact Leaders Summit (2004) 64
Global Compact (UNGC) 61, 63–7, 74, 75
global democracy 5
global economy 19, 162, 213, 300, 422
Global Framework Agreements (GFAs) 105, 114
global governance 67, 82, 97
see also multi-stakeholder regulation; private regulation; social regulation; voluntary regulation
global inequalities 3, 25
global justice 66, 75, 81, 277
global labor politics 102–15
global labor unions 104–6, 113–15
global learning 66
global market trends 459–60
global North 3, 28, 177, 282, 375
global production networks 5, 106, 113, 298, 447
Index 563

global responsibility 194

global social dialogue 106, 113–15
global social justice 5, 26, 30
global South 3, 5, 34, 46, 54, 177, 186, 247, 310–11, 444, 470, 475
global standards 73, 106, 288
Global Union Federations (GUFs) 105, 114
global value chains (GVCs) 62, 298, 304, 317, 321
global warming 162, 163, 166
globalization 5, 62, 113, 139, 211, 282, 285, 355, 444, 445, 459, 471, 532
GMO 390
goals, multiple logics 250, 254
gold 33–4, 383, 481–2
Golding, Kirsty 327
Good Business Journey 311
good governance 62, 357
‘Good Working Condition’ sweatsocks 165
Goodman, David 362
Goodman, Michael K. 11, 139–54, 164, 266, 281
Gore, Al 162
Gould, Roger 164
governance
fair trade, Africa 382–4
Fairtrade see Fairtrade International
multi-stakeholder models 239
organizational 521–2
racist, South Africa 444–5
see also corporate governance; global
governance; good governance;
participatory governance
Governance Committee (FLO) 91
governance structures 235–6, 249
government intervention 55, 57
grassroots territorial organizations 428
Green and Black’s 326
green consumption see ethical
consumption
Green Mountain Coffee Roasters 430
Greenfield, Nicholas 8, 24–39, 54, 136, 161, 177, 192, 282, 316, 356, 362, 401, 506
greenhouse gas (GHG) emissions 70, 185, 390
Greenpeace 69, 70, 71
greenwashing 62, 69, 70, 161, 167
Greenwood, Royston 248, 250, 260, 261, 316
Grievance Procedure (RSPO) 68
grievance resolution 108
grocery sector
  corporate retailers
    emerging fairtrade markets in
global South 310–11
    Germany 398
    global 298, 305–10
    key economic actors 298, 299
    Switzerland 324
    fair trade
      advantages and disadvantages of
        mainstreaming 300
        and changing corporate
          responsibility strategies
        300–302
        mainstreaming through corporate
          retail channels 14, 302
        rising interest in 6
    Kantar Wordpanel sales data 302
    scope for future research 312
    UK retail market 327, 303ow
    Group of Fourteen 426
    Guidelines for Multinational
      Enterprises (OECD) 61
    Guild of Food 327
    Gulf of Mexico oil spill 163
    Guthman, Julie 285–6, 294
  Hall, Gillette 424
  Hall, Tony 469
  handicraft sector 26, 28, 34, 214, 247, 294, 321, 356, 359
  Handwork of India 461–5
  harmonization 87, 108, 289–91, 319
  health programs 36
  health and safety 108, 128, 178, 518
  health and safety committees 111
  health status 539
  Heidelberg Institute for International
    Conflict Research 357
  Heimer, Carol A. 249–50
Herman, Agatha 11, 139–54, 164, 266, 281
Hertel, Shareen 337, 338
hierarchy
  fair trade bureaucratic 288
  in organizing economic activity 212, 213
  tea plantation system 492
see also racial hierarchies
high-bar approach, social certification 180, 182, 186
hired labor
  Africa 379, 380, 382
  enterprises 37
  farmers use of, in the US 179
  groups, extension of labeling to 87
  and implementation of fair trade standards 125–7, 135
  limited benefits of Fairtrade 526
  standard see labor standards
  strategy (Fairtrade) 516
  women in 409
Historic Peace Churches 359
see also churches
historical origins
  fair trade 6–7
  certification 282, 286–9
  European market 317–20, 321, 324, 325, 326
  in peace faith and solidarity 359–63
  places 193–8
  and political consumption 158–60
  US market 7, 286, 333–6
  Fair Trade USA 334
  Fairtrade International 46
Hoebink, Paul 514, 517
Hoff, Frans van der 234, 272, 287
home-based work 458
Homestead Act 1862 (US) 177
honey 86, 89, 336, 373, 477, 538, 539
horizontal growth 218, 220, 221
horticultural products see flower sector
Howard, Phil 309
Hughes, Alex 14, 62, 154, 267, 298–313
human rights 5, 63, 70, 71, 123, 337–8, 429–30
human rights groups 33, 64
humanization, economic transactions 25
Huybrechts, Benjamin 13, 76, 230–42, 262
hybrid organizations 250, 261
ideal markets 212
imagery 143–4, 435
Imhoff, Sandra 428
immigrant workforce, politically marginalized, US 179
impact monitoring studies 529
impacts of fair trade
  fair trade labeling 58–9
  of Fairtrade International and European fair trade market 14, 317–20
  gender impacts 409–17
  impact measurement 509–10, 536, 537, 541
  income impacts 511–12, 513, 514, 516, 519, 534, 535, 536, 537, 538, 540, 541
  multidimensional impacts, Africa 509–29
quantitative analysis 532–46
imperfect competition 542
imperfect information 57
imports 270, 336, 346
'in and against the market' 25, 27, 176, 238, 247, 277
income 49, 54, 424, 430–31
  impacts of fair trade 511–12, 513, 514, 516, 519, 534, 535, 536, 537, 538, 540, 541
  redistribution 50
income inequality 45, 49, 54, 424
An Inconvenient Truth 162
India 103, 110, 310, 343, 411, 414
artisans 460, 461–5
tea sector 87, 391, 416, 491–9
Indígenas de la Sierra Madre de Motozintla (ISMAM) 426, 427, 435
indigenous identity 423–4, 432, 435, 436
indigenous peoples
appraisal of effect of palm oil production 69–70
Latin America see Latin America neglected within RSPO initiative 69
individualism 126, 167, 337
Industri-ALL 105
industrial conventions 27, 30, 120, 122, 123, 124, 125, 132–3, 134, 135
industrialization 181
inequality(ies)
land distribution, Philippines 499
price-setting and North-South 35
see also gender inequalities; global inequalities; income inequality; racial inequalities; structural inequalities
information
choice of governance options 213
humanization of economic transactions 25
partnerships and access to 430
see also asymmetric information; authentic stories; connective stories; knowledge; market information; packaging information
information flows 26, 198
information networks 283
information technology 256
infrastructure 376, 377, 523
Ingenbleek, Paul 318
injustice 48
innovation 212, 232, 260, 528, 544
inspection(s) 114–15, 273, 294
Institute for Marketecology (IMO) 6, 111, 112, 199, 342
see also Fair for Life
institutional complexity 249, 253, 261, 262
institutional logics 247
organizational responses to multiple 248–62
institutional orders 248
institutional supplies 145
institutional theory 248
institutionalization 26, 30, 37, 125, 234, 283, 442
integrated supply chain 200, 363, 368–9
integrity, of fair trade 347–8
Integrity Measures (UNGC) 63–4
Inter-American Development Bank (IADB) 424
inter-organizational collaboration 241
interest-based cooperation 212, 213–14, 215, 216, 217, 219, 220, 221
Intergovernmental Panel on Climate Change (IPCC) 399
intermediaries
fair trade value chains 217, 218, 219, 220, 221, 222, 223, 224–5
Fairtrade and elimination of exploitative 304
market power concentration 54–5
perfect (market) information conditions 56
and reputation building 544
and research on life satisfaction 541
International Coffee Agreement (ICA) 287
international development
fair trade and 3, 5, 15–20, 355–506
policy, corporate influence and 65
international development agencies 393
International Fair Trade Towns Committee (IFTTC) 200, 204, 205
International Federation of Alternative Trade (IFAT) 234
International Finance Corporation (IFC) 525
International Labor Organization (ILO) 27, 37, 106, 183, 343, 424, 477
International Labor Rights Forum (ILRF) 104
international labor standards 106–9
International Organization for Standardization (ISO) 83, 213, 282
ISO-65 90, 273, 289–91
international political economy 62, 80
international rules 48
International Textile, Garment and Leather Workers’ Federations (ITGLWF) 105
politically marginalized (US) 174, 179
Principle 8 (FLA) 347
quality of 121
violations 447
see also child labor; contract labor; hired labor; worker representation; workers’ rights
labor conditions and consumer behavior 165
fair trade and improved 24
Fairtrade certification and 120, 477
tea plantations, India 492
tension between empowering rights and 107–8
US agricultural sector 179, 183–4, 185
women and undignified 406
labor costs 292
labor exploitation 182, 406, 477
Labor Link 175, 185
labor management, and civic values 132–3, 135
labor practices, promoting improved 186
labor relations 309
Labor Relations Act 2007 (Kenya) 131
labor standards 63, 70, 102–4, 106–9, 115, 127–32, 177–8, 307, 441, 448–9, 477
labor theory of value 53
labor-intensive work 108, 410
Lake Kivu coffee 366–7
Lamb, Harriet 195, 204, 234
Lamont, Michèle 126
land reform, livelihood diversification 500–505
large-scale agriculture 120, 124, 125, 134, 135, 178, 179, 182, 185
Latin America 226, 363
coffee cooperatives 35, 87, 479
associative corporations 427–8
economic development 425–6
human rights 429–30
women’s empowerment 411–13
coffee (fair trade) 35, 388–419, 475
environmental standards 390–92
organic production 392–3
shade production 393–7, 400
fair trade 360–61
production and exports 35
hired labor 103
income distribution 424
indigenous peoples 422, 423–5
fair trade 422–3
mixed outcomes 431–6
poverty alleviation 425–31
producer organizations and associations 34, 74
producer participation in governance 89, 91
small producers 422
coffee sector 389, 392, 393–4, 400
empowerment 482–4
tackling gender inequality 517
transnational corporations 298, 307
women’s participation in SPOs 409
see also individual countries
Latin American and Caribbean Network of Small Fair Trade Producers (CLAC) 35, 37, 72, 90–91, 416, 479, 480, 481–2, 482–4, 485, 486
Lavazza 323
Law of Popular Participation (Bolivia) 428
Le Velly, Ronan 13, 176, 235, 265–78, 298, 319, 545
leadership 258, 261, 308, 521–2, 522
Lee, Andrew 428
Lekakis, Eleftheria J. 145
Leonard, Annie 162
’level of marketness’ 268
liberal industrial relations 107
liberal peace 356–7
liberal perception, civic rights 120, 125, 135
liberalism (American) 126
Liberation Foods 327, 365
Liberation Nuts 235, 384
liberation theology 361, 426
libertarian paternalism 443
Lidl 302, 309, 398
Liebl, Maureen 457
life satisfaction 541
Linstead-Goldsmith, Billy 338, 348
Linton, April 14, 164, 174, 276, 333–49

Index 567
568 Handbook of research on fair trade

López 433–4
Littrell, Mary 17, 251, 414, 415, 457–72
livelihood diversification 500–505
livelihood dynamics 527
living standards 45, 338, 500, 515
living wage 102, 103, 105, 108, 131–2, 182, 183, 527
Lobodis 325
local actors, peacebuilding 365
local context analysis 367
local fair trade organizations
dilemma of mainstreaming 247
response to competing logics see Allpa
local government, involvement in fair trade towns 200
local networks 65, 67
local producers, impact of fair trade on 534–41
localism 180
Loconto, Allison 90
Longo, Francisco 248, 250
low prices 54, 56–7, 212
low wages 54
Low, William 15, 196, 355–69, 430, 451
luxury axiom 533–4, 540
Lyon, Sarah 16, 83, 154, 293, 422–37, 461

McCarthy, James 286
McConway, Manush 13, 219, 234, 247–62, 472
McDonald’s 174, 285, 335
McIntosh, Craig 537, 538
McKinsey & Company 64
MacKinnon, James G. 538
Mahé, Thurianne 324

mainstreaming 30–31, 33, 112, 265–78
advantages and disadvantages 300
challenge to domestic values 124
contribution to advertising principles and spirit of fair trade 318

McCarthy, James 286
McConway, Manush 13, 219, 234, 247–62, 472
McDonald’s 174, 285, 335
McIntosh, Craig 537, 538
McKinsey & Company 64
MacKinnon, James G. 538
Mahé, Thurianne 324

market access 4, 53–4, 55, 425
market competition 25, 27, 34, 122, 126
market (mainstream) conventions 27, 30, 122, 123, 125, 133, 135, 299
market devices 267, 268
market embeddedness 267–8, 271
market goals 27
market income 232

market goals 27
market income 232

degradations of fair trade 265, 266, 269
delegation strategy of Fairtrade International 272–5
delicacy products 247
imprecision of definition 265–6
marginalization of peace 361–3
professionalization of an ATO 269–72
recent studies 266–7
resistance and radical 275–6
of social responsibility 161
theoretical framework for examining 267–9
in the UK 140
in the US 30, 340–41
Makita, Rie 17, 136, 385, 491–506
malathion 391
Malawi 376, 379, 383, 384, 416, 515, 516, 523
management
anti-unionism 112, 129
influence on Premium Committee 109
negotiation with 109, 128
management schools, support for UNCG 66
Mancommunidad de la Gran Tierra de Los López 433–4
marginalized producers
higher quality standards and difficulty of working with 271–2
linking with northern consumers 46
market access 4
own-brand fair trade lines and 305
solidarity networks and establishment of direct trade 284
South Africa 148
tactical marketing practices 142
Marine Stewardship Council 67, 307
market access 4, 53–4, 55, 425
market competition 25, 27, 34, 122, 126
market (mainstream) conventions 27, 30, 122, 123, 125, 133, 135, 299
market devices 267, 268
market embeddedness 267–8, 271
market income 232

Index

market information 56
  see also imperfect information; perfect information
market liberalism 75
market liberalization, Africa 375, 378
market logic 247, 248, 253, 257, 261, 285
market participation 47, 268, 271, 429, 430, 431, 436
market penetration 320, 526
market power 54–5, 302
market remuneration, and economic decisions 268, 271, 274
market research see consumer behavior
market values 27, 124
market volatility 430–31
market-driven approach, to ethical certification 152
market-driven enterprises 30, 31, 37, 340
market-making 300
market-orientation 232, 266, 276, 282, 342
market-oriented campaigns 282–3
marketing 46, 139–54, 196, 235
marketing campaigns 16, 46, 54, 303, 399, 423
marketing strategies 14, 149, 153, 235, 433
MarketPlace 461–5
markets
  neoclassical economics 212
  social construction of morality 169–70
  see also alternative markets; certified markets; ethical markets; fair trade markets; ideal markets; neoliberalism; nice neoliberalism; niche markets; regulated markets
Marks & Spencer 303, 327
Mars 145, 327
Martinez-Torres, Maria Elena 427
Maryanski, Hannah 16, 388–401, 425, 510
mass distribution 272
mass production 459
Massey, Doreen 194
material survival, and market participation 268, 271
material transparency 142
‘mature industrial relations’ 102, 105, 106, 108, 113–15
Max Havelaar 54, 130, 218, 362, 373, 425
Max Havelaar Denmark 88
Max Havelaar France 265, 272, 325–6
Max Havelaar Netherlands 83, 84–6, 93, 286–8, 477
Max Havelaar Switzerland 324, 477
Maya 424, 426, 427, 429, 430, 436, 465–8
media 283, 307
medium-scale farmers 184
medium-sized enterprises 364
Meeting of Members (FLO) 88, 89, 90, 91
Members’ Mark coffees 308
Mennonite Central Committee (MCC) 286, 333, 359, 360
metrics (SCSI) 185
Metro Group 306, 309
Mexico 84, 85, 86, 186, 393, 395, 414, 423
coffee sector 392, 425–6, 479, 480
  see also Chiapas; Oaxaca
Michetti, Melania 539
microcredit 495, 497, 504
Middle East 91, 310, 409
Migros 318, 324
Millennium Development Goals 357–8, 364, 405
Minga 265
minimum price(s) 36, 54, 72, 84, 90, 222, 274, 389, 478, 515
minimum price guarantees 32, 35, 430, 433, 442
minimum purchasing 225
minimum standards 215, 216, 222, 223, 307, 338
minimum wage 55, 132, 177–8, 184
mining 34, 356, 481
‘mission and money’ models 238
mission-driven enterprises 26, 30, 31, 36–7, 158, 194, 276, 335, 340
mobile phone technology 185
Moguel, Patricia 394
monitoring
of compliance with BEE legislation 447
compliance with international labor regulation 516
costs, environmental standards and 391
of craft production, WFTO and 470
Fairtrade International’ new system 419
harmonized certification and 289
investment in group reputation in absence of perfect 544
lack of, Kenya tea sector 521
of RSPO 69
systems, certification and establishment of 215
by trade unions 107
UN initiative, indigenous peoples 436
by US programs 73, 180, 185, 334
see also evaluation
monoculture 394, 395, 499
monopoly market 197
monopoly power 55
Monoprix 325
monopsony power 55, 58
Monteira, Lalita 461
Moore, Geoff 13, 219, 234, 247–62, 472
moral agency 301
moral conventions 299
moral economy 28, 140, 142, 143, 294
morality 168, 169–70
Morrison’s 302, 304
‘most favored nation’ principle 47
Mousavizadeh, Nader 364, 369
movement-orientation 27, 30, 266, 276, 277, 342
multi-stakeholder board (FLO) 90
multi-stakeholder governance models 239
multi-stakeholder regulation 5, 61–75
multilateral trading system 45
multilevel strategy, global social dialogue 113–14
multinational corporations 80, 114, 145–6, 327, 543
see also individual corporations; transnational corporations
Murray, Douglas L. 355
‘must do more’ approach 336
Mutersbaugh, Tad 13, 83, 273, 281–95, 316, 319, 401, 488
mutual assistance 426
Naidoo, Sharda 311
National Association of Quinoa Producers (ANAPQUI) 433, 434
National Coffee Institute (INMECAFE) 395, 427
national labeling initiatives 73, 81, 86, 288, 476
national labeling organizations 6, 72
National Labor Relations Act 1935 (US) 177
national laws 48
National Organic Program (USDA) 181, 291
National Reclamation Act 1902 (US) 177
National Smallholder Farmers’ Association of Malawi 198, 384
National Steering Committee (NSC) 199
‘national treatment’ principle 47
nature, as cultural capital 435
negative peace 358
negative reciprocity 48, 49
Negros Occidental 500–501
Neilsen, Jeffrey 311
neoliberalism 5, 197, 283, 285, 294, 295
Nestlé 31, 54, 114, 145, 265, 285, 309, 327, 479
Netherlands 69, 318, 362
see also Max Havelaar Netherlands
Network of Asian Producers 90, 485
New Deal 177
new entrants 542, 543
New Planting Procedure (RSPO) 70
New York Times 114–15
Index  

New Zealand 29, 199, 310, 361, 363
Nicaragua 215, 334, 362, 391, 393, 399, 411–12, 414, 537, 538, 539
nice neoliberalism 285, 294
niche markets 73, 148, 158, 176, 182–3, 186, 213, 215, 221, 224, 477
Nicholls, Alex 238
Nigh, Ronald 427
non-discrimination 107, 406, 409, 417, 418
non-discrimination principles (WTO) 47
non-governmental organizations
advancement of fair trade 26
alliances between Northern and Southern 70
monitoring and appraisal of RSPO 69 as part of governance structure of UNGC 64
support for UNGC 65 within the DFTA 181
see also multi-stakeholder regulation
non-market organizing 212
non-profit organizations 199, 214, 232, 235, 238
non-state actors, role in global political economy 80
non-state regulation, economic competition 213
normalisation, Western ethical judgements 126–7
North American Alternative Trade Organizations 235
North American Fair Trade Federation 181
Northern world logics 253, 261
not-for-profit private organizations 233
Oaxaca 287, 293, 361, 362, 425, 479, 540
Objection Procedure (SPP) 483
Oetzel, Jennifer 357
Ofstehage, Andrew 433, 434
oil dependency 163
Oliva, Josefine 414
olive oil 91, 356, 360, 363
100% fair trade 26, 236, 322
100 Plus Global Compact Local Networks 67
‘one size fits all’ approach 348, 433, 434
order of worth 267
Oregon Tilth 291
organic agriculture 266, 392–3, 410, 501, 538
organic branding 151
organic certification 182, 291
Organic Crop Improvement Association (OCIA) 291
Organisation for Economic Co-operation and Development (OECD) 61
organizational capacity 220, 428–9
organizational diversity 236, 238–9
organizational flexibility 256–7
organizational identity 249, 258–60, 261
organizational structure 235, 249, 255–6, 262, 432, 462
organochlorine use 391
Origin Wines 149
outcomes, equality of 49–54
outsourcing 105, 107, 307
overconsumption 162
overtime pay 178, 179
own-brand goods 303–4, 305, 308, 309
own-brand sourcing chains 305, 308
Oxfam 64, 69, 184, 193, 201, 235, 276, 286, 317, 326, 355–6, 359–60
Pache, Anne-Claire 250, 261
packaging information 32, 274
Padilla, Camilla 460
Palestinian olive oil 91, 356, 360, 363
palm oil 67, 69–70, 71
see also Roundtable on Sustainable Palm Oil
Palm Oil Innovation Group (POIG) 71
pan-African commerce 446
paradoxes
awareness of sustainability and the turn to shopping 162
in certification process 281
double impact of Fairtrade International on European fair trade market 14, 317–20
Handbook of research on fair trade

and Fairtrade delegation strategy 273
success of fair trade ideas as challenge to pioneers and inventors 545
parallel workplace representation 110, 111
paraquat dichloride 391
participatory democracy 80, 423, 429, 451
participatory governance 82, 181, 233
participatory research 8, 15, 16, 452
partnerships 5, 26, 124, 125, 335, 375, 430, 529
paternalism 443, 446, 450, 451
Patrinos, Harry Anthony 424
patron–client relations, tea plantation system 492–8
Peace Corps 361
Peace Oil 367
peace/peacebuilding 355–69, 451
pedagogical function 142, 144
pedagogical transparency 143, 154
Percol 145
perfect competition 212
perfect information 56, 212, 543
Peru 393, 398, 399, 423, 539
Peyser, Rick 346–7
Philippines 310, 499–505
pilot farms (coffee) 346–7
‘pink ribbon’ products 160, 161, 162
place-based campaigning 12, 192, 193, 194, 195, 196, 197, 199, 200, 201, 202, 203, 204, 205
Plantation Labour Act 1951 (PLA) 492
planted plantations
Africa
Fairtrade certified 37
turnover on Kenyan Fairtrade 134
certification 73, 346, 380
banana sector 37, 124
CLAC rejection of transnational 480
cocoa sector 477
coffee sector 27, 73, 477
troversy over 477
corporate influence 486
flower sector 37, 380
prohibition 477

small producers’ opposition to 477
South Africa 148
split between Fair Trade USA and Fairtrade International 316
tea sector 37, 102, 124, 380
United States 176, 335, 342
corporate influence and growth of Fairtrade 478
Fairtrade ban on child labor 533
importers’ preference for private 274
union consultation 128
United States Fair Trade USA standard for 346
marginalization of ATOs 341
workers
Africa 380–82
Fairtrade impacts 516, 527
see also Kenya Plantation and Agricultural Workers Union
Fairtrade standards 103, 132
Fiji 105
India 491–9, 506
Philippines 499–505, 506
see also individual product sectors
Plastina, Alejandro 539, 540
Platform for Action 405
Poland 200
Polanyi, Karl 267, 284
political campaigns, discussion of trade 45
political consumption see ethical consumption
political economy 62, 63, 80, 139, 281, 444–5
political justice 5, 360
political rationalities 121
politically marginalized workforce (US) 174, 179
politicization, consumer choice 143
polyculture 394–5, 398
Portale, Elisa 541
positive neutrality 107
positive peace 358
Possinger, Sonja 516
post conflict see conflict zones
Pound, Barry 515
poverty 45, 357, 422, 424–5, 444, 447, 458
poverty reduction/alleviation 219, 405, 425–31, 459
power 241, 249–50, 275, 339
see also balance of power; empowerment; market power
power asymmetries 186
power dynamics 200
power relations 408, 409, 495–7, 524, 525
practical devices (marketing) 140
practical needs (women’s) 407–8, 415–17
pragmatism 4, 68, 326, 330, 340
Prandi, Maria 357
pre-financing 84, 255, 274
predictability 125, 133
premium benefits 128
price competition 34, 123, 274, 277
price determination 54
price differentials 47, 536–7
price discrimination 47
price negotiations 36
price readjustment 72
price stabilization 538–9
price volatility 57
prices
coffee sector see coffee sector
and market embeddedness 268
see also fair price(s); floor price; low prices; minimum price(s)
pricing standards 392
Principle 8 (FLA) 347
Principles and Criteria (RSPO) 68, 70, 71
Principles of Fair Trade (WFTO) 406
private regulation 5, 80, 133, 294
private-label products 326, 327
procedural reform, in the UNGC 63–7
process(es)
empowerment as a 408
equality of 46–9
Procter & Gamble 31, 54
PRODECOOP 334–5, 399, 411–12, 415
producer associations 74
producer empowerment 24, 311, 365, 482–4
producer logic 247, 248, 253, 261
producer networks 90–91, 96, 97, 111–13, 528
producer organizations 235
agreement to waive pre-financing 274
fair trade sales and viability of 524
governance and leadership 521–2
see also small producer organizations
producer support services 524
producer-consumer linkages 3, 25, 26, 28, 46, 142, 196, 215, 284, 310, 330
producer-managed verification 295
producers
competition between 225–6
in Fairtrade International governance 82, 83, 84–93, 481–2
influence in price negotiation 35–6
opportunities and threats for 542–5
slow food and justice and respect for 318
solidarity between consumers and 160
training and development 260
see also local producers; marginalized producers; small producers
producers’ stories 141
product categories, and Fairtrade expansion 329, 330
product design, Allpa identity 260
product development 460
product differentiation 34
product networks 482
product quality 121, 144, 153, 257, 260, 271, 325, 327
product standardization 123, 125, 135
product-specific certification 287
production 34–8
production volume quotas 480
productivity 405, 538
products
consumer boycotts 157, 158, 283
eco-friendly 162, 163, 167
see also artisan products; fair trade products
professionalism 153
professionalization 268, 269–72
profit maximization 222, 500, 542
Prohibited Materials List (PML) 390, 391
promises (trade liberalization) 48
proof-of-concept 318
propensity score matching 533, 535, 536, 537
pseudo-participation 451
public sector procurement, France 325
‘public sphere with the private economy’ 283
public subsidies 240
public–private joint ventures 250
punishment, violation of rules 48
purchasing consumers 160
Quaker Peace Testimony 359
Quakers 159
quality assurance 224
quality certification 286
quality control 226, 260, 375, 459
quality of labor 121
quality moment 143–5
quality standards 271
quality turn 362
quality-driven firms 31, 267, 340
quantitative analysis of impacts of fair trade 532–46
quasi-experimental research 510, 535, 536
quinoa 432–4
racial equity, fair trade, Africa 445–52
racial hierarchies 442, 445, 446
racial inequalities 429, 444–5
radical mainstreaming 266–7, 275–6
radical perspectives, sustainable development 68
Rainforest Alliance 302, 309, 388, 479, 484, 518, 519
randomized control trials 535
Ransom, David 327
re-commodification 24, 31–4
re-commoditization 274
re-embedding 268
re-fetishization 266
reciprocity 47–8, 53, 427, 436
Red List Agrochemicals 390
Reed, Daryl 12, 211–27, 248, 298, 300
reformist discourse, sustainable development 68
reformist interpretations, fair trade 196
regional producer networks 528
register committees (FLO) 88
regulated markets, rents 55
regulation see multi-stakeholder regulation; private regulation; social regulation; voluntary regulation
Reinders, Machiel 318
reindigenization 425
Reinecke, Juliane 275
relational ties 26, 28
relational values 31, 33
relationships see trading relationships
Renard, Marie-Christine 17, 73, 82–3, 90, 218, 226, 273, 284, 362, 475–89
rents 55, 286
repression 130
research on fair trade chapters reflecting overall state of 9–22
impacts of see impacts introduction to 3–7
and women’s empowerment 418
methods 8
economic sociology 277
social enterprise approach 241–2
social science analysis 227
see also ethnographic research; interviews; participatory research; quasi-experimental research; surveys
questions for future consumer behavior 170
Fairtrade certification 401
Fairtrade governance 97
FTOs and institutional logics 260–61
global retailers and fair trade 312
impact of fair trade producers’ projects 400
impact of Fairtrade on wellbeing 541
residential/lifestyle farms 178
resistance to competing logics 249
to mainstreaming 275–6
resource plurality 233, 239–40
resource poor farmers 186
resources, access to 405, 408, 414, 425, 430, 524
responsibility

tactical practices 142, 143, 145
see also collective responsibility; global responsibility; social responsibility
retail revolution 298
retailer–producer relationships 304
retailers
competition between 223–4
contribution to growth of fair trade products 318
see also corporate retailers
retirement farms 178
rice 89, 343, 538
Rice, Paul 234, 308, 334, 342
Rice, Robert A. 16, 388–401, 425, 510
Riisgaard, Lone 11, 107, 112, 120–36, 506, 516
Rollet, Edouard 433
romantic imagery 435
Ronchi, Lorraine 536
rooibos tea 448–50
Roozen, Nico 272, 287
Rosty, Claudia 14, 164, 174, 276, 333–49
Roundtable on Sustainable Palm Oil (RSPO) 67–71, 74–5, 307
International Declaration against the ‘Greenwashing’ of Palm Oil by the RSPO 69
roundtables (WWF) 67–8
Roy, Tirthankar 457
Ruben, Ruerd 536, 537, 538
rug hooking cooperative 465–8
rules, fairness in 48
rural development 526–9
rural differentiation 528
rural economy 527
rustic coffee production 394, 395, 398
Sadoulet, Elisabeth 537, 538
Safeway 335
Said-Allsopp, M. 518
Sainsbury’s 144, 301, 302, 312, 327, 366, 478
Sales Exchange for Refugee Rehabilitation and Vocation (SERRV) 333, 359, 360, 469
Sam’s Club/Sam’s Club 308, 335
San Agustín 434
sanction, culture of 273
Sandanista revolution/government 411
Santos, Filipé 250, 261
Sawit Watch 69
Saz-Carranza, Angel 248, 250
Schoolman, Ethan 165
schools 338–40
see also colleges; universities
Schouten, Greetje 68
Schumpeter, Joseph 232
Schwartz, Barry 166
Scientific Certification Systems 342
Scotland 197, 201, 202, 203, 204
Scottish Equal Exchange 360
Scottish Fair Trade Forum 202
seasonal workers 347
Second International Decade of the World’s Indigenous People 436
self-commodification 435
self-determination 3, 5
self-evaluation 181
self-interest 248, 284
self-selection, Fairtrade affiliation 535, 536
SELFHELP 359, 360
semiotics of fair trade 140, 141–3, 144, 145, 146–7
Senior Adviser on Workers’ Rights and Trade Union Relations 103
shade coffee production 389, 391–2, 393–7, 400
slavery 148, 160, 442, 447
slotting fees 225
Slow Food Movement 318–19
small producer cooperatives 220
  Africa 35
  anti-competitive practices and barriers to entry 225
  Latin America 35, 87, 287
Small Producer Organization (SPO) standards 390
small producer organizations costs of certification as barrier to entry 273
difference between independent smallholders and 343
Latin America 35
  membership 377–8
  voice in Fairtrade International 73
women’s participation in 409–10, 414, 415
see also cooperatives
Small Producers’ Label (SPP) 475, 483, 484, 485
small producers/smallholders 74
  Africa 448–50, 452
  Fairtrade impacts 511–16
  anti-competitive practices as a threat to 224
  competitive disadvantage 226
  concerns, certification of transnational corporations 478
  contracted production model 478–80
  independent 343
  market information and price 56
  neglected within RSPO initiative 69
  opposition to plantation certification 477
  participation in decision-making 218
  separation of standards-setting and certification bodies 480–81
sourcing from 220, 226
  supplier switching and marginalization of 305
  widening gap between Fairtrade International and 476
women as 409
small-scale agriculture 177–9, 392, 426, 433
Smith, Sally 16, 303, 304, 312, 377, 381, 405–19, 429, 472, 517
social capital 426–7, 540–41
social capital 426–7, 540–41
social certification 180–86, 343
social change 161, 164, 167, 169, 232, 237, 240–41
social construction of morality 169–70
social contract, fair trade as 5
social cooperatives 235
social development 287, 305
social economy value chain 321, 329
social embeddedness 284
social enterprise 230–42
Social Enterprise School 232
social entrepreneurship 231–2
  see also innovation
social equity 176, 180
social goals 5, 233, 250, 457, 471, 545
Social Innovation School 232, 238
social interactions 169
social justice 5, 26, 30, 83, 168, 176, 180, 182, 194, 339, 360, 361, 426
social mission 231, 232, 238, 250
social movements 61, 160, 164, 167, 192–3, 282
social protection, fair trade as 25
social purpose, commercial activity and 238
social regulation, fair trade as 5
social relations, Africa 377–8
social responsibility 157, 160, 161, 167, 301, 368
  see also corporate social responsibility
social science analysis 227
social and solidarity economy 231, 233, 239
social status 162–3
socially conscious consumers 166
socially responsible consumers 545
socially-regulated fair trade 218–19
social-spatial relations 293, 294–5
socio-technical agencements 267, 268, 269, 270–71, 273, 274, 275, 277
Sodexo 325
soft paternalism 443
Solidal 323
Solidaridad 286, 425
solidarity 125, 127, 238, 269
alternative markets 218
indigenous 427
interracial 441, 452
pan-African 445–6
between producers and consumers 160
solidarity activism 450, 451–2
solidarity in difference 142
solidarity networks 284
solidarity trade 215, 356, 360, 373, 442–3
Solidar’Monde 270, 325
Sononoro Cooperative 398
SOPACDI 366–7
SOPPEXCCA 411–12
sourcing 132, 220, 225, 226, 301, 307, 308, 380, 459
South Africa
BEE legislation 442
cooperatives 450
empowerment alliance 446–8
fair trade
grocery retail 310–11
rooibos tea 448–50
tactical practices, wine networks 140, 147–53
fair trade networks 383
hired labor model 380
political economy 444–5
small producers 448–50
women and Fairtrade premium 416
South America 85, 86, 399
Southern producers’ logics 253, 261
spatial dynamics of concern 142
spatial marginality 524
spatiality of production 292
Speciality Crop Sustainability Index (SCSI) 184, 185
sports balls 33, 34, 89, 103, 336
stability 125, 133, 134, 153
stabilization, civic values 120, 132–4, 135
stakeholder-driven perspective 368
stakeholders
in DFTA 181
disagreements, fairtrade labeling 81
fair trade places 203
global commodity networks 147
see also multi-stakeholder regulation
Standard for Hired Labor (2014) 102–4, 109, 115
standardization 123, 125, 135, 273, 274, 319, 330, 527
standards 37, 61, 70
see also contract labor standards;
environmental standards; ethical standards; Fairtrade standards;
living standards; technical standards
standards-based accountability 283
standards-setting 5, 62, 83, 273, 480–81
standards-setting organizations 80, 97, 215
Starbucks 72, 145, 157, 308, 327, 335, 341, 479, 534
STARFA 501, 502, 503
state activism 200
state marketing boards 55
state procurement 197
Stenn, Tamara L. 428
Stevis, Dimitris 10, 102–15, 136, 183
Stewart, Frances 357
stigmatization of unions 129
Stockholm Convention (UN) 391
The Story of Stuff 162
strategic alliances 212
strategic emphasis, multiple logics 254
strategic essentialism 435–6
strategic interests (women’s) 407, 415–17
stress, choice and 166
structural adjustment policies 375
structural inequalities 425, 445, 448
students 30, 276, 335, 339, 340, 361, 465–6, 467, 468
subjectivity 165, 295, 541
substitution effect 536, 540
sugar 33, 34, 35, 89, 304, 309, 336, 379, 515
sugar plantations 342
sugarcane 383, 499
planted workers, Philippines 499–505
see also cane sugar
Suma Qamaña 428
sun versus shade, coffee production 394–6
supermarkets/supermarket chains see corporate retailers
supply chain(s)
ATO 273
bottlenecks 55–6
control 225
fair trade products 54–5
governance 197, 198, 304–5
integrated approach 200, 363, 368–9
market power concentration 55
priorities 254–5
shift in balance of power 298
transparency 185
Sumanovic, Steven M. 10, 45–59, 46, 205, 211
surveillance 273, 445, 450
surveys 8, 15, 16, 133, 136, 164, 165, 185, 273, 311, 337, 338, 349, 389, 400, 538, 539, 540, 541
sustainability 25, 68, 80, 133, 162, 176, 180, 181, 259–60, 459
sustainability standards 134, 330, 509, 510, 511, 513, 516, 523, 525, 526–9
sustainable agriculture 524
sustainable consumption 75, 81, 162, 167
sustainable development 4, 68, 335–6, 526
Sustainable Fair Trade Management System 6
sustainable peace 358, 361, 364, 369
Sweden 110
Swedish Fair Trade Association 87–8
Switzerland 28, 33, 320, 324, 329, 336
systemic change 240
tactical marketing practices 139–54
Tallontire, Anne 16, 372–85, 442, 518, 521
Tanzania 215, 360, 362, 373, 375, 378, 379, 383, 414
Tate & Lyle 304, 327
tea sector
Africa 35, 311, 377, 379, 380, 383, 445
Fairtrade impacts 511, 512, 513, 514, 515, 516, 519, 523, 525
rooibos tea 448–50
decommodification 34
direct-to-producer certification 293
direct-to-producer certification 293
female labor 409
France 325
global retail 309
India 87, 391, 416, 491–9
plantations 86, 379, 380, 409
Fairtrade certified 102
India
fair trade labelling 87
labor conditions 492
patron–client relations 492–8
women’s empowerment 416
sales 33
United States 336
Teamsters 111, 112
Tearfund 201
Teather, David 327
Technical Barriers to Trade (TBT) 289
technical standards 213, 271, 305
technological innovation 544
Ten Thousand Villages 26, 158, 166, 333
tesco 298, 302, 303, 304, 306, 308–9
textiles 8, 251, 257, 326, 376, 457, 458, 461, 462, 466, 468, 469, 514
see also garment and apparel industry
Thanksgiving Coffee Company 334
theft by deception 56
Theo Chocolate case 111–12
Thévenot, Laurent 121, 123, 125, 126, 133
thick descriptions 141
third party certification 28, 283, 356
artisan fair trade sector 469–72
confusion, stress and anxiety through
erosion of credibility of fair trade
US agricultural sector 180–86
see also Fair Trade Certified; Fair Trade USA; Fairtrade America; Fairtrade certification; Fairtrade International; multi-stakeholder regulation; Rainforest Alliance; UTZ certification

third wave ATOs 236
Thorne, Lorraine 139, 284
Tirole, Jean 543
Tobias, Jutta M. 364
Toledo, Victor M. 394
Toyota Prius 163
trade agreements 48
Trade Aid 361
trade justice movement 204
trade liberalization 45, 48, 357
trade policy, fairness 46
trade unions 37
advisory role 106
African agriculture 381
and fair trade standards 127–32
women in 415
worker representation 110
see also global labor unions;
individual unions
trading relationships
institutional logics 253–4
sustainable and equitable 4
see also fair trade relationships
Traidcraft 202, 234, 235, 239, 305, 326
training 260, 425, 513, 514, 518
Tranchell, Sophi 197, 347
Trans-Max 87
transaction costs 212, 226
TransFair 54, 86
TransFair Germany 87, 323, 477
TransFair International 86, 334
see also Fairtrade International
TransFair Italia 323
TransFair USA 476, 484
translator of logics 256, 261, 262
transnational campaigns 282–3, 284
transnational corporations 67, 298,
305–10, 478
see also individual corporations;
multinational corporations
transparency 181, 379
certification and 289, 292
expansion and need for 348
global retailers’ lack of 310
multi-stakeholder regulation and 62
supply chain, US agriculture 185
tactical marketing practices 141–3,
145, 146
transverse growth 218, 220, 221
‘Trojan horse’ strategy 250
Tropical Wholefoods 327
trust 123, 124, 125, 144
trust-based certification 295
Tukulu 140, 151–3
Twin Trading 235, 365, 366, 367, 378,
398
Uganda 374–5, 376, 383, 414, 524
UN Convention on the Elimination of
All Forms of Discrimination
against Women 405
UN Declaration on the Rights of
Indigenous People 437
UN Food and Agriculture Organization
104, 405
UN Guidelines on Business and Human
Rights 61
UN Stockholm Convention on
Persistent Organic Pollutants 391
UN system and international
development policy 65
UN System Private Sector Focal Points
67
unequal outcomes 50–54, 57
unfair competition 216, 486, 543
unfair trade 45
unfairness 46, 53–4, 55, 56
Unilever 70, 114
Union Control 479
Union of Indigenous Communities of
the Region of the Isthmus (UCIRI)
287, 294, 425
union-avoidance strategy 111
unionization 103, 129–30
unionized sectors 37
unions see trade unions
United Agro-industries of Mexico
(AMSA) 479
United Kingdom 200, 298
fair trade 26, 33, 105, 286
advocates 336

corporate commitment to 307–8
‘denial of benefit’ 320

institutionalization 30

mainstreaming 140, 302–5

market 28, 326–7, 329

pioneer ATOs 234

places 193–8

social enterprise 231, 237

see also Scotland; Wales

United Natural Foods Incorporated 112

United Plantations 69

United States 298

civic equality 126

corporations 45

ethical turn 161–5

fair trade 26, 333–48

brief history 333–6

campaigns 338–40

consumers 336, 337–8

contestation of situated practices 198

domestic 174–87

growth 337–40

mainstreaming 276

market 28–9

organizations 30, 235, 335, 341, 363

origin 7, 286

the path ahead 340–48

places 197, 198, 200

and political consumption 158–60

federal government, loss of faith in 163–4

literature, social enterprise and social entrepreneurship 231–2

organic certification 291

product boycotts 157

shopping for causes 157, 165

Theo Chocolate case 111–12

trade embargo, Cuba 47, 49

see also Fair Trade USA

United States Agency for International Development 395

United States Department of Agriculture (USDA) 178, 179, 181, 291

universalism 338

universities 28, 144, 195, 196, 197, 339

Utting, Karla 537, 541

Utting, Peter 10, 61–76, 81, 283, 298, 537, 541

UTZ certification 309, 484, 513, 514

Vagneron, Isabelle 274

value added 215, 220

value chains

competition across 222–6

cooperaion and competition within 219–22

European fair trade markets 321, 324, 325, 327, 329, 330

and Fairtrade impact 524, 525

as a tool for analyzing cooperation and competition 216–17

see also global value chains

value-based cooperation 212, 214, 215, 216, 217, 218, 219, 220, 221, 222, 227

values 28, 115, 338, 360

see also civic values; domestic values; ethical values; market values; relational values

values-based labeling 25

VanderHoff Boersma, Francisco 218, 219, 429

Varul, Matthew Zick 435

Veblen, Thorstein 163

vegetational complexity 394, 398

vertical growth 218, 220, 221

village-level certification costs 293

violation of rules 48

virtual farmers/livelihoods 144

visibility 144, 283

voluntary labeling 283, 285, 286, 287, 288

voluntary regulations 5, 62

voluntary standard-setting organizations 80

see also multi-stakeholder regulation

voluntary standards 444, 526–9

wages

Africa, hired labor 516

US farm fields 179
See also living wage; low wages; minimum wage
Waitrose 302, 303, 478, 529
Wales 201–2, 204
Wales Fair Trade Forum (WFTF) 201
War see conflict zones
Washington Consensus 357
Weber, Jeremy G. 537
Wellbeing 3, 24, 25, 428, 536, 541
Welsh Assembly Government (WAG) 201
West Elm 471
Whatmore, Sarah 139, 284
Wheeler, Kathryn 145, 301
White elite, South Africa 148
Whole Foods 111, 112, 335
Whole production networks 111–13
Wholesale
buyers 185, 458, 459, 470
firm 56
intermediaries 54
producer relationship 365
wholly cooperative value chains 217
wholly corporate value chains 217, 219–20, 222
Wilful ignorance 167–8
Wilkinson, John 283
Willingness to pay 337, 338
Wilson, Bradley 13, 83, 273, 281–95, 316, 319, 401, 488
Wine/wineries 89, 140, 147–53, 309, 311, 336, 447
Wise, Mary Anne 465
Wise, Timothy A. 538
Women
Africa
Fairtrade impacts 517–18, 526
workers’ rights 381, 382, 410, 517
garment and textile industries 405–6
participation as artisans 406, 414, 458, 461–8
participation in cooperatives/SPOs 378, 384, 409–10, 541
participation as organic coffee farmers 293
Women’s empowerment 405
conceptualizing 406, 407–9
Fair trade and 409–18
Woolworth 311
Worker organizations 109–11, 128
Worker representation 37, 103, 110–11, 381, 382, 383, 415, 517
Workers’ committees 37
workers’ rights 105, 112, 114, 124, 125, 477
Africa 381, 382, 410, 517
DFTA principle on 182–3
Fairtrade standards 128
Lack of knowledge of 129
United States 177–8, 346
Workers’ Rights Advisory Committee (WRAC) 103, 104, 105, 106
Workers’ Rights Strategy 37–8, 103, 107, 131
Workforce stabilization 134
Working Group on Labor Rights (FAO) 104
works councils 110
World Bank 374, 405, 424
World Fair Trade Organization (WFTO) 26, 181, 199, 200, 202, 204, 234, 236, 321, 363, 406, 407, 418, 461, 470
World Rainforest Movement 69
world shops 26
World Trade Organization (WTO) 45, 47, 48
World Wide Fund for Nature (WWF) 67–8, 70, 71
Wrigley, Neil 302
Written contracts (employment) 128
Ya Munt’si Behña cooperative 414
Young people 360–61
Zuñiga-Arias, Guillermo 536, 538