

Index

- Abrese, Nana Frimpong 62
Achrol, R. 79, 102, 110, 114, 119, 130, 161, 173
advertising 37, 42, 43–4, 95
 psychology of 47, 48
agency 9, 11
 collective 20–23
AGICES 188
AgroFair 1, 2, 71, 136–7, 138, 161
Air Berlin 70
Albertson's 70
Allen, A. 13
Allen, J. 12
alternative trade organisations (ATOs)
 3–4, 55, 134–6
Arbuckle, John 41
Arendt, Hannah 13, 24, 87
Australia 56
- Bacon, C. 69
Bain, Joe 50
Barber, R. 50
Barrientos, S. 70
Bell, D. 3, 30, 165
Bellmann, C. 30, 51
Benton, P. 10
Berlin, I. 146, 170
Bevir, M. 3, 11, 18, 19, 200, 204
Bezençon, V. 72
Binks, M. 16, 133
Birdseye 41
Blili, S. 72
Boeing 93
Bolivia, El Ceibo 62
Boorstin, D. 42
Braithwaite, J. 2, 3, 6, 9, 11, 17, 18, 20, 23, 24, 30, 49, 51, 93, 130, 197, 198
brands 3, 123–4
 advertising 37, 42, 43–4, 95
 psychology of 47, 48
 brand-based nature of global
 business 40–45
 critical legal view 48–52
 economics of 45–6
 psychology of 46–8
Brazil, coffee industry 31
Bretman, Ian 90–91
bureaucracy 102
Burris, S. 22, 23, 80, 82, 99
business model of fair trade 119–21
Byrde, Rosemary 82
- Cadbury-Schweppes 123
Cafédirect 71, 140, 141, 153, 155, 192
Caldwell, Z. 69
Casson, M. 17, 164
Castells, M. 79
Cauthorn, C. 19
certification of fair trade, *see* labelling
 and product certification
Chambers, R. 13, 14
Chandler, Alfred 40, 41
child labour 59
Chiquita 123, 170
chocolate, *see* cocoa industry
classical conditioning 46–7
Clegg, Steward 6, 7
clothing, Kuyichi 137, 139
coca 40
cocoa industry 35–6
 Divine Chocolate Ltd 1, 2, 71, 135, 140, 142–3, 145, 155, 161
 El Ceibo 62
 Kuapa Kokoo 62, 140
coffee 198
 Cafédirect 71, 140, 141, 153, 155, 192
 Equal Exchange 71, 93, 144–5, 148, 160, 161
 history of global coffee market
 30–33, 52
Kagera Co-operative Union (KCU)
 61
LightYears 155–7
post-Fordist markets 33–40

- collective agency 20–23
 commodity prices 33–4, 56
 coffee 34–7
 comparative advantage 55–6
 competition 37
 oligopolistic 42
 conditioning 46–7
 Coop (Switzerland) 70, 137
 Co-op America 94
 Co-operative Group (UK) 70, 142
 co-operative structures 60
 Cornish, W. 46, 48, 49
 Cornwall, A. 7, 166, 167, 178
 corporate buyers 71
 corporate social responsibility 145, 146
 creative destruction 16
 governance as 164–6, 191–2
 FLO's institutional evolution
 167–72
 governing market transformations
 172–4
 IFAT's institutional governance
 174–80
 IFAT's model 180–84
 mobilising deliberative networks
 190–91
 political state of fair trade today
 184–90
 static adaptation 166–7
 credit, access to 57
 CTM Altromercato 143, 161, 186
 Curnow, Joe 86
- Dahl, R. 6
 Dance4Life 139
 Davenport, E. 63, 64, 72
 David, C. 186
 Daviron, B. 37, 44
 Dean, J.M. 43, 44
 defiance 3, 14–15, 17–20
 defiance groups 20–23
 interconnected 23–4
 expanding bounds of empowerment
 and 24–6
 deliberative democracy 166
 deliberative networks 205
 mobilising 190–91
 'people's science' and 172–4
 dependency theory 111
 Dewey, John 103
- Dickinson, Rink 144
 Dicum, G. 31, 39, 41, 42, 44, 45
 disagreement, knowledge and 166
 discourse power 8
 diversification 39
 Divine Chocolate Ltd 1, 2, 71, 135,
 140, 142–3, 145, 155, 161
 Dole 123
 domination, 'power over' 6–7, 25, 30,
 52, 87, 201
 Doppler, F. 66
 Douglas, Jeroen 82–3, 90, 123
 Douglas, M. 95
 Drahos, P. 2, 9, 30, 48, 49, 51, 93,
 198
 Drucker, P. 3, 30, 135, 147, 151, 152,
 153, 192
 drugs 40
 Dryzek, J. 204
 Dunkin' Donuts 122
 DuPont 41
 Dupont, B. 79
 Dzur, A. 167
- economic insecurity 39–40
 El Ceibo 62
 empowerment 9–11
 defiance and entrepreneurship of
 norms 14–15
 expanding bounds of 24–6
 game-playing as key to global
 empowerment 197–205
 'power beyond' 26–7, 205
 'power to' 13, 26
 'power with' 11–13, 25
 'power within' 13–14, 26, 147, 202–3
 entrepreneurship 147, 151, 164
 entrepreneurship of norms 14–15
 revolutionary entrepreneur 15–17
 social connections and power to
 materialise ideas and create
 scale 158–61, 199
 see also creative destruction
 environmental protection 59
 Equal Exchange 71, 93, 144–5, 148,
 160, 161
 Estwatini Kitchen 61–2
 Ethiopia, coffee industry 34–5, 155–7
 European Fair Trade Association
 (EFTA) 68–9, 70–71

- evolutionary economics 15–17, 118, 149–50, 161–2, 164, 204
 political evolution in economic change 150–58
 static adaptation 166–7
- Fair Trade Federation (FTF; USA) 69
- fair trade movement 55, 74–5
 context 55–63
 fair trade missionaries in cultural economy 92–8, 99, 199
 as game-playing 133, 161–3
 examples 133–45
 game-players' innovations in liberating individual and collective power 8–92
 innovation continuum 150–58
 on organisation 149–50
 on power 145–9
 social connections and power to materialise ideas and create scale 158–61, 199
- institutional development 64–9
 mainstreaming 69–74
 as political activism and alternative trade 63–4
 political agenda 206–9
 political state today 184–90
 power of 3–4
 game-playing and 145–9
 as resistance 102–3, 130–31
 consolidating innovation and the politics of knowledge 103–11
 duping FLO to destroy fair trade 121–7
 governance 112–14
 instituting orthodoxy 111–12
 symbiotic dance of resisters and game-players 127–30
 value chain and Fairtrade business model 119–21
 scale economies 82–9
 social connections and power to materialise ideas and create scale 158–61, 199
 standards of fair trade organisations 58–60
- Fair Trade Organizational Mark (FTO Mark) 67–8, 74
- Fairtrade Labelling Organizations International (FLO) 55, 65–6, 74, 75, 102, 104–11, 151–8, 152
 duping FLO to destroy fair trade 121–7
 funding 114–19
 governance 112–14, 167–72, 200
 value chain and Fairtrade business model 119–21
- financial markets
 access to 57
 Twin Trading 139, 143
- Fiske, J. 95
 Follett, M. 12
 Ford Motor Co. 41
 Foster, J. 17, 164
 Foucault, Michel 2, 6, 8–9
 free structures 26–7
 Freire, P. 14
 Fresh and Wild 70
- funding, Fairtrade Labelling Organizations International (FLO) 114–19
- Galbraith, K. 47
- game-playing 3, 17, 18–20, 23, 24, 26–7, 131, 202
 fair trade as 133, 161–3
 examples 133–45
 game-players' innovations in liberating individual and collective power 89–92
 innovation continuum 150–58
 on organisation 149–50
 on power 145–9
 social connections and power to materialise ideas and create scale 158–61, 199
 as key to global empowerment 197–205
 symbiotic dance of resisters and game-players 127–30
- Gaventa, J. 7, 12, 13, 103, 166, 167, 169, 172, 173, 174, 178, 178, 181
- General Agreement on Tariffs and Trade (GATT) 56
- General Motors 41
- Generalized System of Preferences (GSP) 63
- Gereffi, G. 33, 36, 37

- Ghana 1
 Kuapa Kokoo 62, 140
 Gibbon, P. 37
 Giddens, A. 11
 Global Exchange 84, 85, 87
 global value chain (GVC) analysis
 37–9, 119–21
 González Cabañas, A.A. 66
 Goodman, D. 43
 governance
 as creative destruction 164–6, 191–2
 FLO's institutional evolution
 167–72
 governing market transformations
 172–4
 IFAT's institutional governance
 174–80
 IFAT's model 180–84
 mobilising deliberative networks
 190–91
 political state of fair trade today
 184–90
 static adaptation 166–7
 Fairtrade Labelling Organizations
 International (FLO) 112–14,
 167–72, 200
 nation states 22
 Goyder, M. 16, 147, 158, 160, 162, 202
 Graham, C. 48
 Gramsci, Antonio 8, 148
 Granovetter, M. 24, 79, 88, 99, 198
 Gray, P. 46
 Green & Blacks 123
 groups, power and 12

 Hamilton, Clive 44, 47
 Harper, D. 16, 95, 121, 127, 151
 Hartsock, N. 7
 Hayek, F.A. 23, 78, 173, 198
 Hayward, C. 103
 hegemony 8
 Heijn (Albert) 70
 hidden power 7
 Hilton 70
 Hoagland, S. 10
 Hobbes, Thomas 2
 Holt, D. 95
 Hudson, I. 36, 63
 Hudson, M. 36, 63
 Hulme, D. 10, 12

 imperfect information 57
 India 56
 information
 imperfect 57
 networks, *see* network theory
 innovation 16, 23, 102, 164
 consolidating innovation and the
 politics of knowledge 103–11
 continuum of 150–58
 game-players' innovations in
 liberating individual and
 collective power 89–92
 social connections and power to
 materialise ideas and create
 scale 158–61, 199
see also creative destruction
 insecurity 39–40
 intellectual property rights (IPRs) 45,
 48–9
 trade marks, *see* trade marks
 International Coffee Agreement (ICA)
 30–31
 International Fair Trade Association
 (IFAT) 55, 66–9, 74, 75, 111, 157
 institutional governance 174–80
 model 180–84
 international trade
 fair trade, *see* fair trade movement
 Generalized System of Preferences
 (GSP) 63
 liberalisation 56
 invisible power 7–9, 20
 Isherwood, B. 95

 Jaffee, D. 31, 39
 Jersey Standard 41
 Johnston, L. 192

 Kabeer, N. 7, 8
 Kagera Co-operative Union (KCU) 61
 Kaplinsky, R. 33, 37, 43
 Kirzner, I. 133
 Klein, Naomi 43, 44
 knowledge 102–3
 consolidating innovation and the
 politics of knowledge 103–11
 disagreement and 166
 Kocken, M. 63, 64, 135
 Kotler, P. 79, 102, 110, 114, 119, 130,
 161, 173

- Kraft Foods Inc. 36, 42
 Krier, J.-M. 69, 70
 Kuapa Kokoo 62, 140
 Kuyichi 137, 139
- labelling and product certification 60,
 64–6, 82, 91, 99, 197
 Fairtrade Labelling Organizations
 International (FLO) 55, 65–6,
 74, 75, 102, 104–11, 151–8
 duping FLO to destroy fair trade
 121–7
 funding 114–19
 governance 112–14, 167–72, 200
 value chain and Fairtrade business
 model 119–21
 Max Havelaar labelling system 65,
 82–3, 103, 104, 133, 136, 153,
 161
 Transfair Germany 103, 104
 Transfair USA 108, 115, 170, 186
- laissez faire* economics 31
 Landes, W. 46
 Latour, B. 9, 12, 23, 24, 80, 84, 87, 89,
 99, 159, 203
- learning process, markets as 121–2
 Lefebvre, H. 103, 167
 legal systems, problems with 57–8
 Levi, M. 63
 LightYears 155–7
 Lin, N. 78, 83
 Linton, A. 63
 Llewellyn, D. 46, 48, 49
 Loasby, B. 113, 119, 130
 Low, W. 63, 64, 72
 Lukes, Steven 6, 7, 30
 Lunney, G. 49, 50, 51
 Lutheran World Relief 84–5, 86, 87
 Luttinger, N. 31, 39, 41, 42, 44, 45
- McDonalds 122
 McGrath, R. 16, 90, 98, 111, 147,
 158–9, 160, 162, 199, 202
 MacMillan, I. 16, 90, 98, 111, 147,
 158–9, 160, 162, 199, 202
- marketing
 advertising 37, 42, 43–4, 95
 psychology of 47, 48
 fair trade missionaries in cultural
 economy 92–8, 99, 199
- markets
 coffee
 history of global coffee market
 30–33, 52
 post-Fordist markets 33–40
 failures 57–8
 as learning process 121–2
 niche markets 43
 power in 3
 Marks & Spencer 70
 Max Havelaar labelling system 65,
 82–3, 103, 104, 133, 136, 153, 161
 mergers 40–41
 Metcalfe, J.S. 17, 164
 Migros 70
 Miller, J. 10
 Miller, V. 7, 8, 12, 13
 monopoly 151
 Monoprix 70
 Morris, M. 33, 37
 Moscovici, S. 149
 multinational corporations (MNCs) 1,
 31, 56–7, 116, 118, 154, 164
 brand-based nature of global
 business 40–45
 coffee industry 36
 corporate social responsibility 145,
 146
 duping FLO to destroy fair trade
 121–7
 power of 3
 Murray, D. 61, 63
- nation states 1
 governance 22
 power and 2
 National Coffee Association (NCA;
 USA) 42
 negative liberty 170
 Nelson, R. 164, 165, 203
 neoliberalism 41
 Nestlé 36, 42, 71, 124–5, 169, 188, 192
 network theory 78–80, 98–100, 110,
 198–9, 202, 204
 achieving scale with fair trade 82–9
 deliberative networks 205
 mobilising 190–91
 ‘people’s science’ and 172–4
 fair trade missionaries in cultural
 economy 92–8, 99, 199

- game-players' innovations in
 - liberating individual and collective power 89–92
 - network governance 186
 - nodally coordinated networks 80–82
- Newman, Penny 140
- NEWS! 69
- niche markets 43
- Nicholls, A. 57, 62, 70, 136, 143, 145, 184
- Nienhuis, Wim 136
- nodally coordinated networks 80–82
- Nooteboom, B. 150, 151, 157–8, 161, 165, 199
- North, R. 72, 145
- North American Alternative Trade Organization (NAATO) 69
- Nygren, R. 3, 10, 18

- Oké 1
- oligopolistic competition 42
- Olson, M. 167
- O'Malley, P. 10, 204
- Onyx, J. 10
- Opal, C. 57, 62, 70, 136, 143, 145, 184
- Oro Blanco 139
- O'Shaughnessy, J. 47
- O'Shaughnessy, N.J. 47
- Osterhaus, A. 57
- Oxfam 63, 96, 159

- Parkinson, J. 167
- Peroff, M. 48
- Pimbert, M. 103, 130
- Piore, M. 33, 42
- political situation
 - consolidating innovation and the politics of knowledge 103–11
 - fair trade movement as political activism 63–4
 - political agenda of fair trade 206–9
 - political evolution in economic change 150–58
 - political state of fair trade today 184–90
- Ponte, S. 37, 44
- Popper, Karl 102, 151, 166
- Porter, M. 90
- Portes, A. 78

- Posner, R. 46
- post-liberal power 2–3, 10–11, 14
- power 6
 - agency 9, 11
 - collective 20–23
 - deliberative networks and the 'people's science' 172–4
 - empowerment 9–11
 - defiance and entrepreneurship of norms 14–15
 - expanding bounds of 24–6
 - game-playing as key to global empowerment 197–205
 - 'power beyond' 26–7, 205
 - 'power to' 13, 26
 - 'power with' 11–13, 25
 - 'power within' 13–14, 26, 147, 202–3
 - fair trade 3–4
 - game-playing and 145–9
 - game-players' innovations in liberating individual and collective power 89–92
 - hidden 7
 - invisible 7–9, 20
 - modern markets 3
 - new circuits for transnational structural change 23–4
 - 'power beyond' 26–7
 - 'power over' 6–7, 25, 30, 52, 87, 201
 - theories of 2–3
- prices
 - commodity prices 33–4, 56
 - coffee 34–7
 - fair trade 60–61
- Proctor & Gamble 36, 42, 122
- product certification, *see* labelling and product certification
- product differentiation 42
- Putnam, R. 23, 24, 78, 99

- quality management 185–6

- Ramazzotti, P. 102, 150
- Raynolds, L. 43, 63, 69, 114
- Redclift, M. 43
- Renkema, D. 31
- resistance 3, 19, 162, 170, 199–200
 - fair trade as 102–3, 130–31

- consolidating innovation and the politics of knowledge 103–11
- duping FLO to destroy fair trade 121–7
- governance 112–14
- instituting orthodoxy 111–12
- sybiotic dance of resisters and game-players 127–30
- value chain and Fairtrade business model 119–21
- revolutionary entrepreneur 15–17
- Rhodes, R. 11, 18, 19, 200, 204
- Ricardo, D. 56
- Richardson, M. 45
- Ricketson, S. 45
- Robbins, P. 35, 56
- Robert, M. 16, 127, 147, 151, 152, 162, 199
- Roche, D. 167
- Roozen, Nico 137
- Rosenthal, Jonathan 144
- Rowlands, J. 6, 7, 10, 147, 160
- Rozyne, Michael 144
- Russia/Soviet Union 31
- Ryanair 70
- Sabel, C. 33, 42
- Sainsbury's 70
- Sara Lee Corporation 36
- scale economies 82–9
 - social connections and power to materialise ideas and create scale 158–61, 199
- Scandic 70
- Schaper, M. 102, 151, 152, 161
- Schrank, A. 37
- Schultz, Howard 43
- Schumpeter, Joseph 15, 16, 27, 37, 103, 133, 147, 149, 164
- Sears, Roebuck 41
- seasonal employment, economic insecurity and 40
- SERRV International 63
- Shearing, C. 9, 23, 179, 192
- Shreck, A. 72
- Simons, J. 9
- situated agency 11
- Slob, B. 37, 39
- Smith, S. 70
- social capital 78–9
- social connections 20, 22, 23, 198
 - power to materialise ideas and create scale and 158–61, 199
- Solidaridad 64, 83, 84, 86, 90, 136
- Solomon, M.R. 44
- standards of fair trade organisations 58–60
- Starbucks 43, 44, 122, 142, 156–7
- Starhawk, M. 7
- subsidies 56
- Swaziland, Estwatini Kitchen 61–2
- Switzerland, fair trade movement 70
- Szreter, S. 79
- Talbot, J.M. 31, 36, 37, 39, 41
- Tallontire, A. 61, 64, 66, 183
- Tanzania, Kagera Cooperative Union (KCU) 61
- Ten Thousand Villages 63
- Tesco 70, 123
- Tiffen, Pauline 62, 139, 153–4
- Toffler, A. 3, 30
- tokenism 71, 185
- Townsend, J. 6, 7, 10, 12, 13, 14
- trade marks 3
 - critical legal view 48–52
 - economics of 45–6
 - psychology of 46–8
- Traidcraft 160
- Tranchell, Sophi 140
- Transfair Germany 103, 104
- Transfair Italy 188
- Transfair USA 108, 115, 170, 186
- Tucker, Albert 139
- Turner, M.M. 10, 12
- Twin Trading 139, 143
- Uit de Bosch, Herman 153
- United Kingdom, fair trade movement 70
- United Nations Conference on Trade and Development (UNCTAD) 63
- United States of America
 - coffee industry 41–5
 - mergers in 40–41
 - trade marks 49, 50
- United Students for Fair Trade (USFT) 86
- Utting, K. 61

- Vale, P. 16, 133
van Caenegem, W. 47–8
VeneKlasen, L. 7, 8, 12, 13
Vietnam, coffee industry 31
Volery, T. 102, 151, 152, 161
Vorley, B. 35, 36, 39
- Weber, Max 2, 6
Weiss, A. 16, 127, 147, 151, 152, 162,
199
Wild, A. 31
Wills, Carol 94
Winter, S. 164, 203
women
 economic insecurity and 40
 gender equity 59
- Wood, J. 9, 23, 179
working conditions 59
World Trade Organization (WTO)
 56
 Agreement on Trade-Related
 Aspects of Intellectual Property
 (TRIPS) 50–52
World's Finest Chocolate 84
- Young, Iris Marion 20, 22
Young, W. 61
- Zadek, S. 62
Zapata, E. 12, 13, 14