

RESEARCHES ON THE IMPACT OF FAIR TRADE
Per May 2009

Below you find a list of Fair Trade impact studies. If you feel you could complete the list, please do so and contact EFTA at efta@antenna.nl

IMPACT STUDIES IN 2009

Study on Consumers

Author: Globescan, commissioned by FLO
More info: [http://www.fairtrade.net/
single_view1.html?&cHash=e1af2f62f7&tx_ttnews\[
backPid\]=614&tx_ttnews\[tt_news\]=102](http://www.fairtrade.net/single_view1.html?&cHash=e1af2f62f7&tx_ttnews[backPid]=614&tx_ttnews[tt_news]=102)
Work: Fairtrade flows against economic tide, a global
consumer survey on Fairtrade

IMPACT STUDIES IN 2008

The Impact of Fair Trade

Author: Ruerd Ruben
Institute: Wageningen University, The Netherlands
Order the book: [http://www.wageningenacademic.com/
clientfiles/TOC/Fairtrade.pdf](http://www.wageningenacademic.com/clientfiles/TOC/Fairtrade.pdf)
Price: E 40,-
Work: Twenty years ago, Fair Trade started as an effort to enable smallholder producers from developing countries to successfully compete in international markets. Better access to market outlets and stable prices are considered key principles for sustainable poverty reduction and stakeholder participation based on 'trade, not aid'. While Fair Trade is primarily conceived as a trading partnership - based on dialogue, transparency and mutual respect - seeking greater equity in international trade, it relies on an organized social movement promoting standards for production practices and delivery procedures, working conditions and labour remuneration, environmental care and social policies in supply chains of certified tropical goods.
Over the past two decades, sales of Fair Trade products have considerably increased. After the first shipments of coffee, the range of products has gradually broadened to include fruit (particularly bananas, pineapple and citrus), tea, cocoa, textiles, cosmetics and a whole series of other products. Global Fair Trade sales have steadily grown to approximately EUR 1.6 billion worldwide, covering almost 600 producer organizations in more than 55 developing countries that represent close to a million families of farmers and workers. In recent years, efforts have been made towards mainstreaming of Fair Trade involving large international companies and retail chains.
While numerous case studies and descriptive overviews are available to illustrate the importance of Fair Trade for producers and their families in developing countries, little quantitative evidence has been presented to review the socio-

economic impact of Fair Trade. This collection of articles provides the first balanced in-depth analysis of the real welfare impact of Fair Trade, paying attention to key dimensions of income, consumption, wealth, environment, empowerment and gender. The core articles are based on extensive field surveys in Peru, Costa Rica, Ecuador, Ghana, Kenya and Mexico, and provide valuable insights in the contributions and constraints for producers' involvement in Fair Trade. In addition, attention is paid to the broader implications for international trade regimes and the ethical perspectives on Fair Trade.

256 pages

Review of ethical standards and labels: is there a gap in the market for a new "Good for Development" label?

Authors: Karen Ellis and Jodie Keane

Website: www.odi.org.uk/resources/

Work: This study reviews a number of the existing ethical standards and labels in terms of their objectives, the scale and scope of their coverage, their impact on participating farmers, compliance costs and broader development impacts. Odi publications, working paper 207

Date: November 2008

"In solidarity catering in Roma (Italy): Public Procurement and Impact of Fair and in solidarity Trade",

Authors: Leonardo Becchetti and Juana Paola Bustamante

Website: http://www.altromercato.it/it/informazione/immagini_informazione/rist_sol/

Work: In this study, Becchetti and Bustamante show that the introduction of Fair Trade products in school canteens creates two potentially positive effects. The first refers to the positive impact it has for Fair Trade and its producers by increasing the demand of Fair Trade products. The second, of a more social nature, was analyzed by asking the public to fill in questionnaires. What was found was first that the introduction of Fair Trade products in school canteens raised awareness about Fair Trade and small producers' situation. Secondly, it impacted on people's appreciation of Fair Trade products, and on their willingness to pay for it.

For example, the share of people who declared to prefer Fair Trade products to traditional ones of equivalent quality increased by nearly 20% (this share was already quite high). The most influencing factor with those interviewed was getting feed back from their children who consumed the Fair Trade products.

IMPACT STUDIES IN 2007

Brewing Justice: Fair Trade Coffee, Sustainability and Survival. University of California Press.

Author: Jaffee, Daniel
Reference: ISBN 978-0-520-24959-2
Work: Michigan State University assistant professor Daniel Jaffee conducted a four year study of the impact of fair trade on Michiza cooperative coffee producers, in Oaxaca, Mexico. Jaffee's findings, published in the 2007 book "Brewing Justice: Fair Trade Coffee, Sustainability, and Survival", provide a nuanced view of fair trade: "Fair trade's higher prices increase gross household income - although, because most fair trade coffee is also certified organic, producers have higher costs of production as well. Participation in fair trade reduces households' debt and enhances their economic options, affording them the possibility of better feeding and educating their children. Fair trade affords peasant farmers partial protection from some of the worst aspects of commodity crises and in many cases allows them the breathing room needed to engage in more sustainable agricultural practices. Furthermore, the extra capital from fair trade can generate important economic ripple effects within communities, providing additional employment even for non participating families. However, fair trade is not a panacea, and it does not bring the majority of participants out of poverty. (...) Demand for fair trade products must increase dramatically in order to augment the economic benefits for such small farmer families and allow the system to include many more producers of coffee and other commodities around the world."

Assessing the Potential of Fair Trade for Poverty Reduction and Conflict Prevention: A Case Study of Bolivian Coffee Producers

Author: Imhof, Sandra and Andrew Lee
Website: http://www.swisspeace.ch/typo3/fileadmin/user_upload/pdf/Assessing_the_Potential_of_Fair_Trade_for_Poverty_Reduction_and_Conflict_Prevention.pdf

Fair Trade and Global Justice: The Case of Bananas in St. Vincent

Author: Torgerson, Anna
Website: http://www.fairtrade-advocacy.org/index.php?option=com_content&view=article&id=16&Itemid=18

Dispositif de mesure d'impact du commerce équitable sur les organisations et familles paysannes et leurs territoires

Author: Nicolas Eberhart
Institute: Agronomes & Vétérinaires sans frontières
Email: avsf@avsf.org / www.avsf.org
Work : En étroite collaboration avec Max Havelaar France, Max Havelaar Belgique et Fairtrade Labelling Organizations International (FLO), Agronomes et Vétérinaires sans frontières a construit et testé au cours des deux dernières années une proposition méthodologique pour la mesure de l'impact du commerce équitable sur les familles paysannes du Sud, leurs organisations et sur le développement de leurs territoires. Les études d'ores et déjà réalisées, ou qui pourront être faites avec cette méthode, devraient permettre de mieux répondre aux exigences d'information du public, et de contribuer également à l'amélioration du système de commerce équitable. Ce document vient d'être publié avec le soutien du Ministère français des affaires étrangères et européennes.

Date :

Octobre 2007

Exploring the power to change: Fair Trade, development and handicraft production in Bangladesh

Author: Ann Le Mare

Institute: Department of Geography, Durham University,
Durham, UK

Work: Ph. D. thesis 2007, to be obtained through interlibrary loans. This thesis explores the impact of Fair Trade handicraft production on women in Bangladesh. The analysis applies the Circuit of Culture and concepts from development practice to uncover the varied and complementary meanings and institutional practices of Fair Trade Organizations (FTOs) in Bangladesh, and the essential role they play in defining and delivering the social goals of Fair Trade. The study employs quantitative and qualitative methodologies, comparing Fair Trade producers to other similar women not involved in Fair Trade, and comparing the outcomes of different Fair Trade producer groups. Fair Trade handicraft production has a positive impact on both chronic and transitory poverty, not only because of the fair wage/price offered, but also due to the pro-poor policies and additional financial benefits provided by the FTOs in the study. The social wellbeing of many producers is increased due to the opportunities provided through Fair Trade employment for new experiences, such as being a member of a group, to travel and to meet new people, and to learn new skills. Fair Trade handicraft employment also has an impact on promoting rural-urban linkages, supporting other economic strategies of the household, and providing additional social networks. However, such advantages of Fair Trade are not enough to move people out of poverty, or to deal adequately with the many vulnerabilities experienced by poor people in Bangladesh. Fair Trade activities are geographically and socially specific with impact related to national and local context: thus, improvements in outcomes need to consider the particular social, physical and institutional arrangements within which Fair Trade functions. Findings from the study have relevance to the theorizing of Fair Trade and to assessing impact, with policy implications for FTOs. The findings also provide insights into debates within development such as the role of social capital in economic relations, measuring and analysing poverty, the impact and uses of micro-finance, and an analysis of the empowerment potential of providing paid work to women.

IMPACT STUDIES IN 2006

Growing Ethical Networks: the Fair Trade Market for Raw and Processed Agricultural Products (in Five Parts)

Authors: Farnworth, C. and M. Goodman
Work: This paper details the world-wide production and consumption markets for fair trade, the main actors and networks involved in these markets and 'movements', the details and implications of the mainstreaming of fair trade and finally, the prospects for fair trade to promote current and future pro-poor development. Fair trade has diverse, potentially contradictory, objectives, making it difficult to measure impact satisfactorily. It can also be argued that these objectives have been defined by the wider fair trade stakeholder body, and that they may not be relevant to particular producers. For this reason Coocafé and its cooperatives decided to define their own development objectives in order to ensure that an impact study actually meant something to them. There are problems with attribution and thorough impact assessment is vital. Each case study can be seen to be unique. This study details the challenges of impact assessment for fair trade projects, citing the non-economic benefits to be the most problematic to evidence. Case studies by Nabs Suma (Africa) and Sarah Lyon (Latin America).
Available at: http://siteresources.worldbank.org/INTWDR2008/Resources/2795087-1191427986785/FarnworthC&GoodmanM_GrowingEthicalNetworks%5B1%5D.pdf

Le commerce équitable ou la juste répartition

Product : Coffee
Author : Virginie Diaz Pedragal
Institute: Universidad de Paris V – René Descartes, Sorbonne, Laboratoire du CERLIS / CNRS, Francia
Email : virginiediaz@yahoo.fr
Work : Critique du système de production et de distribution équitable à travers l'exemple des organisations de producteurs de café en Équateur, Pérou et Bolivie, These de doctorat, École doctorale : Lettres, Sciences Humaines et Sciences Sociales, Discipline : Sociologie, 379 pages
Date : January 2006

Etude de l'impact sur les cultivateurs de café en Bolivie

Product: Coffee
Author: Nicolas Eberhart
Institute: Agronomes et Vétérinaires sans frontières
Available : <http://www.maxhavelaar.com/fr/page.php/impact>
Work: The French research office, CICDA-AVSF has finished, in 2006, a comparative study of Fair Trade on the growers of coffee in the Yugas of Bolivia. The researchers found conclusions at three levels: the family, producers' organizations, and the region – development and investments.

The effects of Fair Trade on marginalised producers : an impact analysis on Kenyan farmers

Product : Various products
Author : Leonardo Bechetti, Marco Constantino
Institute : Facolta di Economia, Dipartimento di Economia e Istituzioni, Via Colombia 2, 001333 Roma, Italia
Emails: Becchetti@economia.uniroma2.it, argo81@tiscali.it

Work: An analysis of the impact of Fair Trade on monetary and non monetary measures of well-being in a sample of Kenyan farmers. The econometric findings document significant differences in terms of price satisfaction, monthly household food consumption (self declared) income satisfaction, dietary quality and child mortality for Fair Trade and Meru Herbs.

Tanzania's Fair Trade tea industry: Is FLO meeting its objectives?

Product : Tea
Author : April Thompson
Institute : School of International Service of American University
Emails: prillytee@gmail.com
Work: In partial fulfillment of the requirements for the degree of Master of Arts in International Development. Including description of Global tea market, value chain for tea, working conditions on tea plantations; the Fair Trade Tea market; Tanzania's Tea industry. 86 pages
Date: December 2006

IMPACT STUDIES IN 2005

Confronting the Coffee Crisis: Can Fair Trade, Organic, and Specialty Coffees Reduce Small-Scale Farmer Vulnerability in Northern Nicaragua?

Product: Coffee
Author: Bacon, C.
Where to find: World Development Vol. 33, No. 3, pp. 497–511

"New thinking in international trade? A case study of The Day Chocolate Company"

Product: Chocolate
Authors: Bob Doherty, Sophi Tranchell
Where to find: Volume 13 Issue 3, (p 166-176)
Work: The Day Chocolate Company (a UK company) was set up in 1997 by Kuapa Kokoo, a Ghanaian cooperative set up in 1994. Today Kuapa has 45000 farmer members in 1100 villages, and provides 10% of Ghana's cocoa supply. Day Chocolate Company sales rose to over £5m in 2004. Between 1993 and 2004 Kuapa received just over \$2m in extra Fairtrade premiums. Some was paid to the farmers, some went on projects such as the construction of four new schools.

Straight from the cotton fields: project impact, learning and next steps

Product: Cotton
Organisation: Traidcraft, UK
Tel: (+ 44) 191 491 0591
Fax : (+ 44) 191 497 6562
Email : geoffb@traidcraft.org.uk
Internet: www.traidcraft.co.uk
Work: Impact analysis of project for smallholder cotton farmers in Gujarat, rural India
Date: May 2005

The effect of Fair Trade on marginalized producers

Product: Spices from Kenya
Contact: Leonardo Becchetti
Email: becchetti@economia.uniroma2.it

Value Chain Analysis Cotton farmers and textile workers, Improving the access of low-income, disadvantaged producers to Fair Trade markets

Product: Cotton and textiles
Authors: Christine Gent and Peter Braithwaite
Website: www.wfto.org
Work: A study, commissioned by IFAT, FLO and EFTA to make recommendations on how the position of cotton farmers and textile workers can be improved, by using value chain analysis, with special attention to 'social values'. The overall purpose is to improve the understanding of Fair Trade's social and economic context. Including recommendations on how Fair Trade practice can be improved and relationships with producers, consumers and other organisations enhanced. 54 pages.
Date: July 2005

Value Chain Analysis Handicrafts

Product: Handicrafts, particularly basketry, wood, ceramics

and jewellery

Authors: Traidcraft Market Access Centre
Website: www.wfto.org

Work: This report has been produced by the Traidcraft Market Access Centre, on behalf of the International Fair Trade Association (IFAT), Fair Trade Labelling Organizations International (FLO) and the European Fair Trade Association (EFTA) with the aim to improve the situation of low income handcraft producers in developing countries. The analysis looks at how poor producers are involved in fair and mainstream trade, the key activities of producers and buyers, the returns producers are receiving for their work and the obstacles to their increased income, profit and access to wider markets. Including recommendations on the way forward for working with handcraft producers and increasing their share of profits and access to wider markets.

Date: July 2005

Revaluating Peasant Coffee Production: Organic and Fair Trade Markets in Mexico

Product: Coffee
Authors: Muriel Calo and Timothy A. Wise
Institute: Global Development and Environment Institute, USA

Tel: (+) 617 627 3530

Fax: (+) 617 627 2409

Email: GDAE@tufts.edu

Website: ase.tufts.edu/gdae

Work: After providing background on the worldwide coffee crisis, the history of Mexican coffee production, and the growth and functioning of the organic and Fair Trade markets, the authors analyze the organic and Fair Trade coffee markets in the context of market-based mechanisms designed to overcome market failures. In particular they assess how well such mechanisms allow producers of sustainable coffee to capture some of the value of their contributions to ecological integrity and consumer health, as transmitted through the organic and Fair Trade labels and their associated premiums. Based on case from Oaxaca.

Date: October 2005

Value Chain Analysis Rice – Each life starts with a little seed

Author: Corné van Dooren

Website: www.wfto.org

Work : This study was commissioned by IFAT, FLO and EFTA with the aim to improve the situation of rice farmers in developing countries. Including recommendations on the way forward for working with rice farmers and increasing their share of profits and access to wider markets. 155 pages.

Date : November 2005

Value Chain Analysis Coffee – A fair share for smallholders

Product : Coffee

Author: Rob Slob

Website: www.wfto.org

Work : This study was commissioned by IFAT, FLO and EFTA with the aim to improve the situation of coffee smallholders in the South. Including recommendations on the way forward for working with the coffee farmers and increasing their share of profits and access to wider markets. 54 pages.

Does fair trade make a difference? The case of small coffee producers in Nicaragua

Product: Coffee

Author : Karla Utting-Chamorro

Institute : Oxfam Great Britain – Development in Practice,
Volume 15

Work: The paper examines the effectiveness of Fair Trade as a development tool and the extent of its contribution to the alleviation of poverty in coffee-producing regions in Nicaragua. 16 pages.

E-Commerce for Development. The Case of Nepalese Artisan Exporters

Work: The study focuses on the efficacy of CatGen in emerging economies, particularly those in which the benefit of artisans and merchants who are readily familiar with technology is rare. The scope of the study evaluates CatGen in terms of ease of use, feasibility in areas with limited Internet access, affordability, scalability, return on investment, user responses, benefits and drawbacks, and a comprehensive comparison of the platform against leading competitors. Case studies of several typical CatGen users are provided. UNDP, 2005
Available at: <http://sdnhq.undp.org/e-gov/e-comm/nepal-artisans-exec-summ.pdf>

IMPACT STUDIES IN 2004

Does Fair Trade encourage sustainable development? Could it be considered as a development project?

Product: Handicrafts
Name: David Durnez c/o Magasins du Monde
Tel : (+ 32) 10 43 79 50
Fax: (+ 32) 10 43 79 69
Contact person: Jean-Francois Rixen
Email: mdmoxfam@mdmoxfam.be
Work: Field study which took place from the end of September 2003 to the beginning of February 2004 mainly in West-Bengal, the Kolkata area. Its aim was to study both the social and economic impact of Fair trade practices at the different levels in the sector of craft production and marketing in order to evaluate Fair Trade as a development project. Undertaken with the help of Les Magasins du Monde-Oxfam and their trading partner EMA (Equitable Marketing Association). Factulté d Économie de Gestion et de Sciences Sociales. 45 pages.

IMPACT STUDIES IN 2003

One cup at a time, poverty alleviation and Fair Trade in Latin America

Product: Coffee
Name: International Labour Office
Authors: Douglas Murray, Laura T. Reynolds, Peter Leigh Taylor
Website: [www.colostate.edu/Depts/Sociology/
FairTradeResearchGroup](http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup)
Work: The study was designed as a relatively short-term exploration of current conditions in the production of Fair Trade coffee in Mexico and Central America. This report focuses on issues raised and addressed by the investigators and their informants at the level of production.
Date: March 2003

Sign Max Havelaar - Regards sur les Resultats du commerce Equitable

Work: In 2003, the Belgian market had eight Max Havelaar FT certified products: coffee, chocolate, bananas, tea, rice, juices, sugar and honey. This impact assessment study focused on examples for each products of cooperatives working with Belgian partners. They highlight the efforts made to reinforce capacity-building of southern producers.
Max Havelaar 2003. Only available in French.
Available at: [http://www.maxhavelaar.com/fr/
webimages/IMPACTFR.pdf](http://www.maxhavelaar.com/fr/webimages/IMPACTFR.pdf)

IMPACT STUDIES IN 2002

Poverty Alleviation Through Participation in Fair Trade Coffee Networks

Author: Pete Leigh Taylor
Website: <http://www.colostate.edu/Depts/Sociology/FairTradeResearchGroup/doc/pete.pdf>

Résultats de l'étude de l'impact sur les producteurs du Sud de l'action commerce équitable mise en oeuvre par Artisans du Monde depuis 25 ans

Products : Artisanat
Name : Fédération Artisans du Monde
Address: 53, Boulevard de Strasbourg, 75010, Paris, France
Contact: Francois Vergès
Phone: (+33) 1 56 03 9350
Fax: (+33) 1 47 709635
Email: artisans-du-monde@globenet.org
Work : Etude de l'impact sur les producteurs artisanaux du Sud de l'activité commerce équitable mise en oeuvre par Artisans du Monde depuis 25 ans.

Effectenstudie en opiniepeiling over eerlijke handel in België

Product: Alle producten
Name: Internationaal Huis
Address: Hoogstraat 139, 1000 Brussel, België
Contact: Samuel Poos
Phone: (+32) 2 2131211
Email: Samuel.poos@minth.be
Work: Studie in opdracht van Ministerie van Buitenlandse Zaken, Buitenlandse Handel en Internationale Samenwerking, Directie-generaal Internationale Samenwerking, uitgevoerd door IDEA Consult en Rogil Field Research. Een analyse van de feitelijke positie en organisatie van eerlijke handel in België, van de effecten van eerlijke handel op de producenten en organisaties in de partnerlanden, en van de ervaring, kennis en wensen van de Belgische consument inzake eerlijke handel, en dit op basis van een kwantitatieve en kwalitatieve effectenstudie en een opiniepeiling.

Creating Market Opportunities for Small Enterprises: Experiences of the Fair Trade Movement

Name: International Labour Office
Authors: Andy Redfern and Paul Snedker
ISBN: SEED Working Paper No. 30 92-2-113453-9
Website: www.ilo.org/publns
Email: pubvente@ilo.org
Work: The study describes and assesses the experiences of Fair Trade movement over the last two decades. It particularly focuses on how to boost new market opportunities in the developed countries for MSEs in developing countries, as well as promoting better terms of trade for these producers. The objectives of the study are: to address the need for more in-depth information about innovative approaches (for example, Fair Trade's approach to market access and empowerment) to boosting good quality market access for MSEs in developing countries, to provide a review of the success and failures of Fair Trade initiatives, to examine the lessons learned from these experiences.

Project Commerce Équitable, etat des lieux – critères – évaluation – prix

Name: Solagral
Address: Jardin Tropical
45bis, av. De la Belle Gabrielle
F-94736 Nogent sur Marne
Tel : (+ 33) 1 43 94 73 34
Fax : (+ 33) 1 43 94 73 36
Email: www.solagral.org
Work: Solagral published five studies on Fair Trade. This is part of a project implemented by Solagral during 2002 in partnership with three organisations (in France CIRAD & CICDA, in Belgium CEDAC) and with the financial support of the French government.

Etude d'impact du commerce équitable au Sri Lanka

Products : Tea and spices, rice, palm-leaf baskets
Author: Alter Eco, Paris, France
Work: An analysis of the impact of Fair Trade on Sri Lankan producers in partnership with Alter Eco in France

Monitoring impact of Fairtrade initiatives: A case study of Kuapa Kokoo and the Day Chocolate Company

Product: Cocoa / chocolate
Author: Lorraine Ronchi in collaboration with TWIN
Available: TWIN Trading, London, UK
Work: Monitoring and evaluation of the Kuapa Day Chocolate Company initiative impacts on producers and consumers of this fair trade initiative.

IMPACT STUDIES BEFORE 2002

Social Audits

Name: Traidcraft Plc
Address: Kingsway, Gateshead, Tyne & Wear, NE11ONE
Phone: (+44) 191 4910591
Fax: (+44) 191 4822690
Email: comms@traidcraft.co.uk
Work: Social Audits
Date: On an annual basis

The development impact of Fair Trade

Name: Traidcraft Exchange
Address: Kingsway, Gateshead, Tyne & Wear, NE11ONE
Phone: (+44) 191 4910591
Fax: (+44) 191 4822690
Email: comms@traidcraft.co.uk
Work: Evidence from the work of Traidcraft and challenges for the future
Date: 1998

Who benefits?

Name: International Institute for Environment & Development
Address: 3 Endsleigh Street, London WC1H 0DD, UK
Contact: Sarah Roberts, Nick Robins, Jo Abbot
Phone: (+44) 388 2117
Fax: (+44) 388 2826
Email: mailbox@iied.org
Further details: ISSN 1562-3319
Work: A social assessment of environmentally-driven trade, a one year scoping exercise undertaken by IIED and partners in the UK, Venezuela, South Africa and Germany. The report aims to increase understanding of the extent and distribution of the social impacts of environmentally driven trade and how these can be monitored. It includes case studies of organic coffee from Venezuela and the introduction of integrated pest management in South Africa and draws out the lessons from Twin and Traidcraft's experience of benefit distribution and impact assessment. 65 pages.
Date: June 1999

Fair Trade, Good business

Name: London School of Economics, Development Studies Institute
Product: Dried fruit
Work: Msc in the Faculty of Economics, dissertation submitted in partial fulfillment of the requirements of the degree. An exploration of the relationship between the participation of the poor and efficient economic structures using dried fruit production in Uganda as a case study, 26 pages.
Date: 1999

Ethical Trade and Sustainable Rural Livelihoods- Case Studies Volta River Estates Fair Trade Bananas Case Study

Work: This study focuses on the impact of fair trade on plantation workers specifically. It outlines the impact of fair trade on an FLO-

certified banana plantation in Ghana, which employs 900 full-time workers. The VREL example suggests that plantations can increase livelihood opportunities for certain groups of people without negatively affecting the natural resource base. The contribution to poverty reduction is less clear because while workers' incomes are at least as high as most other wage earning opportunities, the ultimate impact depends on how cash is distributed and used, and the extent to which full-time employment affects the opportunities of others within the family unit. Despite consciously employing those who have lost land because of the plantations, it is possible that some families have had their access to cultivable land reduced without receiving alternative opportunities. The study finds that although there are improvements in its operations and the advantages to accessing the fair trade market, the plantation's long-term future remains in the balance. Both VREL and Ghana are small players in the international banana industry, and the long-term future depends on international policy decisions and the global market.

Blowfield, M & Gallet, S. University of Greenwich: Ethical Trade and Sustainable Livelihoods Case Studies Series.; 2000

Available at: www.nri.org/NRET/csvrel.pdf

Fair Trade in Costa Rica: An impact report

Product: Coffee
Name: Loraine Ronchi
Address: University of Sussex, Economics Subject Group
Email: l.ronchi@sussex.ac.uk
Work: Study undertaken in cooperation with, but independently from the Fair Trade Labelling Organizations (FLO). Feedback provided by Southern partners in Costa Rica on their fair trade experience. 50 pages
Date: February 2000

Analysis and conclusions of the participatory impact assessment process of Apeca – Haiti

Product: Coffee
Name: Oxfam GB
Contact person: Annabel Southgate
Email: asouthgate@oxfam.org.uk
Work: An analysis of the most significant changes attributable to the Coffee Program. Strategies and good practices are identified which led to those changes. Includes suggested actions to deepen the progress and to contribute to the sustainability of the process. Executed by Sylvia Villasenor. 25 pages.
Date: April 2000

Fair Trade Study

Products: Coffee and cocoa
Name: Oxford Policy Management
Website: www.dfid.gov.uk/public/what/pdf/fairtrade_study
Work: The objective of the study is to inform DFID's policy of support for Fair Trade by assessing the benefits and costs of Fair Trade in comparison with more traditional trade patterns. The consultants reviewed experience with Fair Trade initiatives and undertook case studies of coffee in Tanzania and cocoa in Ghana. 130 pages
Date: June 2000

NZODA Alternative Trading Organisations Support Facility, Phase 2 – Field Review

Products: Handicrafts
Name: Eileen Davenport and Will Low
Email: ejdavenp@ihug.co.nz
Work: Study of Trade Aid and its overseas partners for the Ministry of Foreign Affairs and Trade in 2000. The study looked at partners in India and Bangladesh and assessed the use of government support for fair trade and its potential for developmental impacts. This study is also a part of the Trade Aid Social Audit which has just been completed (2001). 130 pages
Date: July 2000

Entwicklungspolitische Wirkungen des Fairen Handels

Products: Handicrafts and food
Name: Misereor, Brot fuer die Welt, Friedrich-Ebert-Stiftung
Further details: Misereor Medien ISBN 3-88916-203-7
Work: Inlandswirkungen des Fairen Handels, Politische Wirkungen des Fairen Handels, Die Wirkungen des Fairen Handels bei seinen Partnern im Sudan, Fairer Handel, wohin? 320 pages
Date: September 2000

The impact of Fair Trade on a Coffee Cooperative in Costa Rica

Product: Coffee
Name: Fair Trade Assistance
Address: P.O. Box 115, 4100 AC Culemborg, The Netherlands
Contact: Hilke van den Bosch
Tel: (+31) 345 545151
Email: HILKE@fairtrade.nl
Work: Study by William Pariente, student at the DEA d'Economie du Developpement, University of Paris Pantheon Sorbonne. Analysis of the impact on coffee producers of the minimum fair trade price, the direct financial impact of fair trade on producers' income and on the cooperative in terms of production as well as the impact of relative price certainty or price security given by the fair price on coffee producers' behaviour: their supply responses, input allocation, production, profits and investments.
Date: October 2000

Productiekosten van coöperaties van bijenkekers die werken in het kader van rechtvaardige handel

Product: Honey
Name: Miel Maya Honing, Belgium
Address: Rue du Mont 13, 4130 Esneux
Phone: (+32) 4 3800618
Email: mielmayahonig@euronet.be
Work: Studie van elf coöperaties in Latijns Amerika, die honing uitvoeren via FLO en vaak exporteren naar Miel Maya Honing. Uitgevoerd door Miguel Angel Munguia Gill. Het opstellen van de kostenschema's en de werkmethode, de uitvoering van het onderzoek en de verwerking van de gegevens gebeurde door het bestuur van PAUAL met de steun van Miel Maya Honing en FLO. Also available in Spanish. 30 pages
Date: October 2000

Impact Assessment Study of Oxfam Fair Trade

Product: Handicrafts

Name: Oxfam Fair Trade
Address: 274 Banbury Road, Oxon OX2 7DZ, England
Contact: Annabel Southgate
Phone: (+44) 1865 311311
Fax: (+44) 1865 313163
Email: asouthgate@oxfam.org.uk
Work: One of the most comprehensive studies made to date (covering 20 groups in 8 countries). The main purpose of this study is the verification (or otherwise) of the claim that Fair trade has an impact on poverty and well-being of producers and their families and provide qualitative and quantitative data from a variety of sources which would allow us to understand how to make Fair trade more effective in alleviating poverty. Undertaken by Raul Hopkins. 60 pages.
Date: November 2000

Subsector Analysis in the Mexican Craftwork: The role of Fair Trade and Xochiquetzal in Tonalá and Chapala, Jalisco, and Oliná, Guerrero

Product: Handicrafts
Name: Fair Trade Assistance
Address: P.O. Box 115, 4100 AC Culemborg, The Netherlands
Contact: Connie Valkhoff
Phone: (+31) 345 545151
Fax: (+31) 345 521423
Email: post@fairtrade.nl
Work: An evaluation of Fair Trader and its partners in the trade activities that Fair Trade manages with different groups of artisans in Mexico. Undertaken by Mario Davide Parrilli in Nicaragua. 28 pages.
Date: November 2000

Payer un juste prix aux cultivatrices de quinoa, un éclairage "gender et développement" sur les défis du commerce équitable dans les Andes Boliviennes

Product: Quinoa, coffee, cocoa
Name: Groupe de Recherches Interdisciplinaires sur l'Amérique latine (GRIAL)
Address: Université Catholique de Louvain, 1, Place des Doyens, 1348 Louvain la Neuve, Belgique
Contact: Sophie Charlier, Isabel Yépez and Elizabeth Andia
Phone: (+32) 10 473368
Fax: (+32) 10 472805
Email: yepez@dvlp.ucl.ac.be
Work: Study of Fair Trade impact, organic farming, gender and development in Bolivia undertaken in cooperation with, but independently from, European Fair Trade organizations (e.g. Gepa). Feedback and statements on Fair Trade impact and its local context provided by several members of farmer groups (Anapqui, El Ceibo), mainly by women.
Date: November 2000

Social Impact of Ethical and Conventional Cocoa Trading on Forest-dependent people in Ecuador

Product: Cocoa
Name: Nelson, V. and M. Galvez
Natural Resources and Ethical Trade Programme

(NRET)
Address: University of Greenwich, Chatham Maritime,
ME4 4TB, UK
Tel: (+44) 1634 883199
Email: nret@gre.ac.uk
Date: 2000

Social Impact of Ethical and Conventional Brazil Nut Trading on Forest-dependent people in Peru

Product: Brazil Nuts
Name: Nelson, V. and M. Galvez
Natural Resources and Ethical Trade Program
(NRET)
Address: University of Greenwich, Chatham Maritime,
ME4 4TB, UK
Tel: (+44) 1634 883199
Email: nret@gre.ac.uk
Date: 2000

Impact Assessment Study

Product: Honey and handicrafts
Name: Oxfam Market Access Team
Address: 274 Banbury Road, Oxon OX2 7DZ, England
Contact: Peter Williams
Phone: (+44) 1865 311311
Fax: (+44) 1865 313243
Email: pwilliams@oxfam.org.uk
Work: Continuation of last year's study on Flor de
Campanilla and Copavic in Mexico, Pekerti and Bethesda in Indonesia
Date: 2001

L'impact de l'apiculture dans l'économie familiale des membres de la cooperative Xochit-Xanat, Mexique

Product : Honey
Name: Maison Internationale
Address: Rue Haute 139, 1000 Bruxelles, Belgique
Contact: Graciela Arriaga
Work: Study on honey
Date: February 2001

The Fair Trade Marketing of Handloom Products from South India

Product: Handloom products
Name: Hélène Jolette
Email: helene.jolette@sympatico.ca
Work: Master's Thesis submitted for M.Sc. degree to
explore the practice of the Fair Trade marketing channel with the example of
handloom products from South India
Date: February 2001

Sustainable Coffee Survey of the North American Specialty Coffee Industry

Product: Coffee
Name: Worldbank
Address: 1006 South 9th street, Philadelphia,
PA 19147-4798 USA

Contact: Daniele Giovanucci
Tel: 215 922 7518
Fax: 215 922 5733
Email: Dgiovanucci@worldbank.org
Work: Detailed analysis of development of sustainable
coffees, including Fair Trade, in North America
Date: May 2001

Eerlijke handel in Guatemala

Product: Handicrafts
Name: Landelijke Vereniging van Wereldwinkels
Address: Catharijnesingel 82, 3511 GP Utrecht,
The Netherlands
Contact: Erika Spil
Tel: (+31) 30 2316312
Email: LVWW@Wereldwinkels.nl
Work: Verslag van een controlebezoek aan eerlijke
handelsproducenten in Guatemala, met nadruk op vragen rondom een eerlijke prijs.
Date: Mei 2001

ONGOING STUDIES

Assessment of Traidcraft plc's Fair Trade impact on selected handicraft exporters in Bangladesh

Contact person

Geoffrey Bockett

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geoffb@traidcraft.org.uk

Tel:

(+44) 191 4976528

Description

This study is funded by the Economic and Social Research Council of the UK in collaboration with Durham University and Traidcraft. The doctoral student Ann LeMare has completed her field-work on Traidcraft plc's interaction with its suppliers in the handicraft sector. She has started the writing up of her thesis, which is due for submission in the Autumn of 2007, but she will have most of her thesis completed by December 2006.

Date:

2004 to 2007

In addition to the main PhD study, Ann le Mare will establish two longitudinal studies shortly. These will be run in collaboration with the producer organisations in Bangladesh so that long-term change and impact of Fair Trade can be assessed over a number of years following a well defined methodology.

Assessment of Traidcraft plc's Fair Trade impact on Kasinthula Cane Growers in Malawi

Contact person

Geoffrey Bockett

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Tel:

(+44) 191 4976528

Description

This study is funded by the Economic and Social Research Council of the UK in collaboration with Newcastle University and Traidcraft. A doctoral student will be recruited in May 2006 and the study will start in October 2006.

Date:

2006 to 2009

Impact assessment on Local Fair Trade Organisations

Contact person:

Geoff Moore and Mark Hayes

Email address:

geoff.moore@durham.ac.uk

Description:

There exists within the Fair Trade 'movement' a considerable quantity of data which may help to answer some of the empirical questions that arise from these theoretical academic considerations. FLO, IFAT, the national Fair Trade agencies such as the Fairtrade Foundation in the UK, EFTA, supermarkets such as The Co-operative Group, financial agencies supporting the Fair Trade movement such as Shared Interest, and Fair Trade buying organisations such as Traidcraft all collect data for their own purposes related in some way to Local Fair Trade Organisations. The broad research proposal, therefore, is to collate and analyse this secondary data set and, based on this analysis, to conduct primary empirical work, probably case study-based. This is a major piece of research for which external research funding will be required. Before the the major research can begin, it is first necessary to establish what data is held by the existing agencies and, just as important, to ascertain what level of access could be granted to this data. At the same time, this first phase would establish contact with the different agencies and gain their commitment (or otherwise) to the research.

Date :

Starting May 2006

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