

# Brewing Justice

fair trade, production and consumption

# movies

windows/ppt check blog for link

citations on last slide

make sure the ISSUE and YOUR ARGUMENT are clear

**specifics** of HOW to change/solve/address problem

visual (avoid lots of text on each slide)

# announcements

readings

4.15-BLOG PRESENTATIONS IN CLASS

4.17 FINAL QUIZ

4.22/4.24 NO CLASS WORK ON BLOGS + MOVIES

MOVIES DUE THURS. MAY 1st BY NOON POSTED  
TO YOUR BLOG

# blog point break down

13 regular blog posts X 10 points each = 130 points

Complete Tabs = 45 points

Blog movie = 40 points

35 points remaining for “final blog version”

# supply chain- structural shift



# movement or market? both?

movement: **ideology**

fair trade: **one tool** in a whole process that focuses on human and environmental needs above those of corporations and profits

**market-breaking**

market:

reinserting values other than profit into trade and the commodity chain (i.e “the market”)

**market reform**

**market access**

# market continuum

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market  
access

market  
reform

market  
breaking

# fair trade: benchmarks

long term relationships (producers and buyers)

set/stable base-price

eliminate intermediaries

access to credit & infrastructure

democratic producer co-ops

environmentally and labor safe

public accountability/transparency



# Mexico

a nation of mostly small farms

large indigenous constituencies

after crisis in 1989-early 1990s

rise in emigration

rise in poverty

decrease coffee plots/diversification

rise in collective responses = fair trade + organic

# fair trade alternative

organizations:

unite farmers

stabilize price

empower producers

take out middlemen

fuse social and economic goals

# fair trade on the ground

what is the impact?

individuals / households/communities

social / economic

market-local-regional-global