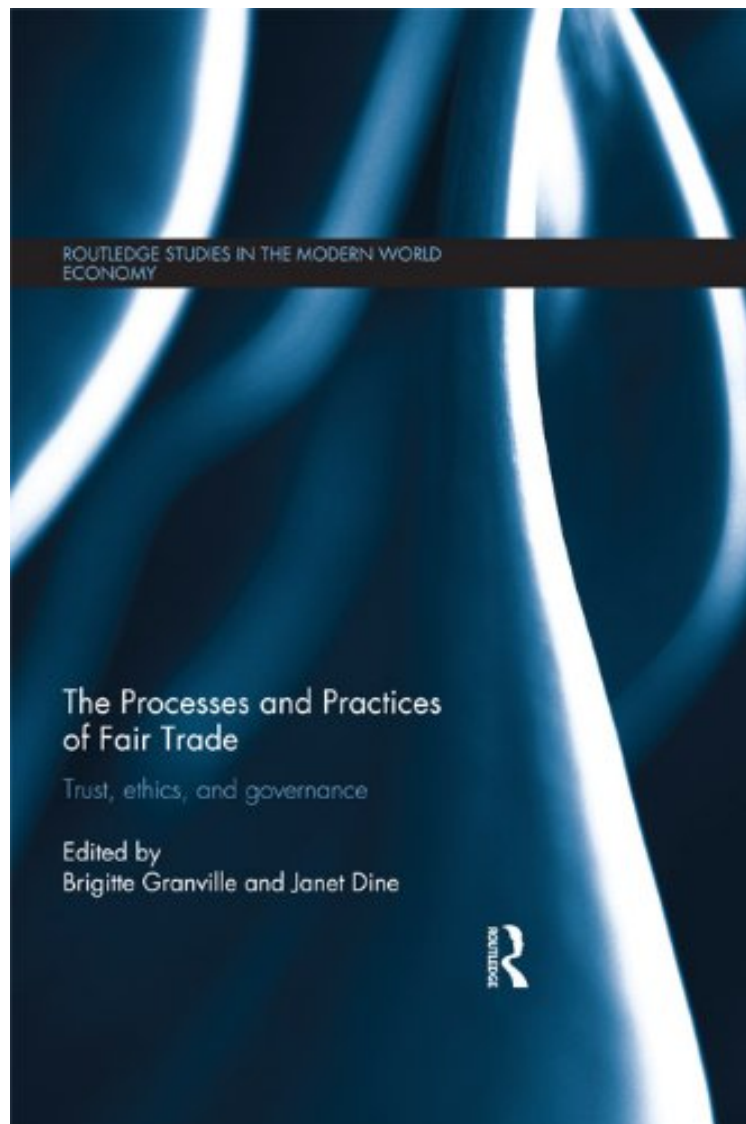


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This book analyzes the factors behind the recent expansion of Fairtrade and questions whether the trust given to the scheme by "ethical" shoppers is warranted. It goes about this assessment by analyzing the claim of ethical shopping and by scrutinizing the specific contribution of the Fairtrade Certification Mark to producers' welfare. This assessment is based on information gathered in a mixture of desk-based research and fieldwork carried out in Argentina, Bolivia, Chile, Peru, Tanzania and South Africa. This book comprises separate chapters written by academics of various backgrounds, who have worked together on Fairtrade, it should however be noted that the authors do not necessarily hold a common set of views in respect to Fairtrade.

About the Author
Brigitte Granville is Professor of International Economics and Economic Policy at Queen Mary University of London, UK. Janet Dine is Professor of International Economic Development Law at Queen Mary University of London, UK.