Fair Trade Coffee in the Curriculum

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Coffee as a Topic
Importance of Coffee

• Second most important export from developing countries
• (NOT second-most valuable commodity)
Commodity Dependence
Noble Savage
Rural Power Relations
The Environment
Corporate Social Responsibility
A Story of FT
What is Fair Trade?

• Mercantilist
• Neo-Liberal
• Structuralist/Marxist
FT in Coffee

• ATOs
Fair Trade Seal

- Padre Franz, UCIRI
- 1988 - Max Havelaar
- Mainstream market for social attributes of products
- FLO and Transfair – Fair Trade Certified™
Fair Trade Certified™

- Floor price – “living wage”
- Small farmers only
- “Democratic” cooperatives (transparent books)
- FLO Cert - ISO
United Students for Fair Trade

Empowered Producers, Conscious Consumers
Certified FT Achievements

• Annual growth rate of over 70%
• In 2005
  – 4.3% of speciality market; 2.2% of total coffee market – up from 0.6% and 0.2% in 2000
  – 44.5 million lbs – total of 100 million lbs
  – 35,000 retailers
  – 375,000 farmers selling to US
  – $80 million in additional producer income
Roaster Resistance

- Bad conditions but good coffee
- Plantations
- Already meeting FT standards

“Gilligan response”
Controversies in FT

- Plantations versus small farmer co-ops
- Utz Kapeh
- Rainforest Alliance
The coffee you make can make a difference.

Yuban is the world's largest supporter of Rainforest Alliance Certified™ coffee beans. This partnership protects the environment and supports the people and wildlife in coffee growing regions. So every time you enjoy a cup of Yuban, you know you're making a difference. www.yuban.com
Paradigm Shift vs Mainstreaming
Muddying the Waters

- “fairly traded”
- Noisy signal
Economics 104
Peasants, Commodity Markets and Starbucks: Coffee in the Global and Local Economies

Matt Waring, Associate Professor of Economics

ANNOUNCEMENTS
Welcome to the course!
Greetings! We are 
**Fair Trade Puget Sound**
a campaign aimed at **doubling the availability of Fair Trade Certified™ Coffee** in the Puget Sound Region.

**Take Action!**

- Convince your local café or supermarket to serve trade coffee by giving them an [Action Card](#).

**Fair Trade in the News**

- [The University of Washington now has its first ever 100% Fair Trade coffee shop](#) **Parnassus Café**, an independent, student-run business that donates its profits to scholarships for students in the School of Art, made the switch over spring break and opened as a 100% Fair Trade establishment on March 27. The **Fair Trade Coffee Coalition**, a UW student group that has drawn considerable attention to Fair Trade on the Seattle campus this year, played a key role in encouraging Parnassus to switch to Fair Trade and will be working with the café to promote its exclusively Fair Trade Certified coffee and tea offerings. Parnassus, which has been located in the basement of the Art Building on the UW campus since 1958, is open 8-4 Monday through Thursday and 8-2 on Friday.

- [The University of Washington Fair Trade Coffee Coalition](#) and **Tully's Coffee** have worked together to develop a Fair Trade espresso for the UW! Read the press release [here](#). The UW FTCC was also featured in an article in

Contact [info@fairtradepugetsound.org](mailto:info@fairtradepugetsound.org) with questions.