

# Fair Trade Coffee in the Curriculum

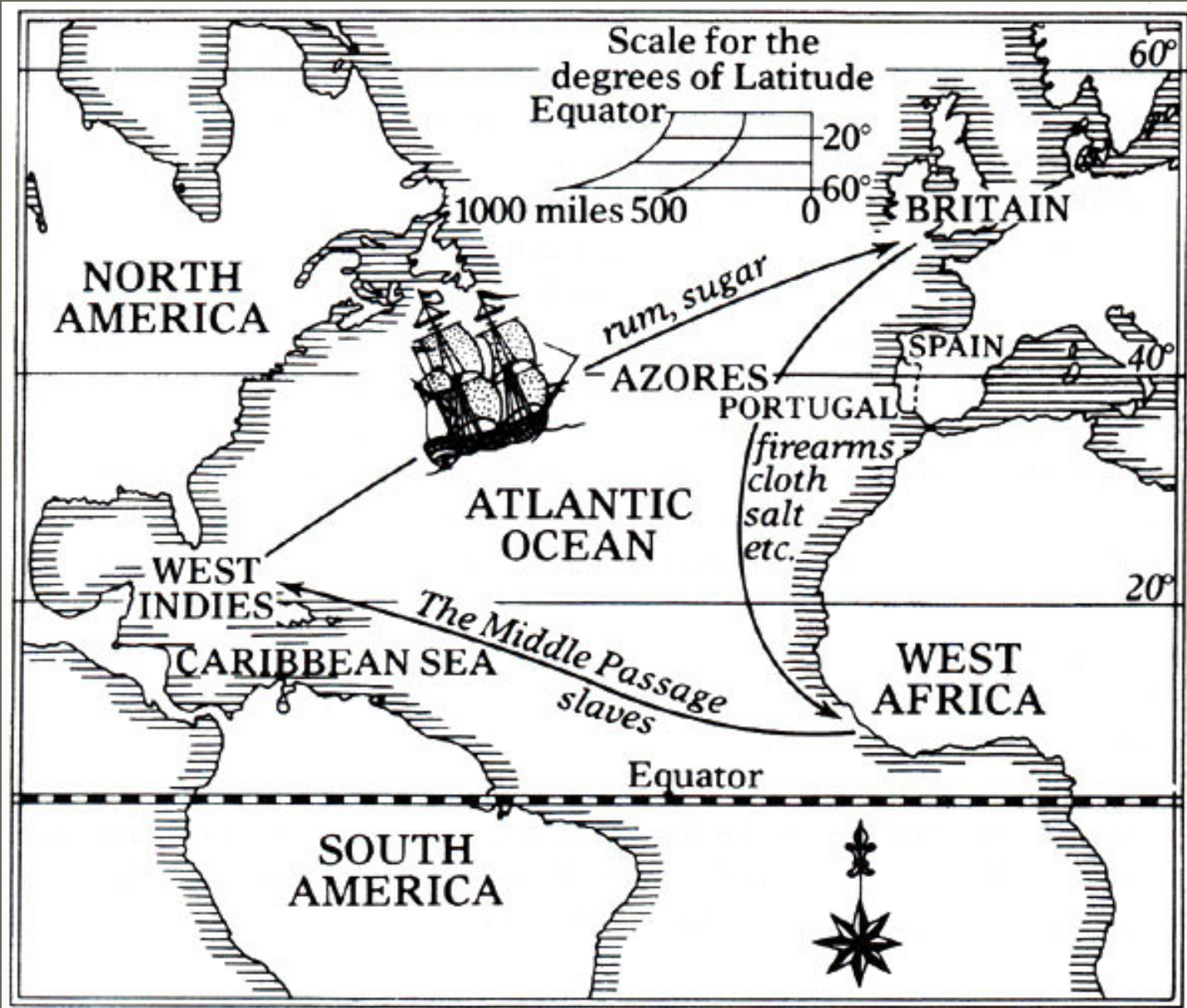
Matt Warning

University of Puget Sound

# Coffee as a Topic







# Importance of Coffee

- Second most important export from developing countries
- (NOT second-most valuable commodity)



# Commodity Dependence

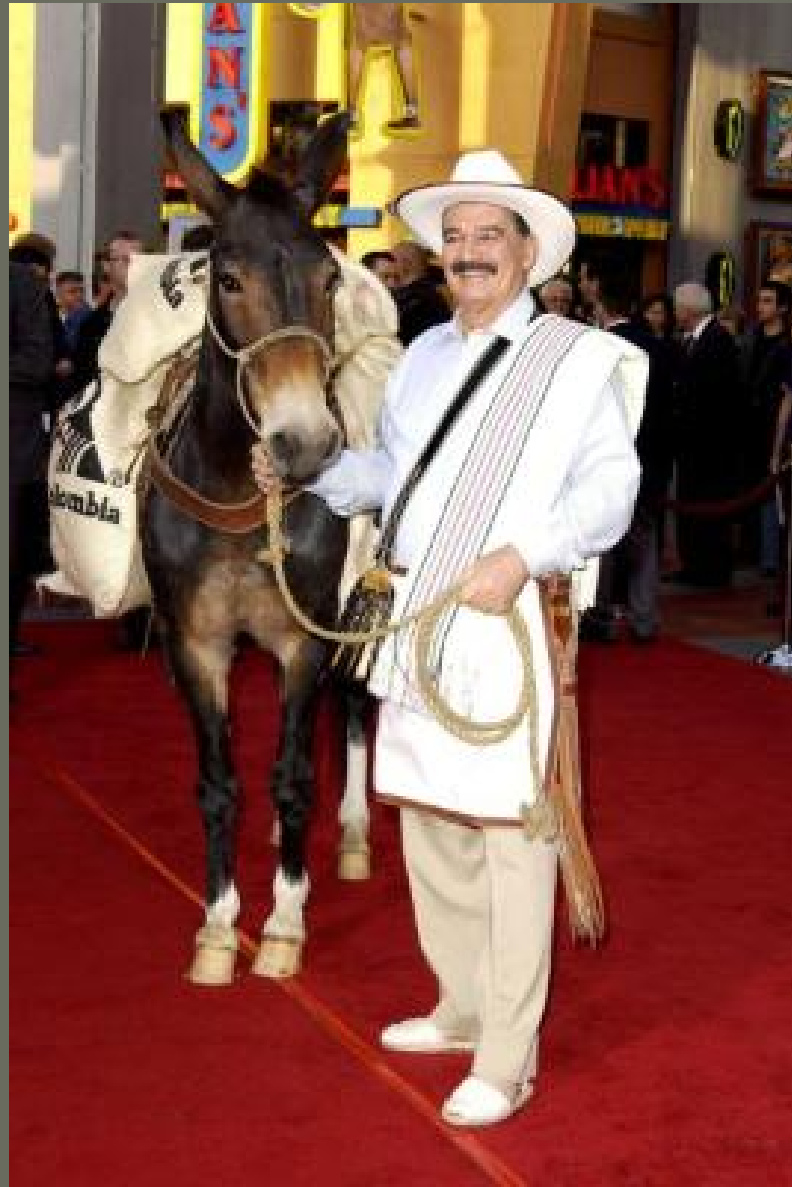


# Noble Savage











# Rural Power Relations















# THE WAR AGAINST OBLIVION



THE ZAPATISTA CHRONICLES  
1994--2000

JOHN ROSS





# The Environment





# Corporate Social Responsibility



*Austin Powers II*

*by after science for pacific vision*





# 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

# Stumbling In



















**United Students  
for Fair Trade**



**Empowered Producers,  
Conscious Consumers**

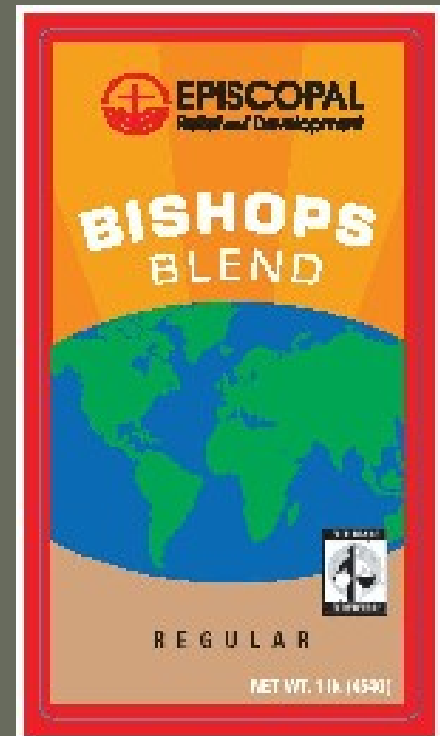
# Certified FT Achievements

- 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

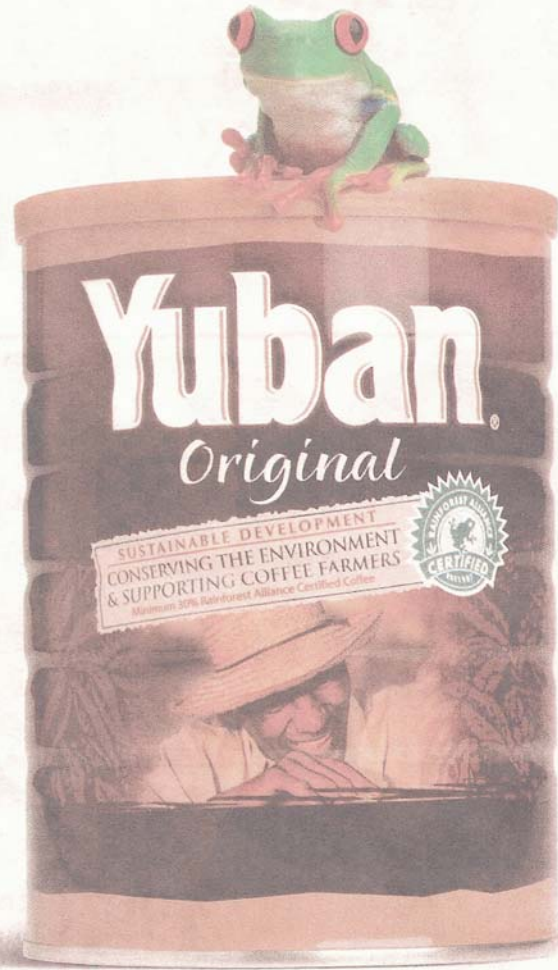
“Gilligan response”



# 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](http://www.yuban.com)



# Paradigm Shift vs Mainstreaming



# Muddying the Waters

- “fairly traded”
- Noisy signal



**Economics 104**

- Course Home Page
- Contact Information and Office Hours
- Course Description
- Schedule of Topics and Readings
- Course Requirements
- Homework Exercises
- Exam Materials
- Writing Guide

# Economics 104

## Peasants, Commodity Markets and Starbucks: Coffee in the Global and Local Economies



Matt Warning, Associate Professor of Economics

ANNOUNCEMENTS

Welcome to the course!



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

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