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## Contributors

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**Christopher M. Bacon** is an Assistant Professor in the Department of Environmental Studies and Sciences at Santa Clara University. He has a PhD from UC Santa Cruz and did postdoctoral work at UC Berkeley. His research focuses on environmental and food justice in the Americas and addresses issues of governance, food security and sustainable livelihoods. As an environmental social scientist, he is interested in deepening and diversifying a dialogue about interdependent society–nature relationships. Formal training in environmental studies, the wisdom of practical teachers, insight from marginal communities and student curiosity inform his research and teaching. Bacon often uses a community-based participatory action research approach. He has published a book titled *Confronting the Coffee Crisis: Fair Trade, Sustainable Livelihoods and Ecosystems in Mexico and Central America* (2008) and several recent articles in *Ecology and Society* and the *Journal of Political Ecology*.

**Gaëlle Balineau** is an Economist and Research Coordinator at the French Agency for Development (*Agence Française de Développement*, AFD). She holds a PhD in Development Economics from the Centre for Studies and Research on International Development (CERDI, Clermont-Ferrand, France). Her research interests include development and agricultural economics (innovation and adoption pathways, certification schemes and aid-for-trade programs), economics of standards, value chains analysis and responsible consumption. Before she joined the AFD in 2014, she worked for the World Bank and international agro-food companies, mainly on agricultural sustainability and impact evaluation programs. Fair trade was the subject of her PhD thesis and she has published on this theme in the *Journal of Business Ethics* and *World Development*. From May 2013 to May 2014, she chaired Fairness Fr, the French-speaking branch of Fairness, an international network bringing together academics working on subjects associated with fair and ethical trade.

**Leonardo Becchetti** is Full Professor of Economics at the University of Rome Tor Vergata where he is Director of the graduate course in European Economy and Business Law and of the Masters in International Development and Cooperation. Leonardo is also President of the Ethical Committee of Banca Popolare Etica, a blogger and an editorialist. He

holds an MSc from the London School of Economics and a PhD from Oxford University. He is author of around 360 works, which include 11 edited books, 90 (published or forthcoming) publications in international journals (among them *Journal of Public Economics*, *Journal of Money Credit and Banking*, *World Development*, *Journal of Banking and Finance*, *Journal of International Money and Finance*, *Journal of Business Ethics*), 53 publications in Italian journals, 73 chapters of books and several working papers. His main fields of research are fair trade, microfinance, economics of happiness, financial economics and ethics and economics.

**Elizabeth A. Bennett** is an Assistant Professor of International Affairs at Lewis & Clark College in Portland, Oregon, and a Research Associate at the Center for Fair & Alternative Trade at Colorado State University. Her research centers on issues of inequality in sustainable development, global governance, social enterprise, ethical certifications and civic engagement. Her current agenda examines the factors that facilitate or impede North–South power sharing in voluntary standards-setting organizations and focuses on an in-depth historical study of Fairtrade International. Elizabeth is co-author of *The Civic Imagination: Making a Difference in American Political Life*, a political ethnography of civic engagement in America (2014). She has also written chapters for edited volumes on social enterprise and fair trade and published in the peer reviewed journals the *American Journal of Sociology*, *Globalizations* and the *Journal for International Policy Studies*. Elizabeth holds a MALD in political economy and international development at The Fletcher School at Tufts University (2008) and an AM and PhD in Political Science from Brown University (2014).

**Valéry Bezençon** is Professor of Marketing at the University of Neuchâtel in Switzerland. He focuses his research on social marketing and sustainable products' marketing. He has studied fair trade from a consumer behavior and marketing perspective, and published his work on fair trade in the *Journal of Business Ethics*, *European Journal of Marketing*, *Psychology & Marketing* and *Sustainable Development*. He founded and manages the Fair Trade Institute, a network that promotes information exchange within the scientific community and between researchers and practitioners.

**Keith Brown** is an Assistant Professor of Sociology at Saint Joseph's University. His research and teaching interests include fair trade, ethical consumption, globalization, culture, identity formation and ethnographic methods. His book is entitled *Buying into Fair Trade: Culture, Morality and Consumption* (2013). The book examines what it means to be an

ethical consumer, how individuals became a part of the fair trade movement and how consumers make sense of the contradictions involved in the search for status while shopping for a cause. *Buying into Fair Trade* also discusses the limits and possibilities involved in trying to change the world through shopping. Keith's research and writings have appeared in *Sociological Forum*, *Contexts*, *Qualitative Sociology*, *Sociological Inquiry*, *Social Forces*, *Contemporary Sociology*, the *Journal of Disability Policy Studies* and the *Analyses of Social Issues and Public Policy*.

**Sandy Brown's** work attempts to bridge some of the many divides between agricultural production, activism and academia. Broadly focused on the political economy and governance of agrifood systems within the United States and Latin America, she has conducted research on fair trade certification in the banana sector, labor regulation in organic agriculture and the politics of pesticide regulation in California's strawberry industry. She received her PhD in Geography at the University of California, Berkeley, and is currently Assistant Professor and Faculty Director of the Public Affairs Program at the University of San Francisco and a Research Associate affiliated with the University of California, Santa Cruz.

**Stefano Castriota** has a PhD in Economics and Finance from the University of Rome Tor Vergata, an MPhil in Finance from the Stockholm School of Economics and a Masters in Economics from Bocconi University in Milan. He has been a visiting fellow at the IMF in Washington and Pompeu Fabra University in Barcelona. Stefano is an applied academic researcher; his interests range from industrial to labor and development economics.

**Pierluigi Conzo** is an Assistant Professor at the University of Turin, Department of Economics and Statistics 'Cognetti de Martiis'. He holds a PhD in Economic Theory and Institutions from the University of Rome Tor Vergata. His research focuses on development and experimental economics, social capital, fair trade, microfinance and impact analysis.

**Eileen Davenport** holds a BA in Sociology (Exeter), and MA and MPhil degrees in Planning (Nottingham Trent). Currently she is an adjunct faculty member at Royal Roads University supervising graduate research projects and fieldwork practicums in the Human Security and Peacebuilding, Conflict Analysis and Management, and Disaster and Emergency Management programs. Eileen chaired the Standards and Monitoring Committee of the International Fair Trade Association (IFAT) from 2004 to 2006 and joined the World Fair Trade Organization (WFTO) taskforce

on the relationship between fair trade and the solidarity economy in 2013. She has published a number of articles with William Low relating to the fair trade movement.

**Bob Doherty** (formerly of Liverpool John Moores University and Liverpool Hope University) is Professor of Marketing and Director of Faculty at The York Management School, University of York. Bob specializes in the marketing aspects of fair trade social enterprises. He is an Honorary Research Fellow in the Third Sector Research Centre at the University of Birmingham. Bob has also been editor in chief for eight years of the *Social Enterprise Journal*. Prior to moving into academia, Bob spent five years as Head of Marketing at the Fairtrade social enterprise, Divine Chocolate. Bob is currently the Chair of the Liverpool Fairtrade Steering Committee. Bob has published on fair trade in the *Journal of Business Ethics*, *Business History Journal* and the *Journal of Strategic Marketing*.

**Christy Getz** is an Associate Cooperative Extension Specialist in UC Berkeley's Department of Environmental Science, Policy and Management. Trained as a sociologist, she conducts applied research and outreach that promote socially just food systems in California. Currently, her programs focus on: social justice and labor in food systems; challenges and opportunities facing immigrant and refugee farmers; urban agriculture; and community food security. Getz is chair of the California Communities and Food Systems Program Team of the UC Division of Agriculture and Natural Resources.

**Michael K. Goodman** is a Professor of Geography (Environment and Development) at the University of Reading, UK where he is chair of the Human Environments Research Group. He holds a PhD in Environmental Studies from UC Santa Cruz where he focused on the early discourses and materialities of fair trade's mainstreaming. His work on the corporatization of fair trade has been published in *Geoforum*, *Transactions* and in a co-authored book entitled *Alternative Food Networks* (2012). Other work has engaged with the wider 'celebritization' and shifting cultural politics of consumption, environment and development – of which fair trade plays a key role – in the context of food, climate change and new forms of transnational market and charity-led development. Recent publications include two co-edited books: *Food Transgressions: Making Sense of Contemporary Food Politics* (2014) and *Consuming Space: Placing Consumption in Perspective* (2010). He is also editor of two book series: one on critical food politics and another on contemporary food studies. Forthcoming publications will appear in *Geoforum*, *Food, Culture and Society* and *Environmental Communications*. He is currently working on a textbook on the geographies of food.

**Nicholas Greenfield** is a Sociology PhD student at Colorado State University working with the Center for Fair & Alternative Trade. He is a UK and South African national with a MA in Critical Global Politics from the University of Exeter. His MA thesis analyzes to what extent the fair trade movement can defetishize the commodity, drawing on the case of gold. Nicholas's current research interests include how reciprocity is formed in global trade through the everyday practices of consumers and producers.

**Agatha Herman** is a Lecturer in Human Geography and Leverhulme Early Career Fellow at the University of Reading, UK. Her research interests focus on questions of ethics, justice and resilience within food production systems, particularly analyzing their impact on the everyday spaces, practices and livelihoods of producers. Her work on the power relations and tactical discourses of fair trade has been published in *Environment and Planning A*, the *Journal of Environmental Policy and Planning* and *Geoforum*. She is currently working on a Leverhulme Trust funded project that is investigating the power of fair trade to promote resilient and ethical development within and beyond its producer communities.

**Alex Hughes** is Reader in Economic Geography at Newcastle University in the United Kingdom. Her research interests lie in the fields of ethical and fair trade, corporate responsibility, retailing and global commodity chains. She has published more than 20 journal papers and book chapters on the themes of corporate ethical trading approaches and their impacts on supply networks. She is co-editor (with Suzanne Reimer) of *Geographies of Commodity Chains* (2004) and, with Jane Pollard and Cheryl McEwan, of *Postcolonial Economies* (2011). Her research has been funded by the United Kingdom's Economic and Social Research Council, The Leverhulme Trust, the British Academy and the Nuffield Foundation, including projects on UK-US contrasts in corporate ethical trading approaches, the knowledge economy surrounding practices of ethical auditing in supply chains, the effects of global economic recession on corporate ethical trading, the impacts of labor codes on Kenyan cut flower production, the interplay of social and environmental standards in the case of sustainable wildflower harvesting in South Africa and the introduction of ethical trading standards into the UK's public sector.

**Benjamin Huybrechts** is an Assistant Professor at HEC Management School, University of Liege (Belgium). He is the holder of the SRIW-Sowecsom Chair in Social Enterprise Management and belongs to several academic networks including the Fairness (FR) research network on fair trade. He holds a PhD in Economics and Management (University of

Liege) and has been on a postdoctoral research stay at the Skoll Centre for Social Entrepreneurship, Saïd Business School (University of Oxford). Besides several book chapters and a book on *Fair Trade Social Enterprises* (2012), he has published articles in several journals such as the *Journal of Business Ethics* (co-editing a special issue on fair trade), the *Annals of Public and Co-operative Economics* and the *Social Enterprise Journal*. His research topics include social enterprise and institutional theory, social innovation, hybrid organizational models, institutional logics, governance, and institutionalization processes. In the context of the Master's program in Social Enterprise Management at HEC Management School, Dr. Huybrechts teaches classes on social innovation and social enterprise governance, as well as a doctoral seminar in social entrepreneurship.

**Jennifer Keahey** is an Assistant Professor of Sociology at Arizona State University and an Associate of the Center for Fair & Alternative Trade (CFAT). She possesses a professional background in multiple world regions, including West and Southern Africa where she has conducted ethnographic and action-oriented fieldwork with producers. Her research explores agrifood system dimensions within the broader context of alternative globalization and sustainable development. With a focus on applied scholarship, her work seeks to generate practical solutions to social problems via a critical praxis of reconciliation, integration and adaptation.

**Ronan Le Velly** is Assistant Professor in Economic Sociology in Montpellier SupAgro (France) and member of the Joint Research Unit Innovation and Development in Agriculture and the Agri-Food Sector. His works focus on the organization of the various supply chains that are established between the producers and the consumers of fair trade. He is also interested in local and short food supply chains, especially those that are built to offer quality food to schools. His research aims to better know the functioning and impacts of alternative agrifood systems and to contribute to the sociological understanding of markets. Ronan Le Velly has published numerous articles on these topics, notably in the *Revue Française de Sociologie*, *Sociologie du Travail* and *Sociologia Ruralis*. He is the author of the book *Sociologie du marché* (2012).

**April Linton** holds a PhD in Sociology from the University of Washington. She is the author of *Fair Trade from the Ground Up: New Markets for Social Justice* (2012) and numerous articles about fair trade from producer, consumer and activist perspectives. She is co-editor of *The Global Governance of Food* (2009). April has served on the National



Steering Committee for Fair Trade Campaigns. In 2012 and 2013 she worked for the Fair Labor Association.

**Mary A. Littrell** is Professor and Department Head Emerita in Design and Merchandising at Colorado State University. Since 2011 she has been a Research Associate at the Museum of International Folk Art in Santa Fe, New Mexico. Dr. Littrell's research addresses multiple facets of business social responsibility, with special focus on artisan enterprises. In her research she examines models for how textile artisan enterprises achieve viability in the increasingly competitive international market for artisan products. Recent books with co-author Dr. Marsha Dickson include *Social Responsibility in the Global Market: Fair Trade of Cultural Products* and *Artisans and Fair Trade: Crafting Development*. In recognition of their research in India, the co-authors were named Rockefeller Center Scholars in Bellagio, Italy. She is currently conducting research for a new book on models for artisan sustainability, leadership development and control of cultural property in the global market. Dr. Littrell is a Fellow of the International Textile and Apparel Association and the Society for Applied Anthropology. She served as President of the International Textile and Apparel Association and as Board Member of the Textile Society of America. Dr. Littrell received her MA from Michigan State University and her PhD from Purdue University.

**William Low** holds a BA and MA from the University of British Columbia and a PhD from the London School of Economics. Trained as an Economist, he is currently a Professor teaching sustainable business at Royal Roads University, with a particular interest in sustainable consumption. He has taught in Canada, the United States, the United Kingdom, Australia, Thailand and New Zealand. William also does consulting work for private companies and NGOs, including The Warehouse Group, Oxfam International and UNICEF. His recent research, with Eileen Davenport, has been published in *Social Enterprise Journal*, *Journal of Business Ethics*, *Auckland University Business Review* and *Critical Perspectives on International Business*.

**Sarah Lyon** is an Associate Professor of anthropology at the University of Kentucky. She is the author of *Coffee and Community: Maya Farmers and Fair Trade Markets* (2011), winner of the Society for Economic Anthropology's Book Prize and the co-editor of *Fair Trade and Social Justice: Global Ethnographies* (2010) and *Global Tourism: Cultural Heritage and Economic Encounters* (2012). She has also published multiple journal articles on fair trade. In addition to her ongoing research on coffee, fair trade certification and the gendered dimensions of

economic development in Mexico and Central America, she is currently investigating the fair trade movement and ethical consumption in the United States. At the University of Kentucky, Sarah teaches courses on economic anthropology, ethical consumption and globalization. She is a past editor of the *Anthropology of Work Review* and the current editor of *Human Organization*.

**Rie Makita** is an Associate Professor in the Graduate School of Social Design Studies at Rikkyo University, Japan. Her policy research and advisory work for Japan International Cooperation Agency (JICA) and other related organizations has focused on rural development and sustainable livelihoods in Asia and Africa. Her first book, titled *Livelihood Diversification and Landlessness in Rural Bangladesh* (2007), was awarded the 12th Okita Memorial Prize for International Development Research in Japan. Makita is interested in how fair trade can(not) work for poverty alleviation and environmental conservation in the global South and how fair trade can be incorporated in the livelihoods of producers and workers. She has published refereed articles on fair trade in *Development in Practice*, *Development Policy Review* and *Geoforum*. Makita holds a Master of Professional Studies (Agriculture) degree from Cornell University and a PhD in Geographical Science from the Australian National University.

**Adrienne Martin** is Director of Program Development and a Social and Institutional Development and Evaluation Specialist at the Natural Resources Institute, University of Greenwich, UK. She has over 35 years experience in international development and research relating to poverty, livelihoods, agriculture and trade. Adrienne's work has spanned detailed rural and urban studies and policy and program level evaluation, analysis and advice. She has worked in over 33 countries in Africa, Asia and Latin America. Her research expertise includes impact evaluation methodology development, value chain development and poverty reduction, gender and value chains, social impacts of standard systems, participatory research approaches, and local institutional development and capacity building. She has a particular interest in the challenges of impact assessment of sustainability standards and other trade based initiatives directed at alleviating poverty; for example, a four-year poverty impact assessment of sustainability standards and currently the evaluation of the 'Trade and Global Value Chains Initiative', which is supporting social upgrading in global value chains (both funded by DFID UK).

**Hannah Maryanski** is a double major in English and Environmental Studies at Santa Clara University and is from Ventura, CA. She has studied abroad in Bologna, Italy, and is an active blogger and hiker. Her



writing has been published in the *Packinghouse Review*. Hannah has interned with the Community Agroecology Network and hopes to pursue a career in sustainable agriculture after graduation.

**Manush McConway** is a PhD candidate in fair trade at Durham University, United Kingdom. She is a Durham University MBA graduate with over a decade of experience in managing small and medium-size businesses. Prior to her doctoral research, Manush was a director of a management consultancy specializing in enterprise training and development. She has a particular interest in business enterprises that contribute to the alleviation of poverty and the subject of leadership.

**Geoff Moore** is Professor of Business Ethics at Durham University Business School, United Kingdom. He is the author of several papers on fair trade, and has had a long-standing practical engagement including being a Non-Executive Director on the Boards of Gateway World Shop, Shared Interest and Traidcraft. He has published extensively on the application of virtue ethics to business organizations.

**Tad Mutersbaugh** is a Professor of Geography at the University of Kentucky. He has been studying the social, political and gender impacts of certification on fair trade and organic producers in Oaxaca and other areas of Mexico for 15 years. He has published 16 articles and book chapters on the political economy and lived experience of certification. His current research examines the relationship between certified fair trade-organic production and the feminization of farming in Oaxacan indigenous communities.

**Valerie Nelson** is Reader in Rural Development and a Principal Scientist in the Livelihoods and Institutions Department at the Natural Resources Institute, University of Greenwich, UK. She has worked at the NRI since 1996, with prior experience at the University of the State of Mexico and Oxfam GB. Valerie conducts research and consultancy on sustainability standards and market led development especially studies on their poverty impact and politics. She has worked on impact assessments since the late 1990s focusing on fair trade including coffee, tea, cocoa, cotton, wine, vegetables and flowers in Africa, Latin America and Asia for a number of standard bodies and donors. She completed a four-year poverty impact assessment of sustainability standards for DFID in late 2013. Livelihood and climate change adaptation issues are also a particular focus as is participatory development and governance, including pioneering work in participatory video. She is currently leading a program on Equitable Trade and Responsible Business at the NRI and is a council member of

the UK Development Studies Association. She has published in numerous journals. Currently, Valerie is evaluating a DFID programme entitled the 'Trade and Global Value Chains Initiative' and completing a fair trade coffee impact study for Fairtrade International.

**Laura T. Reynolds** is the Co-founder and Co-director of the Center for Fair & Alternative Trade (CFAT) and Professor of Sociology at Colorado State University. She is co-editor and a lead author of the seminal book, *Fair Trade: The Challenges of Transforming Globalization* (2007). Reynolds is the author of over 37 articles and book chapters as well as numerous reports and popular press pieces on fair trade and related themes. Her fair trade articles in *World Development*, *Sociologia Ruralis*, *Journal of Rural Studies* and *Agriculture and Human Values* are identified as being among the most downloaded and cited articles in these journals. Reynolds has been awarded grants from the National Science Foundation, the Ford Foundation and the John D. and Catherine T. MacArthur Foundation for her path breaking fair trade research in Latin America and the Caribbean. She is an active participant in national and international conferences as an organizer and presenter. Reynolds holds a PhD in Development Sociology from Cornell University.

**Darryl Reed** teaches in the Business and Society program at York University in Toronto. His research interests include business ethics, development ethics, corporate social responsibility and international regulation. His primary research focus, however, is on the social economy in the context of development, with a special emphasis on cooperatives and fair trade movements. He currently serves as the President of the Canadian Association for Studies in Co-operation.

**Marie-Christine Renard** is a Sociologist from the University of Louvain in Belgium. She studied a Master degree in Social Anthropology in the Universidad Nacional Autónoma de México and a PhD in Rural Studies (Sociology) at the University of Toulouse le-Mirail in France. She works as Professor and Researcher in the Department of Rural Sociology at Chapingo University, Mexico, and belongs to the Mexican National Researchers System. She has carried out research on peasants and Indian movements in Chiapas, the coffee commodity market, quality certification in agro-food and fair trade. Marie-Christine is currently working on the governance of fair trade and other alternative networks in the agro-food system. She is outgoing President of the Research Committee 40 on Sociology of Agriculture and Food at the International Sociological Association (2010–2014); she is a member of the Editorial Board of the *Journal of Rural Studies* and the *International Journal of Sociology of Food and Agriculture*.

**Robert A. Rice** has worked at the Smithsonian Migratory Bird Center (SMBC) since 1995, focusing on policy issues related to migratory bird habitat and conservation. His research centers on managed lands' impact upon the environment, including the ways that new technologies transform physical and social landscapes. A central theme of his publications is the management of tropical agroecosystems and their relation to ecological processes, as well as the socio-economic benefits derived from agroforestry systems. He has worked with colleagues to develop scientifically based criteria for shade coffee (the 'Bird Friendly' certification), which identify coffee systems that can serve as viable, quality habitat.

**Lone Riisgaard**, PhD, is an Associate Professor at the Department of Society and Globalization at Roskilde University, Denmark. She has carried out extensive research on multi-stakeholder initiatives in the cut-flower industry and has for many years been involved in research related to the governance of agricultural value chains, regulation through private sustainability standards and the regulation and agency of labor in agricultural value chains.

**Claudia Rosty** is an advanced PhD student in Sociology at Colorado State University and a research assistant at the Center for Fair & Alternative Trade. She has been awarded an Inter-American Foundation Fellowship to conduct her dissertation research on 'Fair Trade Certified coffee estates: Can Fair Trade promote workers' empowerment and gender equity in Brazilian coffee plantations?' Claudia's research interests include globalization, development, gender and social movements.

**Alastair M. Smith** is a Research Fellow at the School of Planning and Geography, Cardiff University, and specializes in international development and planning. His work has focused on the role of international trade in promoting socio-economic development in line with social justice aspirations. Alastair has complemented research and teaching with consultancy projects for national and international NGOs. He is also the Founding Director of a knowledge exchange network focused on fair trade, Fairness UK; is the Chair of the Fair Trade Cardiff steering group (the world's first Fair Trade City); and a member of the Board of Directors of Fair Trade Wales (administering trade justice campaigns in the world's first Fair Trade Country).

**Sally Smith** is an Independent Research Consultant. Her research centers on trade, development, poverty and gender, with specialist knowledge of fair and ethical trade and the gendered economy. Her research has covered agricultural and industrial sectors across Africa, Asia and Latin

America, with journal publications including *World Development*, *Gender and Development* and the *Journal of Business Ethics*. She has provided research and advisory services to a range of organizations, including Fairtrade International, Ethical Trading Initiative, World Food Programme, Oxfam, Comic Relief, WIEGO, Cadburys plc and Marks and Spencer plc. She is a member of various committees, including Comic Relief's Trade Programme Advisory Group and Women and Girls Advisory Group, and Fairtrade International's Gender Working Group. Sally was a Researcher at the Institute of Development Studies (University of Sussex) from 2002 to 2010 and prior to that spent eight years working as a Project Manager in Guatemala and Cambodia.

**Dimitris Stevis** is Professor of International Politics at Colorado State University. His research interests revolve around the social regulation of the world political economy, with particular attention to labor and environmental regulation. During the last several years he has published on global environmental politics, socio-environmental justice, socio-technical transitions, union environmentalism, transnational labor politics and on the formation and implementation of global framework agreements. He is co-editor of *Advances in International Environmental Politics*, 2nd edition (2014) and co-author of *Globalization and Labor: Democratizing Global Governance* (2008). He is currently studying union environmentalism and the efforts of unions and environmentalists to find common ground globally and in the United States.

**Steven Suranovic** received a PhD in Economics from Cornell University. He is currently an Associate Professor of Economics and International Affairs at the George Washington University. He has published in numerous academic journals, including the *Journal of International Economics*, the *Canadian Journal of Economics*, *World Economy* and the *Journal of Health Economics*. His books include: *A Moderate Compromise: Policy Choice in an Era of Globalization* (2011), offering a critique of current methods of policy evaluation and choice and suggesting a simple, principled and moderate alternative, and *International Economics: Theory and Policy* (2010), an international economics textbook. His diverse research interests include international trade policy analysis, fairness in international trade and the behavioral economics of cigarette addiction and dieting. His most recent research evaluates market ethics, including unfair trade policies, and examines the world's addiction to fossil fuels with its implications for global climate change.

**Anne Tallontire** is a Senior Lecturer in the Sustainability Research Institute at the University of Leeds, United Kingdom, where she teaches on corporate social responsibility and international development. In 1999

Anne completed one of the first PhDs on fair trade in Africa, focusing on the relationship between the 100 per cent fair trade enterprise Cafédirect and one of its producer groups, the Kilimanjaro Native Cooperative Union (KNCU) in Tanzania. Before taking up an academic position, Anne was a Research Fellow at the Natural Resources Institute, University of Greenwich, playing a key role in the Natural Resources and Ethical Trade program. She has undertaken research and consultancy for bilateral and multilateral donors and sustainability standards organizations, including Fairtrade International, particularly in East and Southern Africa. She was Principal Investigator for a DFID–ESRC project on ‘The Governance Implications of Private Standards Initiatives in Agri-food Chains’, which involved field work in the Kenyan export horticulture sector. She has written widely on fair trade and other standards, publishing in international development and agriculture journals (including *World Development*, *Third World Quarterly*, *Agriculture and Human Values*, *Journal of International Development*, *Development in Practice*, *Social Enterprise Journal*). She is motivated by enhancing the voice of marginalized producers in standards development and enhancing the impact of trade for those at the bottom of the value chain.

**Peter Utting** is International Co-ordinator at the Center for Social Economy (CES) in Nicaragua. Until August 2014 he was Deputy Director, United Nations Research Institute for Social Development (UNRISD). He specializes in research on corporate social responsibility, social dimensions of sustainable development and social and solidarity economy. With a doctorate degree in Sociology and working at the interface of various disciplines, he has authored or edited 19 books and more than 40 journal articles and chapters. Recent co-edited books include *Social and Solidarity Economy: Beyond the Fringe* (forthcoming); *Business Regulation and Non-State Actors: Whose Standards? Whose Development?* (2012) and *Corporate Social Responsibility and Regulatory Governance* (2010).

**Bradley R. Wilson** is an Assistant Professor of Geography at West Virginia University. For the past ten years he has been engaged in ethnographic research on the Fair Trade coffee campaign in the United States and Nicaragua. His work on Fair Trade coffee and certified product networks has appeared in journals such as *Geoforum*, *Antipode*, *Applied Geography* and *Human Organization*. His current research explores changing perspectives on the politics and practice of local and global solidarity among consumers and farmers through a case study of the development of the Fair Trade coffee network in post-revolutionary Nicaragua.