

1. Record Nr.	UNINA9910465437903321
Autore	Jaffee Daniel <1965->
Titolo	Brewing justice : fair trade coffee, sustainability, and survival / / Daniel Jaffee
Pubbl/distr/stampa	Berkeley, California : , : University of California Press, , 2014 ©2014
ISBN	0-520-95788-1
Edizione	[Updated edition.]
Descrizione fisica	1 online resource (434 p.)
Disciplina	382/.41373091724
Soggetti	Coffee industry - Developing countries Exports - Developing countries Competition, Unfair Coffee - Prices - Developing countries Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface to the 2014 Edition -- Preface to the 2007 Edition -- Introduction -- 1. A Movement or a Market? -- 2. Coffee, Commodities, Crisis -- 3. One Region, Two Markets -- 4. The Difference a Market Makes: Livelihoods and Labor -- 5. A Sustainable Cup? Fair Trade, Shade-Grown Coffee, and Organic Production -- 6. Eating and Staying on the Land: Food Security and Migration -- 7. Dancing with the Devil? -- 8. "Mejor, Pero No Muy Bien Que Digamos": The Limits of Fair Trade -- 9. Strengthening Fair Trade -- Conclusion -- Epilogue: Seeking Justice in a Shifting Terrain -- Acknowledgments -- Appendix: Research Methods -- Notes -- Bibliography -- Bibliography to the 2014 Epilogue -- Index
Sommario/riassunto	Fair trade is a fast-growing alternative market intended to bring better prices and greater social justice to small farmers around the world. But what does a fair-trade label signify? This vivid study of coffee farmers in Mexico offers the first thorough investigation of the social, economic, and environmental benefits of fair trade. Based on extensive research in Zapotec indigenous communities in Oaxaca, Brewing Justice follows the members of the cooperative Michiza, whose organic coffee

is sold on the international fair-trade market, and compares them to conventional farming families in the same region. The book carries readers into the lives of coffee-producer households and communities, offering a nuanced analysis of fair trade's effects on everyday life and the limits of its impact. *Brewing Justice* paints a clear picture of the dynamics of the fair-trade market and its relationship to the global economy. Drawing on interviews with dozens of fair-trade leaders, the book also explores the movement's fraught politics, especially the challenges posed by rapid growth and the increased role of transnational corporations. It concludes with recommendations to strengthen and protect the integrity of fair trade. This updated edition includes a substantial new chapter that assesses recent developments in both coffee-growing communities and movement politics, offering a guide to navigating the shifting landscape of fair-trade consumption.

---