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Nota di contenuto	The Handbook of Organic and Fair Trade Food Marketing; Contents; Foreword; Contributors; 1 The International Market for Organic and Fair Trade Food and Drink; Introduction; Organic global overview; Organic Europe; Organic market overview; Organic farmland; Organic sales channels; Organic supply chain overview; Organic retailer overview; Organic North America; Organic market overview; Organic farmland; Organic supply chain overview; Organic sales channels; Organic retailer overview; Organic Asia; Organic market overview; Organic farmland; Organic Australasia; Organic market overview Organic farmland Global market for fair trade products; Conclusions; 2 The Organic Consumer; Introduction; A broadening appeal; A mass of motivations; Taste and health - the main purchasing triggers; A taste to believe in; The pleasure principle; Food with a story; Baby comes first; From fruit and vegetables to meat; The media and the message; A matter of trust; A changing climate on the environment; A mass of

contradictions; Prices versus principles; Convenience versus conscience; Local versus organic; Beyond organic; Building an organic future - the role of the Soil Association

Future trends The challenge of local food; Textiles, health and beauty and household cleaning; Convergence with fair trade; Differentiating primary produce; Packaging and health; 3 The Fair trade Consumer; Introduction; Cool to be kind: the evolving Fair trade consumer; Facts and figures: the Fair trade consumer; Getting into the habit; The Fair trade Foundation; A strategy of collaboration; Case Study One: NWFI; Case Study Two: Oxfam; Fair trade towns; The FAIR TRADE Mark; Working with licensees and retailers; Fair trade Fortnight; Celebrity endorsement; Farmers and workers centre-stage

Mind the gap The international reach of Fair trade; Fair trade in facts: a quick look at Fair trade; The future of Fair trade; Successful Organic and Fair Trade Brands; 4 Case History: Yeo Valley Organic; The origins of Yeo Valley; The farming focus at Yeo Valley; Yeo Valley Organic - the early years, 1994-2000; Development of the brand 2000-2002; Developing the brand range and identity, 2002-2004; New kids on the block, 2005; 2006 and beyond; Conclusions; 5 Case History: Green & Black's; Whole Earth Foods; The birth of Green & Black's; Belize; Maya Gold; Unforeseen benefits; Competition at last

Restructuring Supply chain management; Evolution; Growth; Quality and flavour - smallholders versus plantations; 6 Case History: Abel & Cole; Introduction; Customers; Communication; Anticipation; Range; Box schemes; Abel & Cole box service; Broader range development; Service; The customer relationship; Web trading and the customer relationship; Practical service; Sourcing; Production; Location; Producer relationships; Price; Transport; Policy development; The buying team; Ethics; Running an ethical business; The benefit of working ethically; 7 Case History: Clipper Teas; Introduction
Challenging conventions

Sommario/riassunto

The Handbook of Organic and Fair Trade Food Marketing provides a practical guide to successful marketing in these two dynamic sectors, underpinned by case-histories and lessons from companies that have been successful in these areas, including Green & Black's, Yeo Valley and Duchy Originals. It includes a review of the international markets for organic and fair trade food and drink; an analysis of organic and fair trade consumers; a review of successful retailing practice and a section on organic and fair trade divergence and convergence. Chapters are also included on perspectives from the USA
