

The Future of Fair Trade

What Lies Ahead?

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This paper attempts to analyze the inner structural problems of the present fair trade system. The paper highlights several difficulties inherent to fair trade, both as a concept and in practice, and asks how a better and more realistic future for fair trade can be achieved. Without looking at why fair trade is needed in the first place, it must be impossible to judge its performance; hence, a wide range of knowledge in various perspectives is required throughout the analysis.

1. Chapter 1: A Level Field? Explaining Fair Trade

Before going into the discussions of fair trade, Chapter 1 illustrates how the idea of fair trade has been developed, giving the detailed example of life of Southern small farmers. Next, the chapter displays definitions of fair trade and shows history of free trade in order to highlight how world trade has been structured unfairly, making the problem deep-rooted and fundamental. The last part of Chapter 1 shows the spread of fair trade and what it means for consumers and producers, and remarks the challenges arisen ahead.

2. Chapter 2: Coffee and Bananas: Ideal Products for Fair Trade?

Chapter 2 focuses on major fair trade products, coffee and banana to illustrate fundamental and deep-rooted problems within fair trade by examining histories of coffee and banana trade and situations of producers. The chapter shows some common issues and challenges associated with fair trade coffee and fair trade bananas. The chapter then discusses the relationships between

multinational corporations and fair trade products, arising the issues of effective labeling and certification, which are argued more in Chapter 4.

3. Chapter 3: Fair Trade in Japan: Comparison with the World

Chapter 3 points out the growing trend of fair trade in Japan. Comparing fair trade of Japan and that of other countries, especially the U.K, and its market in coffee and banana, allows us to examine role models for Japanese fair trade to follow in the future. The chapter specifically focuses on industrial sectors to give influences on fair trade market.

4. Chapter 4: Consumers and Fair Trade - Making Progress?

Chapter 4 explores the challenges of fair trade that remain, especially the effectiveness of labeling, and searches for solutions to solve the problems. The chapter shows how effective labeling new standards on Northern licenses would allow corporations to enhance fairness in entire sectors. The idea brings consumers and producers closer together to achieve fundamental social goal of fair trade.

5. Chapter 5: Conclusion

Chapter 5 concludes the paper with summary of overall analysis and examinations on future of fair trade.