

Center for Fair & Alternative Trade

Colorado State University



CFAT Mission:

CFAT provides objective & in-depth analysis of market-based social change that supports the growth of the conscious consumer economy in the 21st century.

We are a multidisciplinary research center. Rather than engaging in advocacy, we seek to advance the quest for social justice and sustainability by providing critical and scholarly studies of fair & alternative trade, product certification, worker rights, & other promising initiatives.



Current Projects:

- ❖ "Improving Market Access for Emerging South African Rooibos Tea Farmers." *Funded by HortCRSP, USAID*
- ❖ "Fair Flowers: Fair Trade, Gender & Socio-Economic Conditions in the Global Cut Flower Commodity Chain." *Funded by National Science Foundation*
- ❖ "Globally Fair, Locally Sustainable: Fort Collins Community Marketplace." *Funded by Fort Collins Downtown Development Authority*
- ❖ "No Como Veneno: Strengthening Local Organic Markets in the Peruvian Andes." *Funded by Centro Internacional de la Papa & International Development Research Centre*



CFAT Directors & Associates:

Douglas Murray, Co-Director, Sociology
 Laura Reynolds, Co-Director, Sociology
 Dawn Thilmany, Ag. Economics
 Dimitris Stevis, Political Science
 Mary Littrell, Design & Merchandising
 Molly Eckman, Merchandising
 Leah Sprain, Communications
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What is Fair Trade?

Fair & alternative trade are examples of market-based approaches to alleviating poverty & promoting environmental sustainability through innovative business models spanning production, distribution, & consumption. Examples include: fair trade & organic certification schemes, sustainable/certified forest product initiatives, payment for environmental services, fair labor practices, corporate social responsibility, sustainable tourism, community-supported agriculture, & 'Be Local' economic development.

Recent Publications:

- ❖ Reynolds, Laura and Siphelo U. Ngcwangu. 2010. "Fair Trade Rooibos Tea Networks: Connecting South African Producers and American Consumer Markets." *Geo-Forum*, 41: 74-83.
- ❖ Reynolds, Laura T. 2009. "Mainstreaming Fair Trade Coffee: From Partnership to Traceability." *World Development*. 37 (6): 1083-1093.
- ❖ Reynolds, Laura and Jennifer Keahey. 2008. "Fair Trade, Gender, and the Environment in Africa." *Handbook on Trade and Environment*.
- ❖ Reynolds, Laura T. 2008. "The Organic Agro-Export Boom in the Dominican Republic: Maintaining Tradition or Fostering Transformation?" *Latin American Research Review*. 43 (1): 161-184.
- ❖ Keahey, Jennifer A., Mary A. Littrell, and Douglas L. Murray. Forthcoming. "Business with a Mission: The Ongoing Role of Ten Thousand Villages within the Fair Trade Movement."

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