

Summaries

Maria Tech: The Mainstreaming and Market Orientation of Fair Trade and its Impacts on Producers. The Case of Rooibos Tea. Since the 1990s Fair Trade has been expanding into “mainstream” markets, working together with commercially oriented players. This process, also referred to as mainstreaming, commercialization or market orientation, is much debated within the Fair Trade movement. This article analyses the consequences of increasing market orientation on the beneficiaries of Fair Trade – small-scale farmers and hired plantation workers – using the example of the Rooibos tea sector. Four Fair Trade certified producer organizations served as case studies. The interviews conducted disclose that the entry of market-driven players has introduced the logic of the conventional market into the Fair Trade Rooibos tea sector. One example is the introduction of competition between the two producer types, in which the small-scale farmers are disadvantaged and squeezed out of the market in the absence of an adequate minimum price. Moreover, interviewees deem the extent of worker empowerment insufficient; they report negative consequences as a result of standardization and consider the existing participation structures of *Fairtrade International* (formerly *Fairtrade Labelling Organizations International* – FLO) as inadequate to effectively include producer interests. The example of Rooibos tea shows that the increasing market orientation of Fair Trade involves consequences which are incompatible with its core principle of social justice and, thereby, can undermine the legitimacy and effectiveness of Fair Trade.

Sebastian Nessel: Fair Trade in Mexico as a tool for rural development? Taking Mexico as an example, this paper examines the potential of Fair Trade as a rural development strategy. It is argued that Fair Trade’s impact on rural development needs to be analyzed in the context of other income strategies that the rural poor pursue. I discuss migration and participation in Fair Trade as different possibilities to generate income in rural areas and assess their abilities to stimulate rural development. My findings suggest that participation in Fair Trade results in some positive effects on the livelihoods of the rural population. These effects stem from strengthening Fair Trade Cooperatives and the existence of broader Mexican Fair Trade Institutions. Whereas Fair Trade includes some possibilities for rural development, I argue that, nevertheless, Fair Trade has to be combined with broader and multiple development strategies to substantially improve rural livelihoods.

Christian Ulbricht: Disenchantment with the corporate social responsibility myth? Criticism and justification using the example of Nike. This paper deals, on the one hand, with the criticism of Nike’s exploitative labour practices that has emanated from western industrial societies and, on the other hand, with the firm’s subsequent attempts to secure legitimacy through adaptation and justification. By drawing upon Luc Boltanski and Laurent Thévenot’s sociological theory of justification it becomes possible to see the complex interrelationships between

corporate responsibility, social responsibility, Fair Trade demands and the like. This perspective suggests that criticism is able to categorize and that this categorization is then incorporated as rules in legally formalized tests. This function has two consequences: First, it plays a role in setting morally induced profit maximization limits; and, second, it enables Nike to measure expectations and respond to them, thereby allowing Nike to promote an image of a socially responsible enterprise; an image that, in the end, generates value. The question therefore arises: For whom is this actually a story of success?

Anna Dobelmann: New Structures of Dependency: The Global Production Network of GMO Soy in Argentina. A Contribution to Development Theory. This article analyses the multiple transformations of Argentinean soy production caused by the introduction of genetically modified organisms (GMO). The most important developments are the restructuring of the seed and pesticide industry, the increase of contract farming, the amplified access of financial capital to agriculture as well as the concentration processes within production and the transnationalization of the processing industry and export. Working with the analytical framework of Global Production Networks (GPN), the analysis focuses on power relations within the production network and concludes that the Argentinean “soy-boom” creates transnational corporation dominance. This is especially seen through their ability to appropriate most of the production surplus by occupying key positions in the network, for example in the seed and pesticide industry, processing industry, and in export. Based on this analysis, the author observes the formation of new structures of dependency and proposes the actualization of Dependency Theory to overcome their state-centred view by including power relations between different actors on the national level.