Ms. Nordstrom Corey Dew UVM 4/ 7/ 2015 Short Response Paper #6 Fair trade depending on the point of view your looking from can be seen as a good thing. Fair trade is the act of securing better prices for developing country producers. With a positive meaning like this I can’t help but agree with that fair trade schemes allow consumers in the Global North to address the imbalance of power in the global system of coffee production and consumption.

The fair trade movements would perfectly be a good example of this because the movements were able to help get coffee certified which improved the situation for farmers. The presentation “Third Party Certifications: The Case of Coffee” by Ernesto Mendez went over how through the certifications established by the fair trade movements that farmers organizations were strengthened, it made farmers pay increase, and supported better farm management. All these improvements made the farmer situation better and as a result people were able to fix the imbalance of power in which the farmers of coffee production lived in. It was also through this that livelihoods were improved and farmers were able to live more pleasant lives than before. This is why I agree that fair trade schemes allow consumers in the Global North to address the imbalance of power in the global system of coffee production and consumption.

A multitude of opinions can be drawn from this subject, but let it be known that the fair trade movement was in its own right able to embody its own title by making the situation equal in pay for famers. It is enough to make one wonder how different would production of coffee be today if it was never certified?