



## Fair Trade Initiatives in the Ethiopian Coffee Market

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GRIN Verlag Aug 2011, 2011. Taschenbuch. Book Condition: Neu. 209x149x4 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,0, Martin Luther University (Institut für Wirtschaftsethik), language: English, abstract: In public perception, Northern countries accumulate wealth at the costs of Southern countries. Therefore, Fair Trade has been born to abandon the unfairness within the North-South trade relationship due to globalization and to create fair rules for world trade. Coffee is hereby of symbolic character for the global Fair Trade movement and has still the largest share within the Fair Trade market. Furthermore, its origin lies in Ethiopia. Accordingly, it is the largest African coffee producer and still provides the original Arabica coffee bean that shows the greatest genetic pool in the world. Therefore, in the following paper Fair Trade in the Ethiopian coffee market will be analyzed from an economic ethics perspective applying the Ordonomic research approach. This is a rational choice analysis which looks on the interdependency of institutional rules and mind categories within the globalizing context. By using the three-tiered model, answers to three main questions will...



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