

# A Comprehensive History of Fair Trade in Contemporary Britain



## A History of Fair Trade in Contemporary Britain: From Civil Society Campaigns to Corporate Compliance

by Jason Kasper

★★★★☆ 4.3 out of 5

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Fair trade is a social movement that promotes the payment of a fair price to producers in developing countries for their products. The movement began in the early 20th century, and has since grown into a global phenomenon. In Britain, fair trade has become increasingly popular in recent years, as consumers become more aware of the social and environmental costs of conventional trade.

### The Early Days of Fair Trade in Britain

The first fair trade organization in Britain was founded in 1969 by a group of Quakers. The organization, called Traidcraft, began by importing handicrafts from developing countries and selling them through churches and other faith-based groups. In the 1970s, Traidcraft and other fair trade

organizations began to import food products, such as coffee, tea, and bananas.

## **The Growth of Fair Trade in Britain**

In the 1980s and 1990s, fair trade began to gain popularity in Britain. This was due in part to the growing awareness of the social and environmental problems associated with conventional trade. Consumers became increasingly concerned about the exploitation of workers in developing countries, as well as the environmental damage caused by the production of certain products.

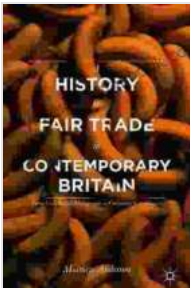
In 1992, the Fairtrade Foundation was established in Britain. The Fairtrade Foundation is a non-profit organization that sets standards for fair trade products and certifies products that meet those standards. The Fairtrade Foundation's certification mark has become a trusted symbol of fair trade, and has helped to increase the demand for fair trade products in Britain.

## **Fair Trade in Contemporary Britain**

Today, fair trade is a mainstream movement in Britain. A wide range of fair trade products are available in supermarkets, coffee shops, and other retail outlets. Consumers are increasingly choosing to buy fair trade products, as they know that their purchase is helping to make a difference in the lives of producers in developing countries.

The fair trade movement in Britain continues to grow and evolve. New fair trade products are being developed all the time, and new markets are being opened up. The future of fair trade in Britain is bright, as consumers become more aware of the social and environmental benefits of buying fair trade products.

The fair trade movement in Britain has come a long way since its humble beginnings in the 1960s. Today, fair trade is a mainstream movement that is making a real difference in the lives of producers in developing countries. Consumers are increasingly choosing to buy fair trade products, as they know that their purchase is helping to create a more just and sustainable world.



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