



The Fair Trade Scandal: Marketing Poverty to Benefit the Rich

Ndongo Sylla

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The Fair Trade Scandal: Marketing Poverty to Benefit the Rich Ndongo Sylla

The Fair Trade Scandal takes aim at an a consumer movement which many assume to be entirely benign. Through a razor-sharp analysis based on insider knowledge, Ndongo Sylla shows that there is a big gap between the rhetoric of fair trade and its practical results.

Sylla shows empirically that Fair Trade excludes those who need it the most and that its benefits are essentially captured by the wealthiest groups in the supply chain. Based on his experience of working for Fairtrade International Sylla shows the flaws in the Fair Trade system which compromise its ethical mission.

The Fair Trade Scandal is both a provocative and deeply informative exploration of the Fair Trade phenomenon, suitable for specialists and non-specialists alike.



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