

Social Life of Things: Globalization & Fair Trade

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PRESENTATION AT RAMAPO COLLEGE, NJ

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The Globe in our Hand...?

<https://www.youtube.com/watch?v=sBCHcnvwfzA> (42 s)



The screenshot shows a YouTube video player interface. The main video frame displays Trevor Noah, host of 'The Daily Show', sitting at his desk. An inset graphic of a glowing orange globe is overlaid on the left side of the video. Below the video frame, the title reads 'Climate Change Threatens Beer Production & America's Projected \$1 Trillion Deficit | The Daily Show' with 437,143 views. The video player controls show a progress bar at 0:02 / 2:51. To the right of the video, there is a sidebar with 'Up next' recommendations, including 'So Much Winning | The Daily Show', 'Mix - Climate Change Threatens Beer Production & America's...', 'Yothu Tindi - Timeless Land', 'Geoffrey Gurrumul Yunupingu - Wiyathul', 'GOP Voter Suppression Ramps Up in Georgia | The Daily Show', and 'Obama Lights Up Donald Trump'. The browser's address bar shows the URL 'https://www.youtube.com/watch?v=sBCHcnvwfzA'. The Windows taskbar at the bottom indicates the system time is 11:12 AM on 10/25/2018.

1. Globalization is latest phase of Capitalism

1. FLOWS

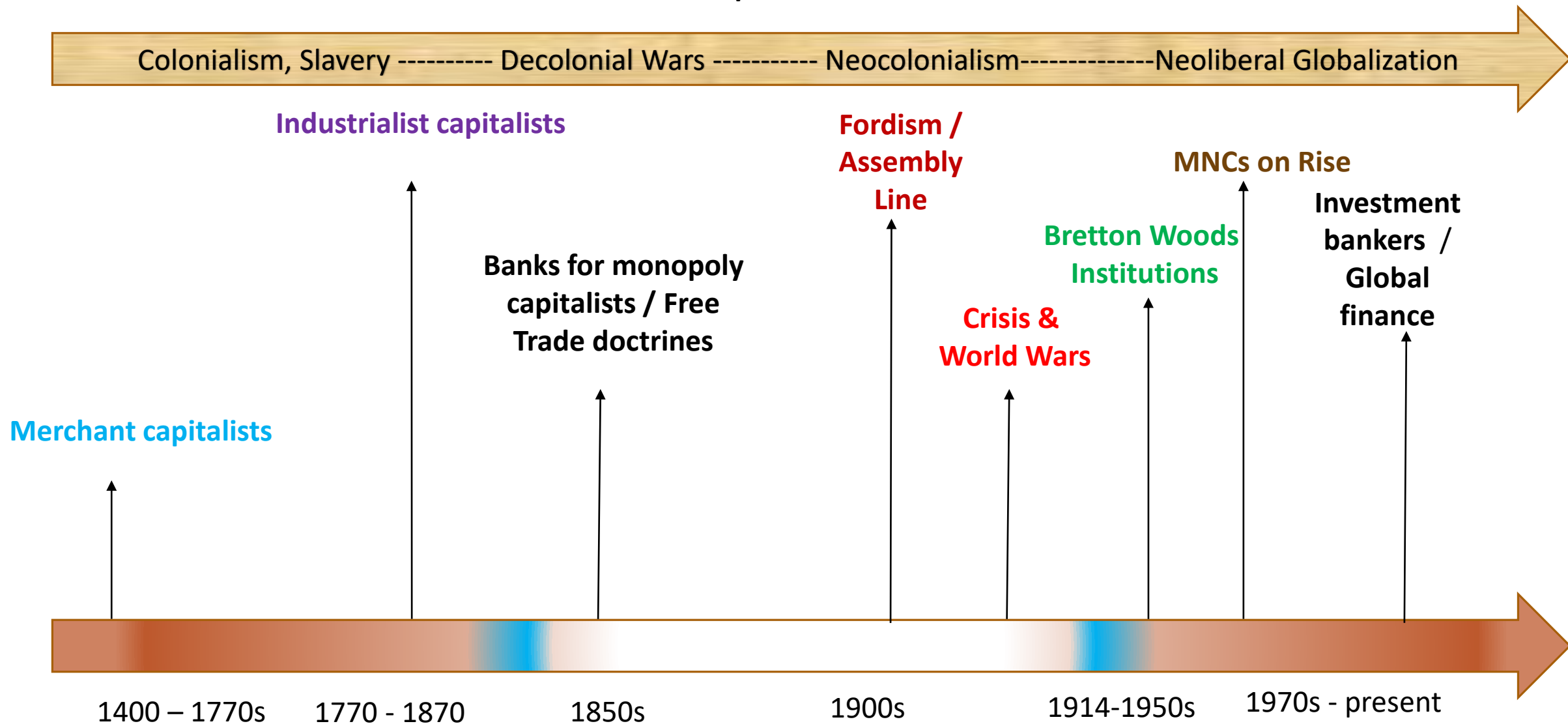
2. CONNECTIONS

3. INEQUALITY



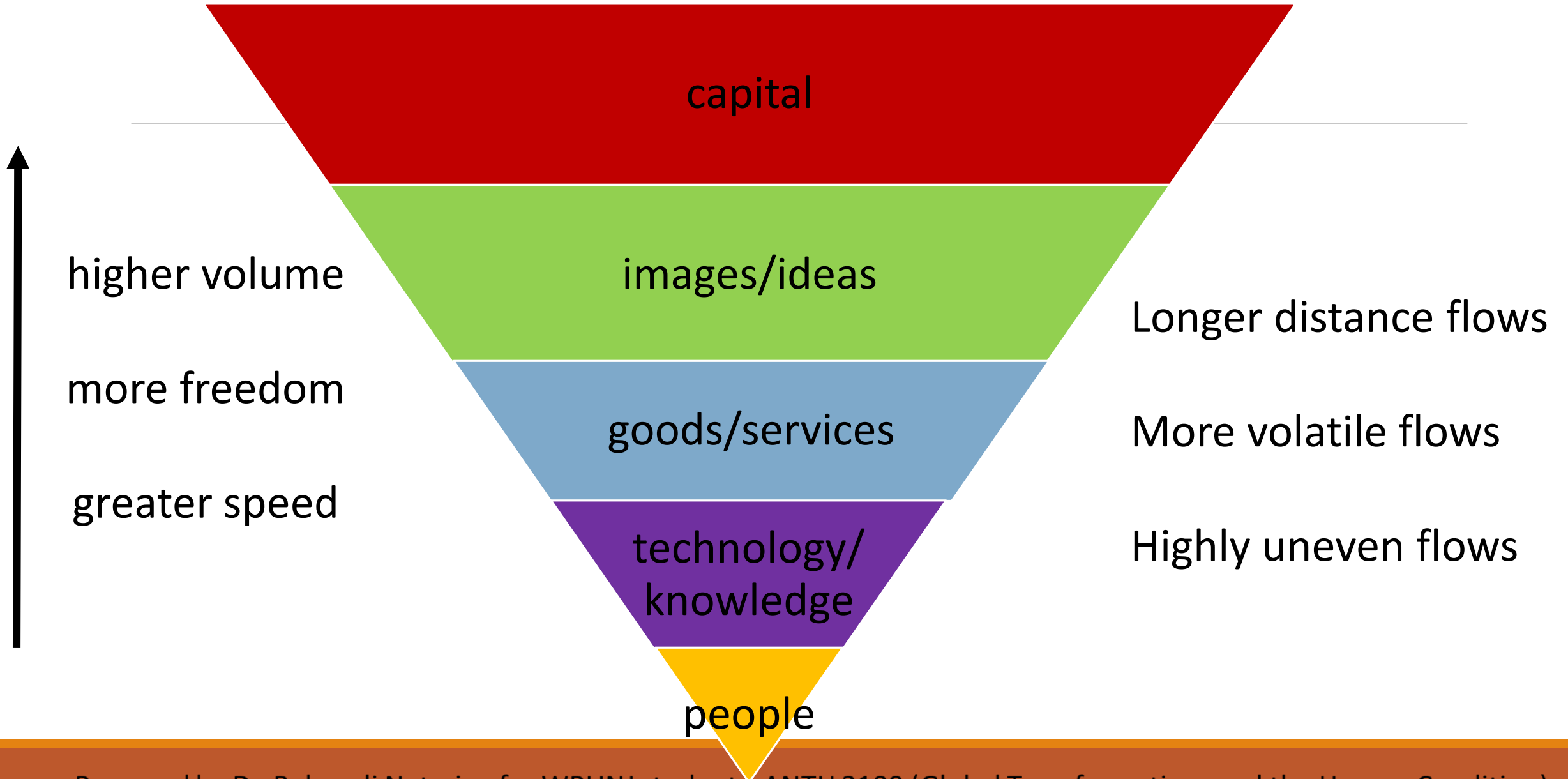
Globalization: Flows

2-minute 1-slide view of Capitalism and Globalization



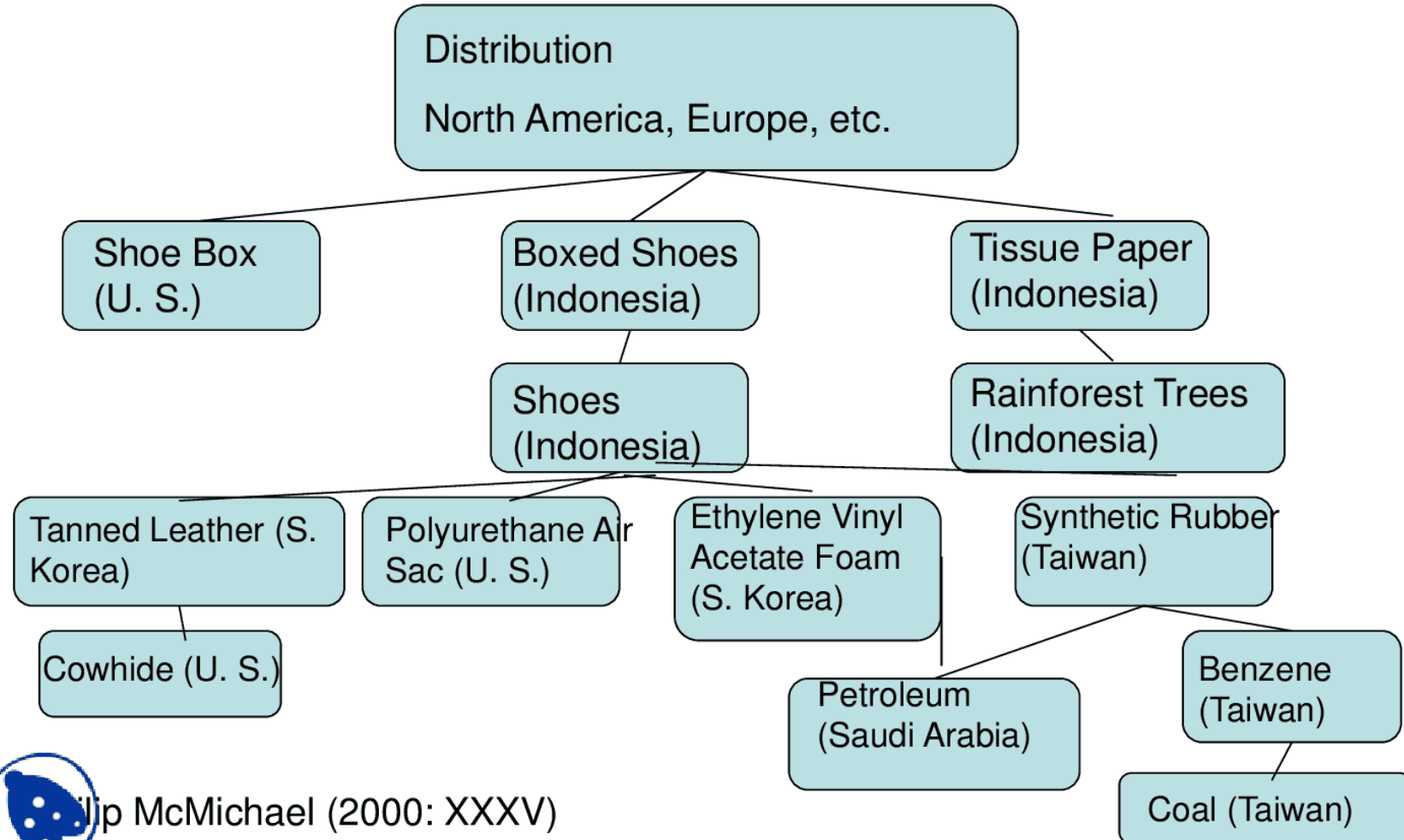
Prepared by Dr. Balmurli Natrajan for WPUNJ students, ANTH 3100 (Global Transformations and the Human Condition)

Globalization As Flows



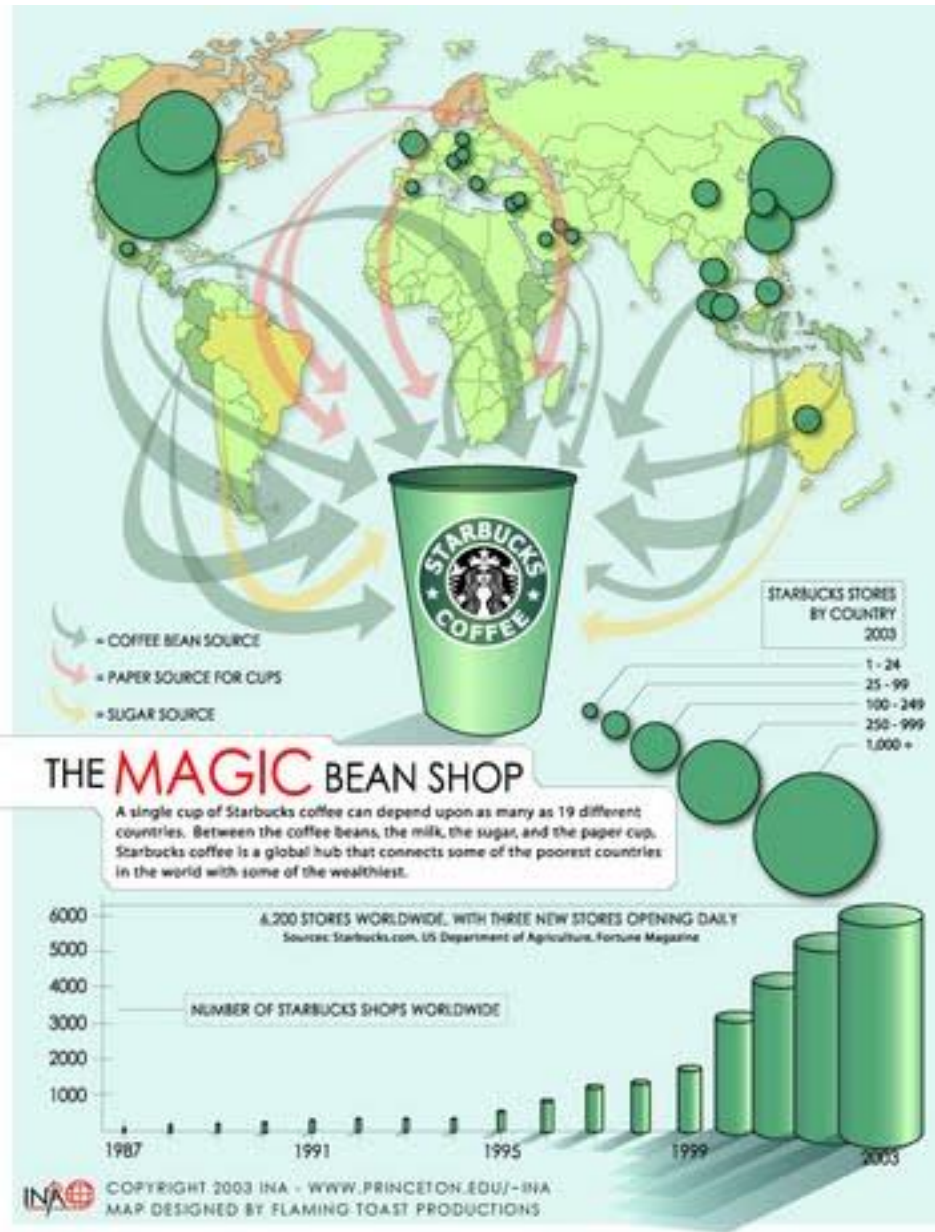
Globalization: Connections

Example: global assembly line for athletic shoes

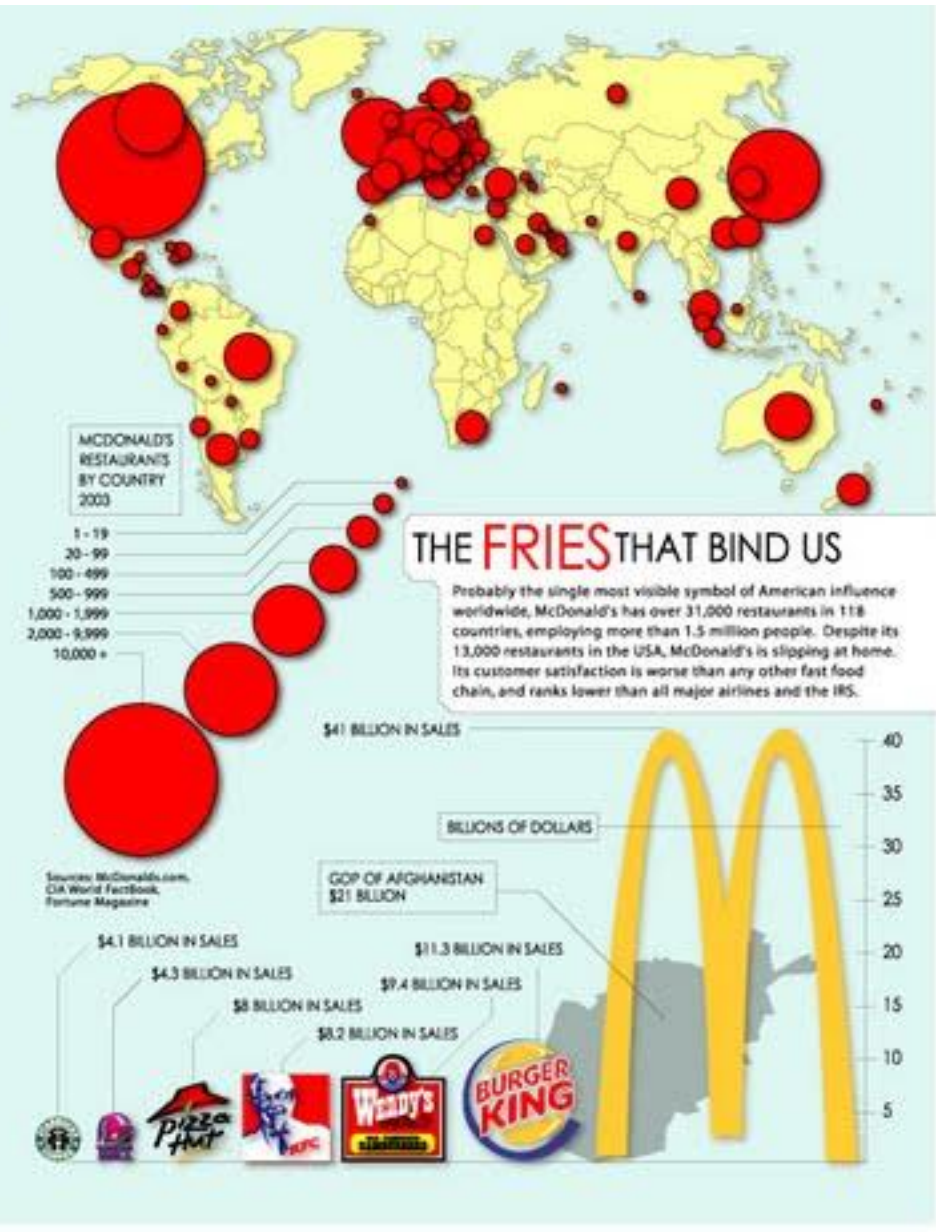


Philip McMichael (2000: XXXV)

Coffee: Bean to Cup



Fries: Potato to Plate



USA

NO WORK

\$150
SHOES



INDONESIA

LOTS OF WORK

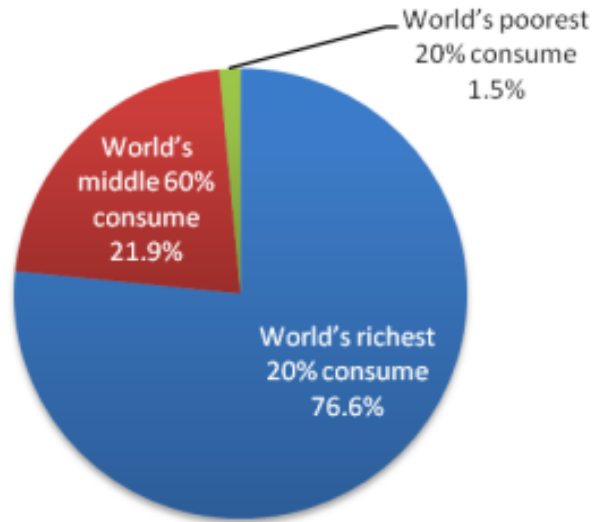
NO
SHOES



Indragiri

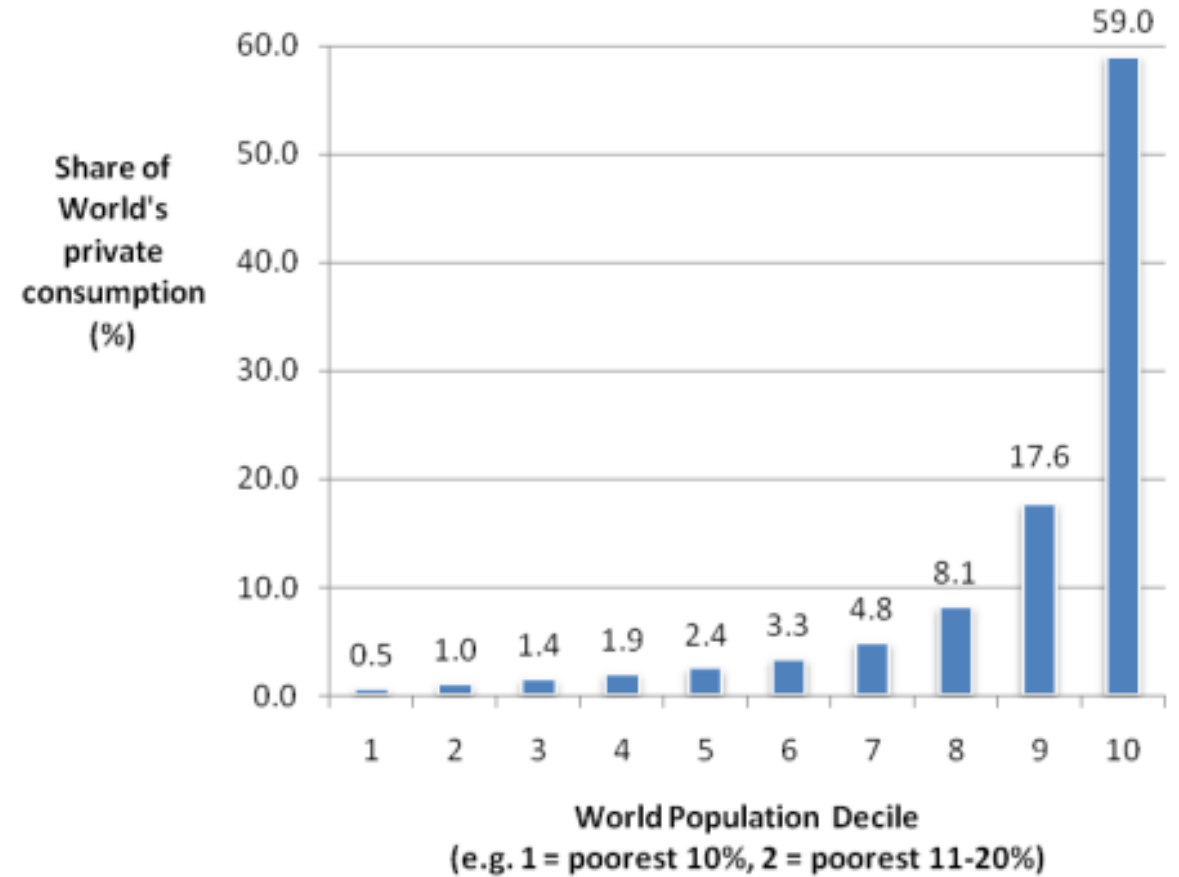
Globalization: Inequalities

Share of world's private consumption, 2005



Source: World Bank Development Indicators 2008

Inequality of Consumption, 2005

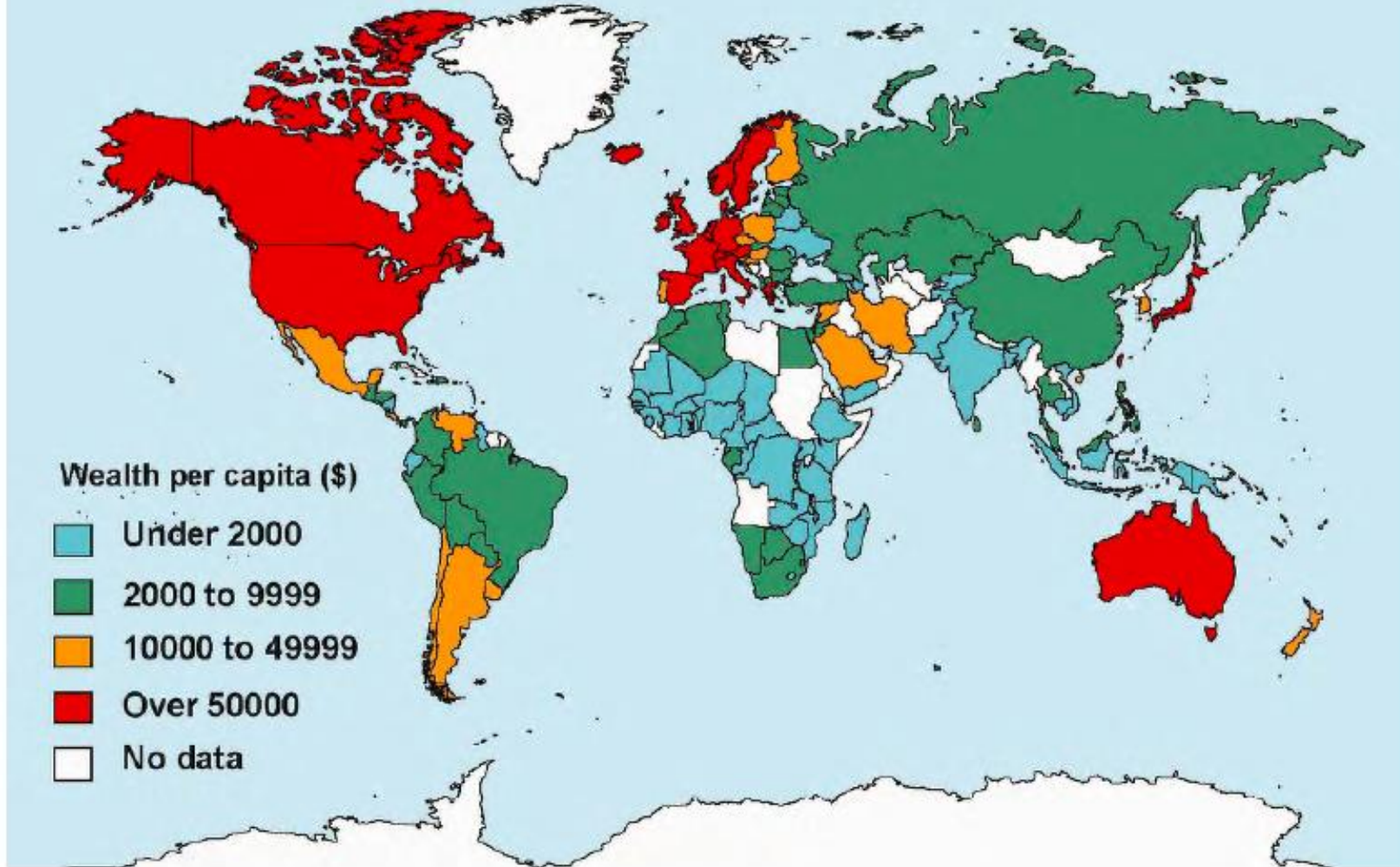


Source: World Bank Development Indicators 2008

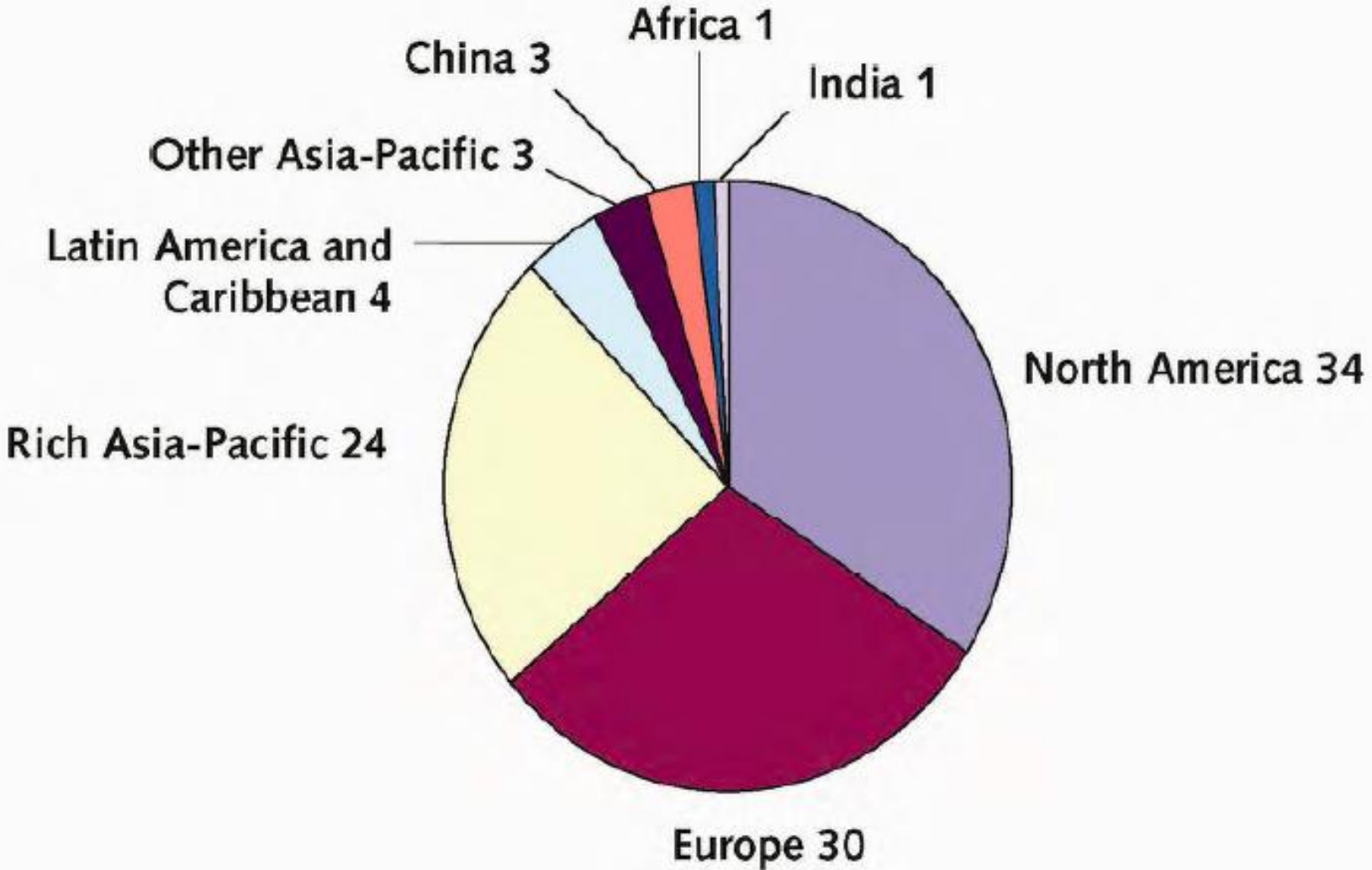
Also: World Institute of Development Economics and Research (WIDER) report

http://www.wider.unu.edu/publications/working-papers/research-papers/2007/en_GB/rp2007-01/

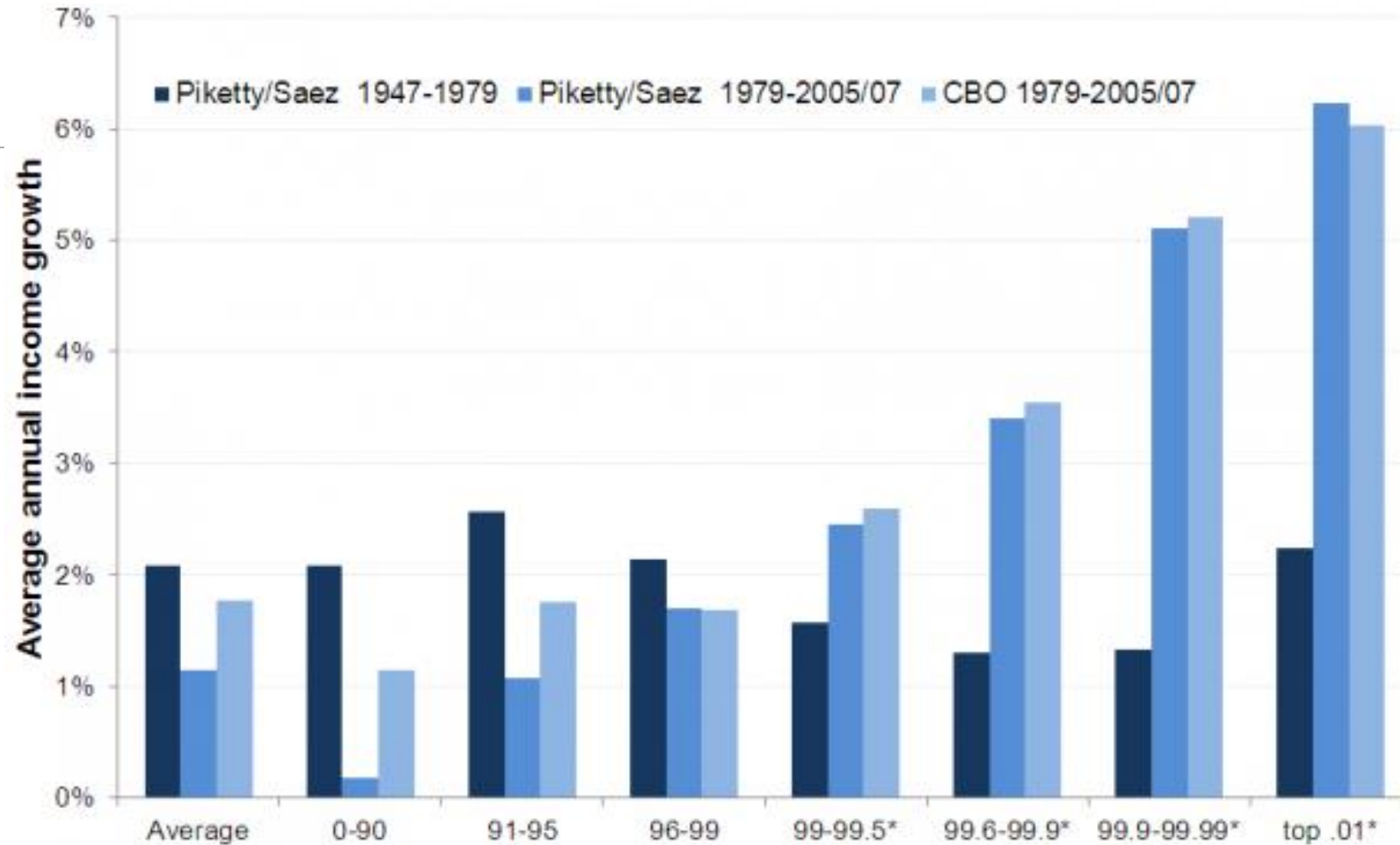
World Wealth Levels in Year 2000



Regional Wealth Shares (%)



Income growth over time for Fractiles, USA



* Indicates data goes from 1979 to 2005

Source: Authors' analysis of data from Piketty and Saez (2003, updated) and CBO (2012)

Top 100 Countries/Corporations								
Country/Corporation		Revenue (US\$, bns)	Country/Corporation		Revenue (US\$, bns)	Country/Corporation		Revenue (US\$, bns)
1	United States	3,251	35	Austria	189	69	Ping An Insurance	110
2	China	2,426	36	Samsung Electronics	177	70	United Arab Emirates	110
3	Germany	1,515	37	Turkey	175	71	Kroger	110
4	Japan	1,439	38	Glencore	170	72	Société Générale	108
5	France	1,253	39	Industrial & Commercial Bank of China	167	73	Amazon.com	107
6	United Kingdom	1,101	40	Daimler	166	74	China Mobile Communications	107
7	Italy	876	41	Denmark	162	75	SAIC Motor	107
8	Brazil	631	42	UnitedHealth Group	157	76	Walgreens Boots Alliance	103
9	Canada	585	43	CVS Health	153	77	HP	103
10	Walmart	482	44	EXOR Group	153	78	Assicurazioni Generali	103
11	Spain	474	45	General Motors	152	79	Cardinal Health	103
12	Australia	426	46	Ford Motor	150	80	BMW	102
13	Netherlands	337	47	China Construction Bank	148	81	Express Scripts Holding	102
14	State Grid	330	48	AT&T	147	82	Nissan Motor	102
15	China National Petroleum	299	49	Total	143	83	China Life Insurance	101
16	Sinopec Group	294	50	Argentina	143	84	J.P. Morgan Chase	101
17	Korea, South	291	51	Hon Hai Precision Industry	141	85	Gazprom	99
18	Royal Dutch Shell	272	52	General Electric	140	86	China Railway Engineering	99
19	Mexico	260	53	China State Construction Engineering	140	87	Petrobras	97
20	Sweden	251	54	AmerisourceBergen	136	88	Trafigura Group	97
21	Exxon Mobil	246	55	Agricultural Bank of China	133	89	Nippon Telegraph & Telephone	96
22	Volkswagen	237	56	Verizon	132	90	Boeing	96
23	Toyota Motor	237	57	Finland	131	91	China Railway Construction	96
24	India	236	58	Chevron	131	92	Microsoft	94
25	Apple	234	59	E.ON	129	93	Bank of America Corp.	93
26	Belgium	227	60	AXA	129	94	ENI	93
27	BP	226	61	Indonesia	123	95	Nestlé	92
28	Switzerland	222	62	Allianz	123	96	Wells Fargo	90
29	Norway	220	63	Bank of China	122	97	Portugal	90
30	Russia	216	64	Honda Motor	122	98	HSBC Holdings	89
31	Berkshire Hathaway	211	65	Japan Post Holdings	119	99	Home Depot	89
32	Venezuela	203	66	Costco	116	100	Citigroup	88
33	Saudi Arabia	193	67	BNP Paribas	112			
34	McKesson	192	68	Fannie Mae	110			

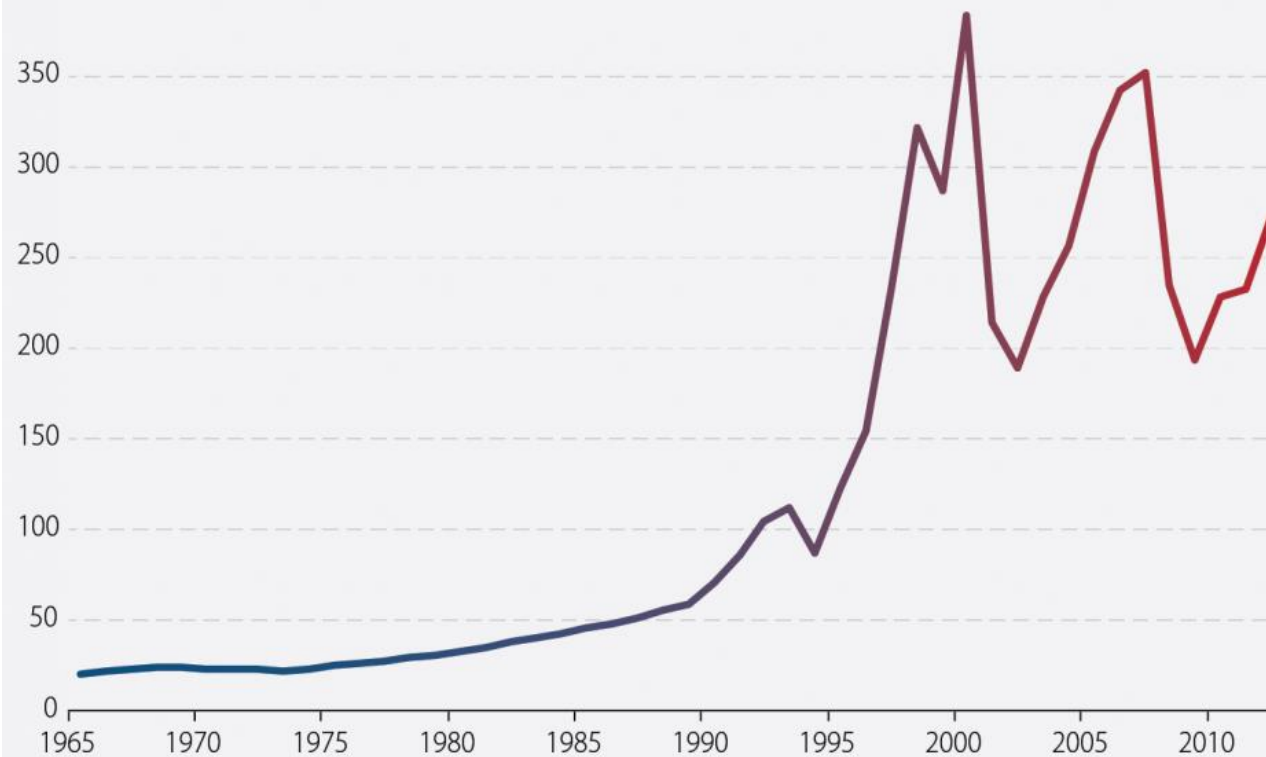
<https://blogs.worldbank.org/publicsphere/world-s-top-100-economies-31-countries-69-corporations>

CEOs and the average worker pay, USA

CEOs have fared far better than the average worker for the last several decades

CEO-to-worker compensation ratio, 1965–2012

400 CEO-to-worker compensation ratio



Notes: CEO compensation includes salary, bonuses, restricted stock grants, options exercised, and long-term incentive payouts for CEOs at the top 350 firms ranked by sales.

Source: Authors' analysis of data from Compustat's ExecuComp database, the Current Employment Statistics program, and the Bureau of Economic Analysis NIPA tables

ECONOMIC POLICY INSTITUTE

2. Capitalism Mystifies Itself

1. PRODUCER/CONSUMER

2. PROFITS

3. FREEDOM



CONSUMERS



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PRODUCERS





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“...a definite social relation between men [sic], that assumes, in their eyes, the fantastic form of a relation between things”

Karl Marx, *Capital* v 1. ch 1, section 4

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DIAMONDS



Your purchase of a diamond will enable us
to donate a prosthetic for an African
whose hand was lost in diamond conflicts.

De Beers *From her fingers, to his.*

<http://www.theyesmen.org/>

<https://antiadvertisingagency.com/>

3. Fair Trade Demystifies

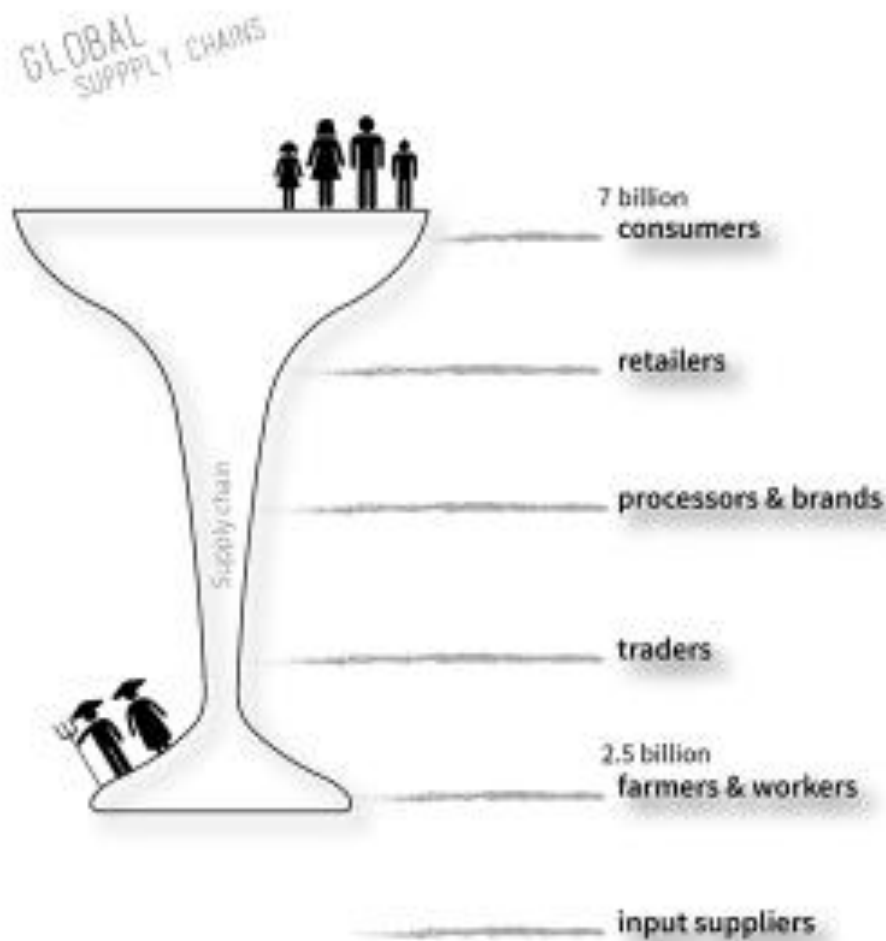
POLITICAL RESPONSIBILITY & SOLIDARITY



WHAT DOES THAT \$14 SHIRT REALLY COST?



SOURCE: O'ROURKE GROUP PARTNERS LLC, APRIL 2011
MACLEANS.CA



Top 10 brands represent 15 % of world retail sales

5 retailers control 50 % of the market in Europe



Raj Patel, *Stuffed and Starved: Hidden Battle for the World Food System*



MISSION:

...connect disadvantaged farmers and workers with consumers, promote fairer trading conditions and empower farmers and workers to combat poverty, strengthen their position and take more control over their lives.

Our Mission

To create opportunities for artisans in developing countries to earn income by bringing their products and stories to our markets through long-term fair trading relationships.



Honest conversation
& transparent
agreement

+



50% payment
upfront

+



50% payment
at time of export

=



Fair wages
and no risk for
the maker



Fair Trade

1 OPPORTUNITIES FOR DISADVANTAGED PRODUCERS

2 TRANSPARENCY & ACCOUNTABILITY

3 FAIR TRADE PRACTICES

4 FAIR PAYMENT

5 NO CHILD LABOUR, NO FORCED LABOUR

6 NO DISCRIMINATION, GENDER EQUITY, FREEDOM OF ASSOCIATION

7 GOOD WORKING CONDITIONS

8 CAPACITY BUILDING

9 PROMOTE FAIR TRADE

10 RESPECT FOR THE ENVIRONMENT

TEN PRINCIPLES OF FAIR TRADE





KEEP CALM AND ONLY EAT FAIR TRADE CHOCOLATE

FAIR TRADE ORGANIZATIONS (FTO)

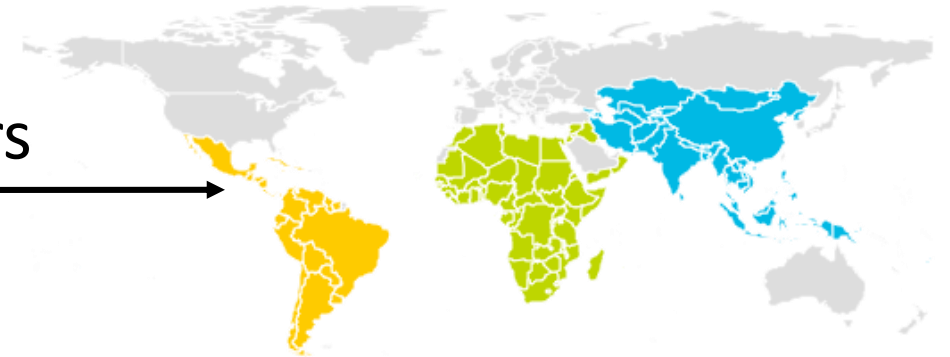


Global North
Consumers & Retailers
Directly Linked to
Global South Producers

FAIRTRADE LABELLING ORGS



PRODUCER NETWORKS



CLAC → Latin American and Caribbean
Network of Fair Trade Small Producers and
Workers

Fairtrade Africa → farmers and workers in
Africa and parts of the Middle East

NAPP → Fairtrade Network of Asia & Pacific
Producers

GROWING COFFEE IS HARD WORK, BUT IT IS WORK THAT I LOVE BECAUSE IT HELPS ME IMPROVE THE LIVES OF MY CHILDREN.

- MUKANTELINA SOLINE
MOM & COFFEE FARMER, RWANDA

MOMS MAKE A WORLD OF DIFFERENCE
CELEBRATE MOTHER'S DAY THE FAIR TRADE WAY



WOMEN
ON FAIR TRADE FARMS HAVE BETTER ACCESS TO HEALTH CARE, JOB RIGHTS, AND FREEDOM FROM HARASSMENT.



Some Challenges for Fair Trade

- Labelling / Certification costs for farmers/producers
- Sourcing from Large-scale corporate farms v small family farms
- Gendered labor cooperatives and community benefits

4. Limits of Fair Trade

What About Structural?

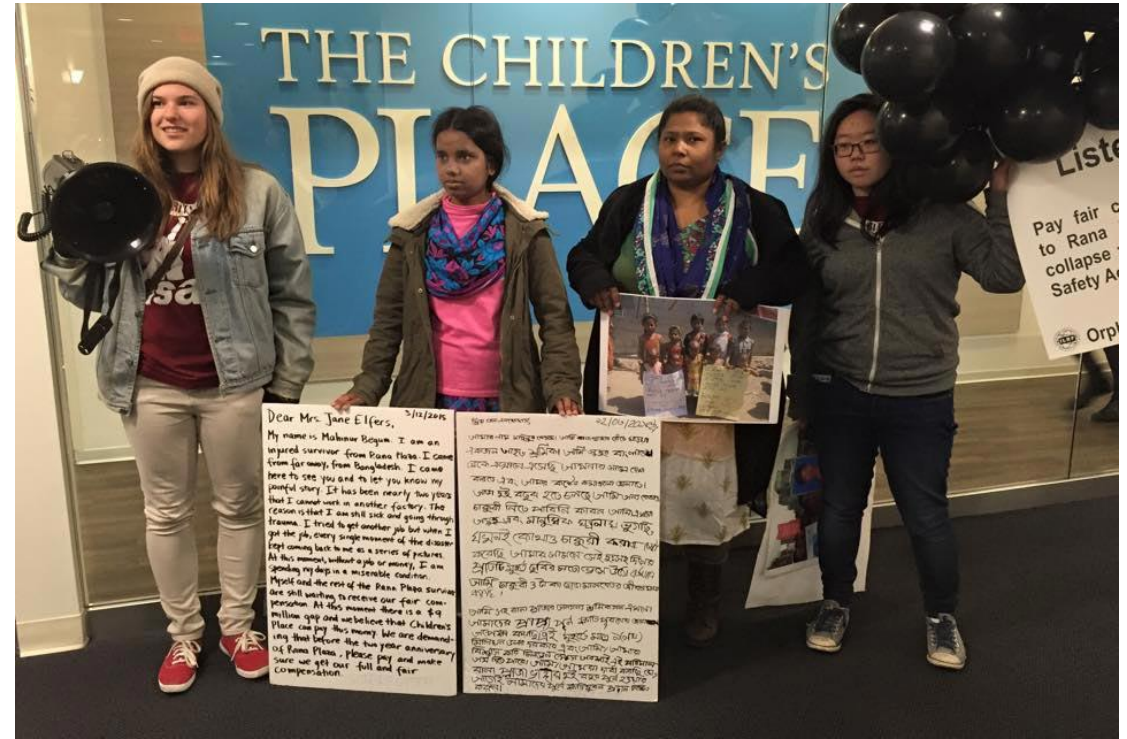


Quote made famous by Ambalavaner Sivanandan, Tamil Sri Lankan intellectual/activist in UK

Flows of
capital
connected
to
Flows of
people



Nike, Respect Garment Workers in Indonesia!



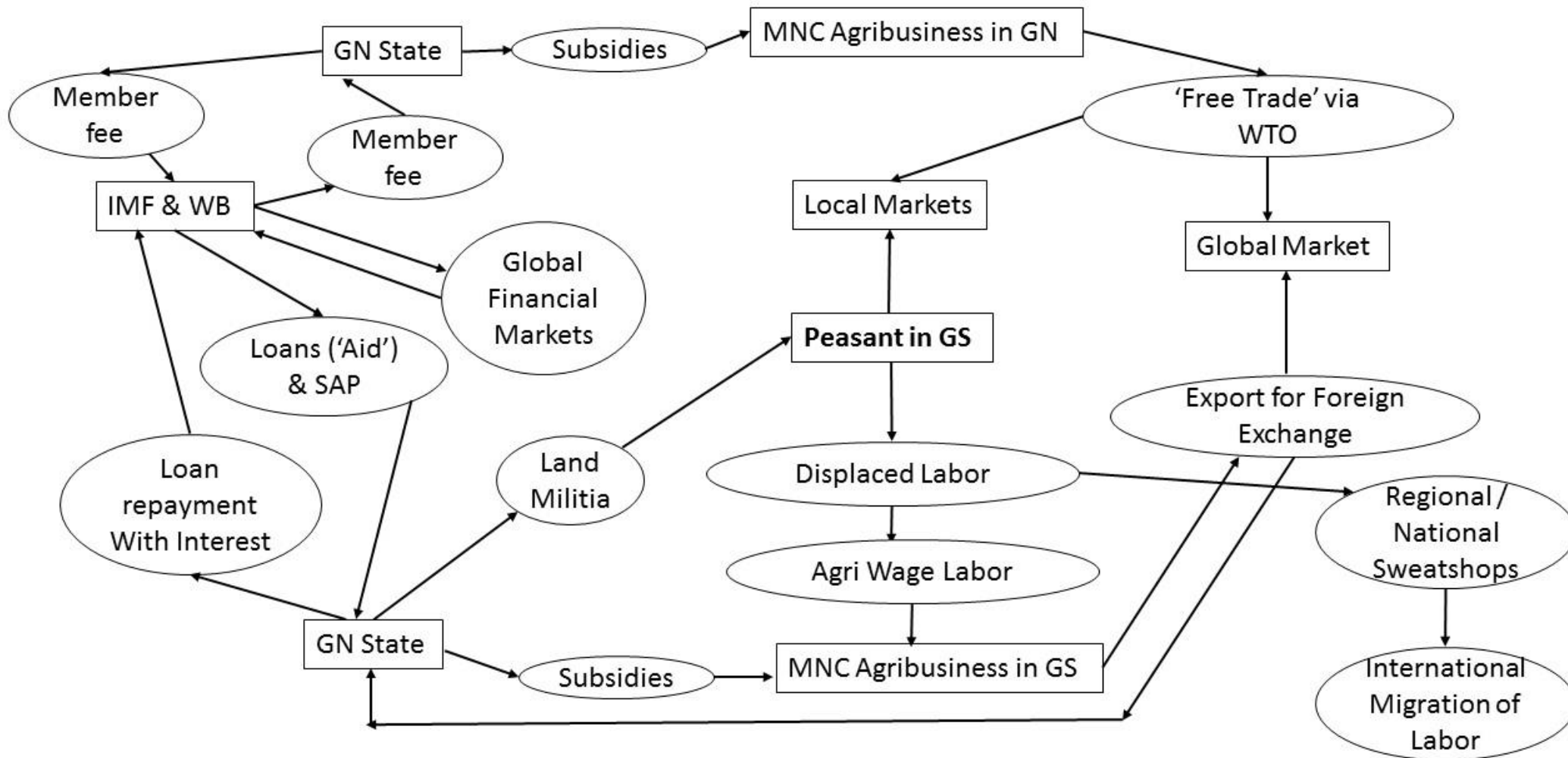
SOLIDARITY WITH GARMENT WORKERS IN BANGLADESH



Why is labor cheap in other places?

Why are things cheap here (or, what is the *real* cost of cheap things)?

Dispossession – Globalization & Agrarian Crisis



How capital uproots / displaces in search of profits.

How displaced migrate in search of livelihoods

Thank
you!