



Coconuts

Grace Santangelo



Coconut Cultivation

- ❖ Tropical lowlands
- ❖ Range of soil types
- ❖ Require 72°F average temperature, 30 inch annual rainfall, & full sunlight
- ❖ Tolerate hurricane-force winds
- ❖ Survive short term flooding & drought



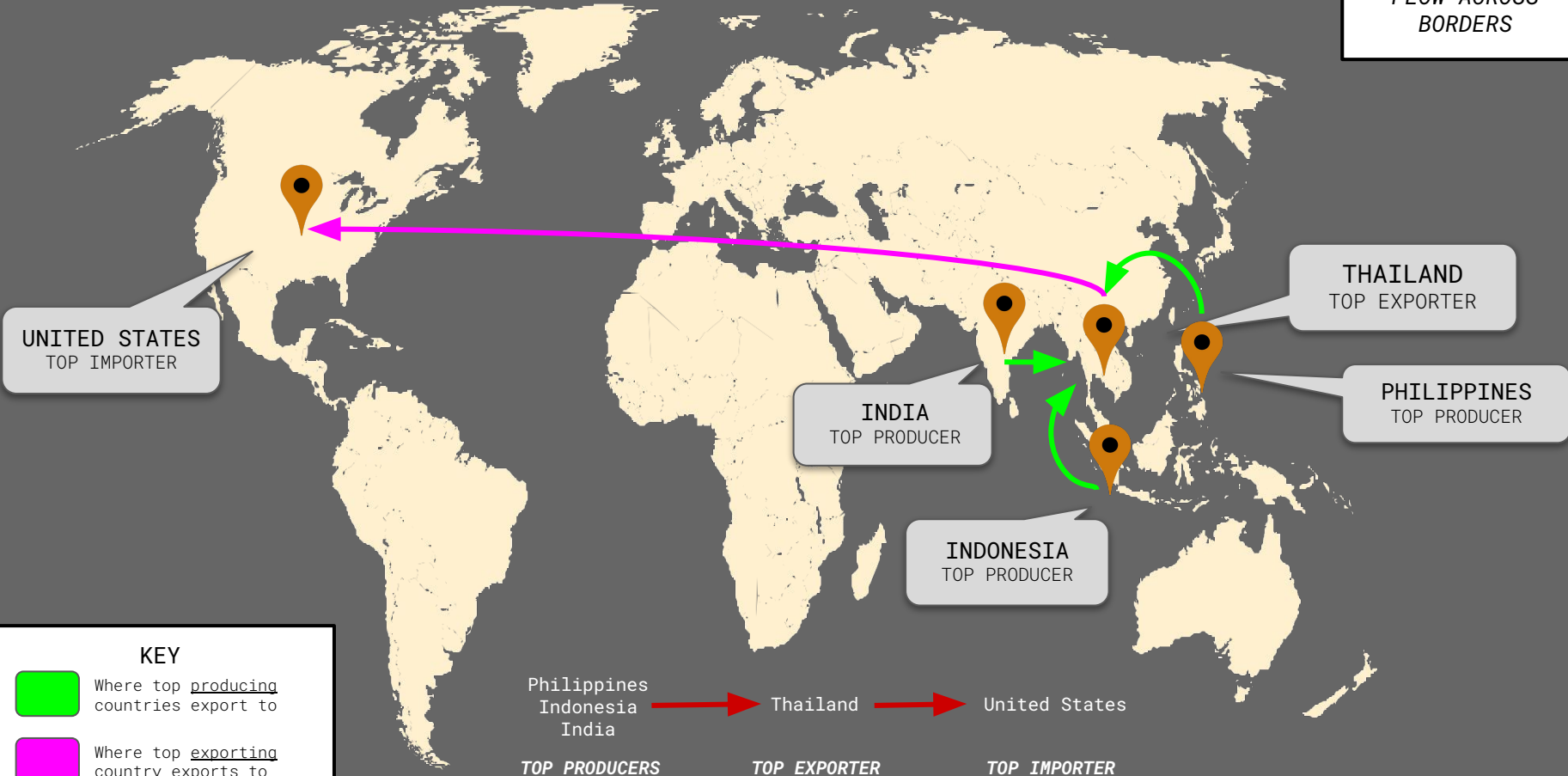


Production Process

- ❖ Different coconut products = different production processes
- ❖ Dried coconut meat (copra)
 - Coconut shell is removed
 - Coconut meat is shredded by machines and heat treated to reduce bacteria levels & moisture levels
- ❖ Other products: coconut oil and coconut water
- ❖ Coconut products are graded by their coarseness



MAP OF COCONUT
FLOW ACROSS
BORDERS



Advertising & Commodity Fetishism

- ❖ Coconut advertisements generally promote "natural" health
- ❖ Consuming this product "will make you feel beautiful inside and out"
 - Luxurious, cure-all products
- ❖ Marketing towards middle class or higher individuals, specifically younger health conscious women
- ❖ Commodity fetishism: Marx's critique of political economy
 - Process by which goods lose association to human labor needed to produce them
 - Coconut ads don't contain information about farmers or their labor

The image displays three distinct advertisements for ZICO coconut water, each set against a light blue background.

Top Advertisement: Features a blue ZICO bottle with a green cap and a sliced coconut. The text reads: "LIFE IS FULL OF COMPROMISES YOUR BODY SHOULDN'T BE ONE OF THEM" in large white letters. The ZICO logo is prominent on the bottle. The tagline "cracklifeopen" is in the bottom right.

Middle Advertisement: Shows a bouquet of light pink hydrangeas with a small butterfly perched on a stem. The text at the bottom says: "FEEL BEAUTIFUL ON THE INSIDE" and "Keep your body hydrated with ZICO® Pure Premium Coconut Water." A small ZICO bottle is visible in the bottom right corner.

Bottom Advertisement: A woman with long brown hair, wearing a white dress, smiles while holding a ZICO bottle. The text "FLLOURISH FROM THE INSIDE OUT" is written in large, stylized white letters across her. Above her, smaller text says: "Show your body some love and help it flourish with ZICO® Premium Coconut Water. With the electrolytes including potassium, your body will thank you." The "crack life open" logo is in the top right.



Injustice in Trade & Production

- ❖ Poor labor conditions, poverty, & environmental issues
- ❖ 70-95% of coconuts come from independent smallholders
- ❖ Largely informal industry increases farmer's vulnerability to exploitation
- ❖ Recent boom in the demand for coconut products is due to Western health concerns & perceptions about sustainability

Fair Trade Coconut Is Growing And Catalyzing More Sustainable Coconut Production Around The Globe



1



Fair Trade STANDARDS

Drive social, environmental, and economic responsibility in production

Over **4,900** facility workers are protected by safe and fair working conditions

2



Fair Trade STRUCTURE

Empowers farming communities to work together towards progress

Over **6,000** certified farmers are becoming capacitated leaders in their communities

3



Fair Trade PREMIUMS

Facilitates farmer investment in better todays and brighter tomorrows

Over **\$800K** paid to farmers in Premium in 2015, Over **\$1.4M** since program launch in 2013.

More on Social Movements...

*Growing desire for coconut products in North America & Europe =
promotion of sustainability practices for coconut farming*

Rainforest Alliance

Product was produced using methods that support social, economic, and
environmental sustainability



Take Action!

Supporting women-led
coconut enterprises by...

Selling coconuts and their secondary
crops

Utilizing all by-products of coconut
palm in a sustainable fashion

Providing social & economic
empowerment



<https://www.globalgiving.org/projects/coconut-based-women-entrepreneurship-initiative/>

Resources



<https://www.producebluebook.com/know-your-commodity/Coconut/#>

<https://sites.google.com/a/illinois.edu/cpsc-qo-coconuts/uses>

<https://www.earthworm.org/news-stories/starting-fresh-coconut-supply-chains>

<https://news.mongabay.com/2020/03/coconut-farmers-in-southeast-asia-struggle-as-palm-oil-muscles-in-on-them/>

https://www.fairtradecertified.org/sites/default/files/filemanager/documents/Annual%20Reports/FairTradeUSA_2015_CoconutImpactReport.pdf

<https://www.globalgiving.org/projects/coconut-based-women-entrepreneurship-initiative/>