

**UNIVERSITY OF LOUISVILLE  
7<sup>TH</sup> ANNUAL LATIN AMERICAN AND LATINO STUDIES  
HERITAGE LECTURE**

**“*FAIR TRADE:***

**TRANSFORMING GLOBALIZATION IN LATIN AMERICA”**

**DR. LAURA RAYNOLDS**



Dr. Laura T. Raynolds is Co-Director of the Center for Fair & Alternative Trade Studies and Professor of Sociology, Colorado State University. She is one of the foremost scholars of fair trade and globalization in the agro-food sector and has done extensive research on these topics in Latin America and the Caribbean. Laura Raynolds has received numerous grants to support her research, including awards from the Ford and MacArthur Foundations. Dr. Raynolds has published *Fair Trade: The Challenges of Transforming Globalization* (2007).

Fair Trade is one of the most dynamic contemporary movements seeking to enhance global social justice and environmental sustainability by linking food consumers and agricultural producers across the Global North / South divide. In market arenas, Fair Trade is linked to other certification, labeling, and corporate social responsibility efforts. In movement arenas, Fair Trade is aligned to a range of alternative globalization and trade justice efforts. Focusing on Latin America and the Caribbean, the world's major source of Fair Trade coffee, bananas, and other products, this talk analyzes the implications of this promising initiative for producers, their organizations, and their communities. The talk highlights the challenges Fair Trade faces in its effort to transform globalization, revealing the inherent tensions in working both in, and against, the market.

**WEDNESDAY, OCTOBER 1, 2008**

**4:30 PM - 5:30 PM**

**ELAINE CHAO AUDITORIUM - EKSTROM LIBRARY**

This public lecture is free and co-sponsored by the Latin American and Latino Studies Program, the Department of Anthropology, the College of Business, the Cultural Center, and the Department of Sociology

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