Having evolved from a 1960s grass-roots social movement, 50 years on, in times of fragmentation and quarrel, Fair Trade is now in need of mapping and debate, perhaps a ‘reboot’. Catalysing and plural in nature, the ideals and practice of Fair Trade cut across many academic disciplines and drive passionate civil society groups worldwide. Large, global businesses and small, local businesses alike have attempted mitigation of the unfairnesses of the free market by the voluntary adoption of practices that are counter to economic convention.

The Journal of Fair Trade synthesises and presents multi-disciplinary voices, including those of mentored activists and practitioners, to contribute to the understanding and dissemination of what underpins the best of Fair Trade. There is much work to do to ‘connect the dots’:

- to document varied and vibrant practice
- to move steadily towards tested theory
- to provide strong underpinnings for policy and best practice in campaigning for durable social and economic justice for all workers, producers and consumers.

The Journal of Fair Trade aims to support this incredible and transformative social and economic movement, helping to shape its future trajectory.
Journal of Fair Trade

Journal of the Fair Trade Society, supported by the Pluto Educational Trust

Action ≈ Learning ≈ Theory ≈ Justice

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AIMS AND SCOPE

The *Journal of Fair Trade* (JoFT) aims to be a source of leading, multi-disciplinary research on Fair Trade, encompassing a full range of topics, interests and voices in new works, ideas and lively debate about the challenges and future of Fair Trade. The concept of Fair Trade for this Journal includes all efforts to ensure that trade is fair for all, with a holistic concept of need and the challenges we face. The work we publish will include that of academics and mentored producers, business leaders and activists. Our emphasis will be on documenting and analysing experiences under a rubric of:


The Fair Trade Society is a membership organisation set up to support the *Journal of Fair Trade*. Its growing membership is made up of people who care and who wish to reclaim and reboot the ideals of a distinguished, global social movement. Members benefit from digital access to the *Journal of Fair Trade* and joining offers the opportunity to shape the direction we take.

ABOUT THE PLUTO EDUCATIONAL TRUST

The Pluto Educational Trust (PET) is a UK-registered charity whose aim is the advancement of education. PET aims to contribute to the publication and dissemination of new thinking that can help address poverty, unmet social need and human rights. PET recognises that there is often a gap between social activism, practice and theory that influences society and leads to social change. PET therefore aims to provide new avenues for activists, practitioners and scholars from around the world to focus their efforts in the social sciences within a sympathetic framework.
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