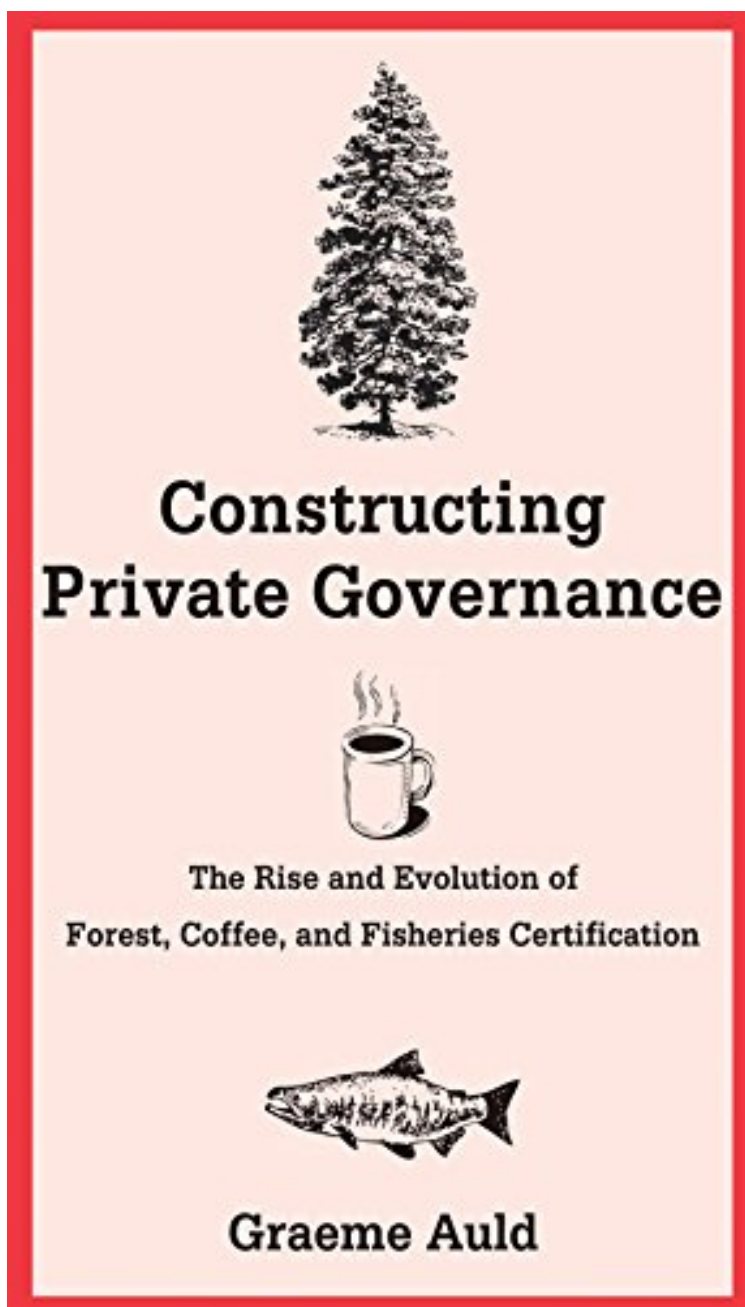


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Constructing Private Governance: The Rise and Evolution of Forest, Coffee, and Fisheries Certification (Yale Agrarian Studies Series)

Graeme Auld

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Recent decades have witnessed the rise of social and environmental certification programs that are intended to promote responsible business practices. Consumers now encounter organic or fair-trade labels on a variety of products, implying such desirable benefits as improved environmental conditions or more equitable market transactions. But what do we know about the origins and development of the organizations behind these labels? This book examines forest, coffee, and fishery certification programs to reveal how the early decisions of programs on governance and standards affect the path along which individual programs evolve and the variety and number of programs across sectors.

“This is an important book on the evolution of certification systems, with unparalleled coverage of three key industries and a number of more general implications. Auld constructs a powerful account of how market conditions and early decisions influence the maturation of certification initiatives, which helps to explain why some fields have seen such a proliferation of eco- and social-labels.”—Tim Bartley, The Ohio State University