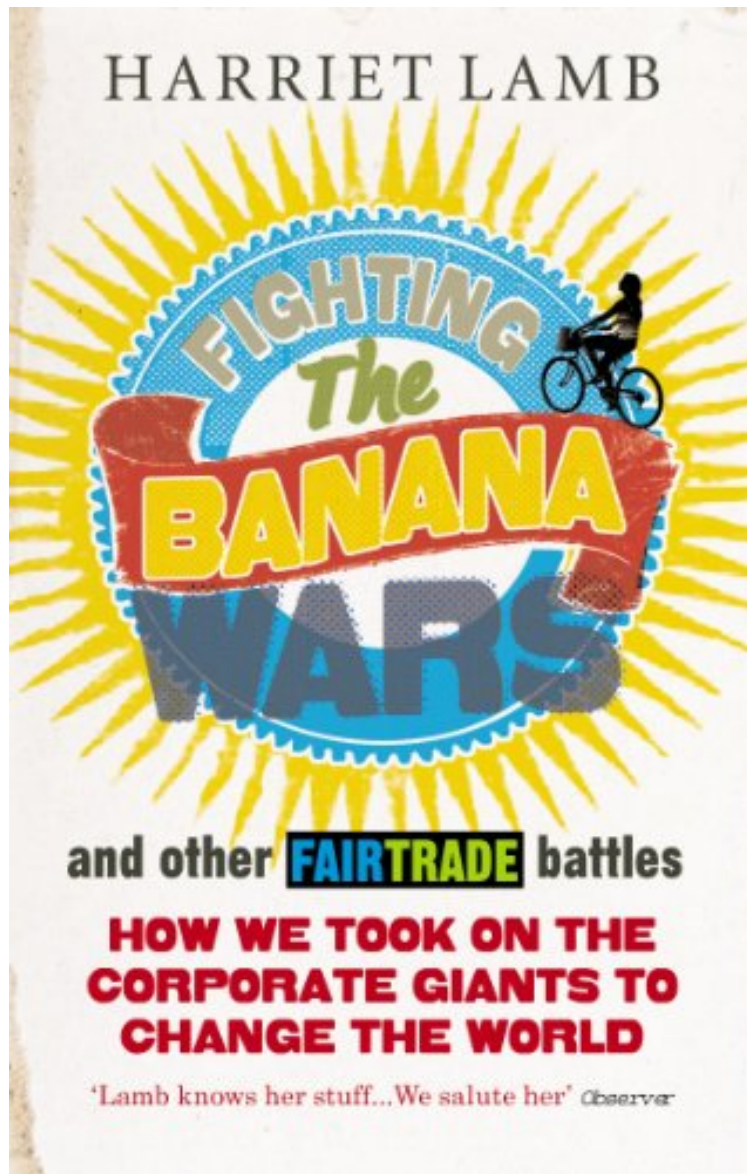


Fighting the Banana Wars and Other Fairtrade Battles

Harriet Lamb

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Harriet Lamb : Fighting the Banana Wars and Other Fairtrade Battles before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fighting the Banana Wars and Other Fairtrade Battles:

It started very small and full of hope. But its daring campaigns have placed Fairtrade goods at the heart of the supermarket shelves. From bananas and coffee beans to cotton and chocolate, Fairtrade has grown to become an

important global movement that has revolutionised the way we shop. As Harriet Lamb, Chief Executive of Fairtrade International, explains in this extensively revised and updated edition of her inspirational book, Fairtrade is about a better deal for workers and farmers in the developing world. It's about making sure the food on our plates, and shirts on our backs, don't rob people in other countries of the means to feed or clothe themselves. She explores the journey, through an often unjust system, that Fairtrade items make from farm to consumer. And she uncovers the shocking cost of our demand for cheaper food. There is much still to be done. But by hard work and high ideals, Fairtrade is starting to transform the lives of over 7 million farmers, workers and their families, and is a powerful symbol of how extraordinary change can be achieved against all the odds - by us all.

"A useful, accessible book...Readers who are new to Fairtrade will have their eyes opened to a shocking - yet exhilarating - story for our time, while seasoned campaigners will also find food for thought" * Church Times * About the Author Harriet Lamb is executive director of the Fairtrade Foundation. Prior to that she led the campaigning work of the World Development Movement and held a range of other roles, including campaigning for a minimum wage in Britain. She has travelled widely in the developing world, including spending 18 months in India working with farmers in rural villages and landless laborer co-operatives.