

# The Journal of Fair Trade



Action ≈ Learning ≈ Theory ≈ Justice

## Call for Papers – July 2018

---

The *Journal of Fair Trade* invites submissions and contributions for two issues to be published in 2019:

**Vol 1 Iss 2** – submission deadline **January 2019**

**Vol 2 Iss 1** – submission deadline **June 2019**

All contributions are gratefully received. We will supportively review all pieces, for inclusion in the *Journal of Fair Trade* or for publication in abstract or short form on the Publications pages of the Fair Trade Society website.

Each issue will be divided into the following thematic sections:

### **Fair Trade Futures: setting out the issues of the day for the future**

This section will comprise editorial/conceptual/polemic/debate pieces of no more than 2,000 words in length. The aim of this section is to set out debates and challenging areas of work needed under the rubric 'Fair Trade Futures'. Form and approach are not restricted, and innovative/collaborative approaches are encouraged for maximum impact.

A member of the *Journal of Fair Trade* Advisory/Editorial Boards will generally write at least one of the pieces for the Fair Trade Futures section. A guest writer – a thought leader or an important voice among producers or business – may be invited to contribute or may be directly commissioned by one or more members of the Advisory/Editorial Boards.

The deadline for submissions to the Fair Trade Futures section is *one month before* the submission deadline listed above. If you would like to write for this section, please contact the Editor-in-Chief.

### **Full length articles**

We welcome multi-disciplinary articles of between 3,000 and 5,000 words on the following themes:

- Strengths of Fair Trade: What works: how and why?
- Producers' worlds, Producers' perspectives
- Business experiences
- What is Fair Trade missing/getting wrong?

The Journal aims to publish articles that allow us to understand Fair Trade realities, innovations, struggles, processes, learnings and actions in more depth. Authors should not be afraid to be critical of what is or has passed for Fair Trade. However, one of the main objectives of the *Journal of Fair Trade* is to produce a meaningful and authentic body of experience that can be read, debated and applied globally in business practice and policy by others.

### **Collective article sets**

Many people are writing about Fair Trade-related issues, but from a range of perspectives, locations and disciplines. The Journal encourages collaboration and would like to publish collective article sets around specific themes.

For example, in 2019 the *Journal of Fair Trade* will welcome collective article sets on the following themes:

- Gender empowerment experiences within and outside Fair Trade business and marketing
- Coping with risk: climate, price and market volatility; financial and currency shocks; political shocks
- Certification and third-party evaluation systems and realities; purposes, roots and reform options

*Commodity-, product- or region-specific* article sets are encouraged. A commodity or product-based article set might explore a range of dilemmas and challenges affecting a specific supply chain.

During 2019–20 the Journal seeks to publish collaborative article sets around the transformation of the mainstream cocoa and chocolate markets over the last two decades. Themes might include: chocolate branding, trafficking/modern slavery, child labour, environmental issues, cocoa pricing trends, Fairtrade Social Premium levels, other social premiums paid and their usage, premium/fine cocoa expansion and financial sustainability/resilience of cocoa production.

Contributions to themed article sets would be welcomed in the format of general articles, but with a strict upper word limit of 5,000 words and a preferred length of 3,000 words. The maximum total length of a collective article set will be 15,000 words (i.e. 4–5 contributors). If you would like to join or run such a collaborative effort, please contact the Editor-in-Chief.

### **Review essays**

The *Journal of Fair Trade* will also welcome thoughtful review essays in the same thematic categories as outlined above. The Journal aims to develop this section as a resource for people wanting to understand the evolution of action and thought around Fair Trade over time. Essays may focus on practice or theory as a proactive way to leverage a greater intersection with issues where Fair Trade may be seen to have delayed in adopting, integrating or adapting.

Essays (of no more than 2,000 words) should comprise descriptions and critiques of recently published books or ongoing debates, particularly around the strengths of Fair Trade. Review essays should act as helpful encapsulators of debate and thinking, and as springboards for further discussion and explorations of topics such as what Fair Trade is missing/getting wrong.

The deadline for submission of review essays is *one month before* the submission deadline listed above, to allow sufficient time for additions or more informative background (for new and vital topics) to be proposed. Where not published in the Journal, review essays may, with the author's agreement, be published on the Publications pages of the Fair Trade Society website and flagged through social media.

Please do not hesitate to contact the Editor-in-Chief with any ideas or questions relating to submissions to the *Journal of Fair Trade*.

**Pauline Tiffen, Editor-in-Chief**  
[paulinetiffen@joft.org.uk](mailto:paulinetiffen@joft.org.uk)

You will find reference articles on the **Journal of Fair Trade** and **Fair Trade Society** <https://www.joft.org.uk> website and a comprehensive archive of Fair and Alternative Trade publications in the **Fair Trade Institute** archive: <https://www.fairtrade-institute.org>.