

Journal of Fair Trade

Action ≈ Learning ≈ Theory ≈ Justice

**Call for Essays and Papers on
CHOCOLATE AND COCOA
CHALLENGES** for inclusion in
Collective Articles Sets in the Journal
of Fair Trade on this Subject Area
For distribution from January 2019



The *Journal of Fair Trade* invites submissions on the subject of CHOCOLATE AND COCOA CHALLENGES for publication in 2019 and 2020. Deadlines for submission are: July 2019, February or July 2020.

What is the aim of The *Journal of Fair Trade*?

The Journal of Fair Trade is a new independent Journal publishes the work of authors - academic, active in practical work and business - which can advance a more in-depth understanding of Fair Trade realities, innovations, struggles, processes, learnings and actions. Authors should not be afraid to be critical of what is or has passed for Fair Trade, Fairtrade or other variants of ethical and humane trading practices. An objective of *The Journal of Fair Trade* is to produce a meaningful, credibly presented and authentic body of experience that can be read, then debated and applied globally in business practice and policy by others. Articles in the *Journal of Fair Trade* may focus on practice or theory, or may attempt to leverage a greater intersection with other disciplines, initiatives and issues of the day/the future where Fair Trade can be seen to have delayed in adopting, integrating or adapting. In each issue we aim to include reflections and work on:

- **The Strengths of Fair Trade: What works? What's Good? How and why?**
- **Producers' worlds, Producers' perspectives**
- **Business experiences**
- **What is Fair Trade missing/getting wrong?**

Why Collective article sets?

Many people write about Fair Trade-related issues, and many people write about chocolate too, doing so from a wide range of perspectives, locations and disciplines. The Journal of Fair Trade actively encourages collaboration, and inclusion of a far wider range of voices than would be typical in an academic Journal. We would therefore like to publish collective article sets on specific themes. There is a great deal of added value when diverse voices, experiences and ideas are presented side-by-side; they provide more food for thought; they can spur more reaction and consequential learning. A commodity or product-based article set can help us to explore a range of dilemmas and challenges affecting a specific supply chain.

Why Chocolate and Cocoa as a subject of special focus?

There is a great deal written around cocoa and also many aspects of cocoa and chocolate production. Yet there is a need for comprehensive and careful thinking about chocolate and cocoa market challenges: the persistent hardship facing cocoa farming communities, the sustained and never-closing gap between the luxurious end products and the realities of production and cocoa farming as an economic occupation. Many and diverse chocolate challenges remain and the scale

of the problems not significantly after several decades of intensive engagement, investment and effort by the sector as a whole.

For this call, we are looking for writers able to take these challenges on and discuss a Fair Trade Future and Fair Marketplace for Cocoa. We welcome academic, personal, cooperative or business experiences covering the significant transformations of the mainstream cocoa and chocolate markets over the last two decades, and honest appraisals and evidence of the problems that have yet to find resolution.

Themes might include: cocoa farming practices, poverty and the 'generational challenge' as youth fail to follow their parents into the sector, trafficking and modern slavery in the sector and best responses to combat such practices, the persistent incidence of child labour in cocoa production, child labour as both economic and social phenomena, smuggling and price fixing, and the reputational damage to producers, their countries, traders and the sector; cocoa pricing trends, the role of Fairtrade minimum pricing within a volatile and often surprisingly low-value commodity, Fairtrade Social Premiums, other social and quality premium systems; the value, incentive-effect and application or usage of premiums, premium/fine cocoa expansion, obesity and the rising concerns over chocolate offerings, chocolate branding and rebranding, corporate ownership changes, climate change impact on profitable and secure production, the financial sustainability/resilience of cocoa production generally and specifically in some settings in LA/Africa and Asia.

All contributions and proposals for Chocolate Challenges will be welcomed gratefully received. We would aim for 4-5 contributors published in a single issue on this theme. Your proposed contribution may be stand-alone, or, positioned for inclusion in any of the following standard sections of the *Journal of Fair Trade*.

1. Fair Trade Futures: setting out the issues of the day, challenges for the future

Max 2,000 words in length. Form and approach are not restricted, and innovative or collaborative approaches are encouraged for maximum impact. Where photography would be involved, please do contact us first to discuss our options and limitations!

2. Articles, Full-length articles

We welcome single, multi-disciplinary articles with a preferred length of 3,000 words as part of a collective set. We welcome full-length articles of between 3,000 and 5,000.

3. Essays

The *Journal of Fair Trade* also welcomes essays (max 2,000 words) to complement Chocolate Challenges articles. An Essay might be: a review of significant books in this subject area, a summary of key works or a historical overview, springboards for discussion, or a deep dive into a topic or dimension of important, and showing processes, innovations, or the evolution of the market and the role of Fair Trade over time in this sector.

The **Chocolate and Cocoa Challenges** process will be coordinated by The Editor-in-Chief, and a Guest Editor for the Chocolate and Cocoa Challenges initiative. Please do not hesitate to come to us with any ideas or questions you may have regarding a submission.

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