

**Free Trade, Fair Trade:
Independent Entrepreneurs in the Global Market**

Ant 301; ESE , T-Th 9:30-10:45, Winston 124

Instructor: Dr. Jeanne Simonelli

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Hours: 11:00-12:00, T, Th, Winston 124; W 1:30-2:30, Jaguar Suite and by appointment/as needed



This field based seminar compares the barriers to market participation experienced by independent entrepreneurs in the US and developing countries, especially Latin America. With a goal of designing an independent Fair Trade certifying body, *free trade* policies will be contrasted with *fair trade* practices, as social science and business students share their perspectives concerning why so many independent producers have trouble succeeding in a globalizing world. In the process, we will explore the meaning of the underlying ideology of American culture, as expressed in the following:

“We hold these Truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness”

We will also examine the origins and exploits of corporatocracy, as foreshadowed in the following quotes:

“We must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military-industrial complex. The potential for the disastrous rise of misplaced power exists and will persist.

“We must never let the weight of this combination endanger our liberties or democratic processes. We should take nothing for granted. Only an alert and knowledgeable citizenry can compel the proper meshing of the huge industrial and military machinery of defense with our peaceful methods and goals, so that security and liberty may prosper together.”

Dwight D. Eisenhower, 1961

This seminar is an Anthropology course. Anthropologists consider human adaptation from the perspective of the total environment, both cultural and physical, using an evolutionary, comparative, and cross-cultural perspective. To do so, they view changes through time and across geographical space, considering the prehistoric, historic and contemporary setting of human life.

Seminar goals

- provide students of business and economics with an anthropological understanding of economics and economic behavior grounded in cultural and social organization
- provide social science students with an understanding of the realities of market economics
- examine the avenues that exist to help open up markets to independent entrepreneurs, paying special attention to cultural barriers to participation that may exist
- use our analysis and the work done by previous students to establish and gain recognition for an independent Fair Trade certifying body that can demystify the process of certification for producers and for the general public, underwrite costs of certification, and assist groups in finding just markets for their goods
- set up the mechanism by which this project can continue after the course is taught

Course goals linked to Practice/Service:

- 1) To clarify values by examining the choices we make individually, nationally, and globally.
- 2) To develop student autonomy through action on projects involving one on one and group interactions.
- 3) To encourage team-building through these cooperative learning projects.
- 4) To foster interaction between individuals who share concern for, and commitment to, working on major social issues
- 5) To strengthen a sharing of resources between the college and the local and global community.
- 6) To foster experiential learning and its cultivation within an educational context.
7. To empower students to be informed, involved and compassionate creators of humane communities.

Format:

This is a seminar and field class. You will be responsible for discussion of readings and issues. Part of your grade will be for participation in class. You have two “texts,” and assignments from those texts appear on your primary outline. The rest of the readings will be found on Blackboard. A large part of this class involves active field projects, and some of these activities will need to take place outside of class time. Where possible, in-class schedules will be adjusted, however, your “service commitment” should be considered to be similar to outside work in a regular class format. You’ll be working in groups or pairs, which will be designed based on your interests and expertise.

Texts:

- *Fair Trade and Indigenous People* FT
<http://www.culturalsurvival.org/publications/csq/index.cfm?id=29.3>
- *Buy Now! Pay Later...* reader on Culture, Trade and Economy (CR)
- Additional readings: available on line, or as PDF, as assigned

Assessments (500 point total):

Summaries (100 pts):

1) **What is Anthropology?** See outline (25 pts)

2)Media Watch: Individuals or Pairs will be assigned to keep track of media stories related to our topics, and will report on them at close of class on Thursdays (25 pts)

3)Group Shopping Excursion summary: Each group will research and present a summary of certain items as found locally (25 pts)

4) Farmer's market visit ; Fair trade store visit (25 pts)

TESTS: (200 Points, total)

* initial short answer nuts and bolts test (100 points)

*Response paper (mid term) (100 pts) Ethics, Politics and Economics (More later)

* one take home essay test/analysis (100 points)

Project

*student-faculty designed Fair Trade/Alternative Market service/research project - Rather than spend long hours researching and writing an individual term paper, you will devote your time to active research and learning.

(100 points) total MORE LATER

* *Project section outlines/proposals* 30pts,

* *Actual project and presentation* 70pts

KEY DATES:

First test:	September 27
Response paper	Feb. 20
Final exam essay:	April 17
Final presentations:	TBA
Summaries	1/20; 2/2

Requirements: Attendance is expected. You must also come to class having read that day's assigned reading and prepared for lively discussion! You are also expected to take notes on class lectures, discussions, and ethnographic films. If you miss class, it is **your** responsibility to find out what you missed from others in the class, obtain notes and hand-outs, make arrangements to see missed films, etc. **Use of computers in class is with my approval only, and you must sit in the front rows.**

PLEASE NOTE that Make-up exams will only be given when you have made arrangements before hand. There will be only one possible time for a make-up, if you have a valid excuse. You have my phone number. There is a message machine. **Absolutely no exceptions and you must have proof to back up your excuse!** Class participation and improvement over the course of the semester may be used to boost borderline grades.

Academic Misconduct: Students must do their own work on papers, quizzes, and exams. Plagiarism, cheating, copying, and all other forms of academic misconduct will result in formal charges of academic misconduct being filed. Being found guilty of such charges can result in serious penalties, ranging from an F in the course to permanent suspension from the university. Be aware that faculty run written assignments through plagiarism software designed to catch Internet "borrowing."

Accommodations: Students who believe they may have a learning disability, or who have already been diagnosed as having one, should contact the Learning Assistance Center, 117 Reynolda Hall, 758-5929, as soon as possible. I will fully support any necessary accommodations. Written papers will be graded according to the general guidelines for effective writing established by the Department of English. Their Writing Guide can be accessed at:

http://www.wfu.edu/academics/english/courses/writing_guide.htm

THIS SCHEDULE BELOW IS SUBJECT TO CHANGE!!!!!!!!!!!!!! An outline is not a legal contract! For instance, if a giant meteor strikes the earth during the semester we will stop and discuss the global implications!

Very Tentative Course Outline (Through mid-semester)

PART 1: What's it All About?

8/30 Introduction; the Outline of the semester; Introductions

For next Tuesday

Visit the WFU anthro website and one other University website, as assigned by state, with the query What is Anthropology?: <http://www.wfu.edu/academics/anthropology/> Bring a short written summary.

For next week

Read: CR Introduction; 5/6(confused!)

Read: CS 5;(appears in CR as 5/7)

Summary 1 due

9/4-6

What is Anthropology?

9/4 meet at Museum of Anthropology

What is Fair Trade? What is Free Trade (intro)

For next Tuesday: Go to the store. Explore and prepare a short presentation on the following:

**1) Organic and Fair Trade at Whole Foods 2) Organic and Fair Trade at Walmart
3) Crocs at the Birkenstock Store at the Mall 4) Fish and Shrimp at Whole Foods 5) Fish and Shrimp at Lowes etc. 6) Furniture**

You will be doing a price comparison in each area, paying attention also to country of origin of your items.

For next week

Read: CR: 1/1, 2

Read: CR: 4/all

9/11-13

Capitalism and the Consumer

People and Economics: The View from Anthropology

For next week

Read: CR: 3/all; 5/1,3

Read: TBA

9/18-20

Film: *Behind the Smile*

Economics and People: The View from Economics

For next week

Read: CR 2/3 (Protectionist Policies)

9/22-27

Economics, con't

Test 1 9/27

For next week

Read: CR 2/1 (Walmart); CR 2/4 (Sweat Shops)

Read: your assigned piece

10/2-4 Ethics, Politics and Economics
Discussion
Film: *Walmart*

For next week

Read: CR 2/5; 5/6; 6/1,4

Read:

PART 2: Working Models

10/9-11 Free Trade on the ground: Case Studies:
North Carolina-agriculture; Chiapas, Mexico-coffee, honey, crafts
Farmer's Markets: CSA's as Fair Trade?

For next week

Read: 6/2,3

Read

Response Paper Due 10/16

10/16-18 Economic Niches: Organic and Social Responsibility Marketing
GM crops...
Doing Project Research: What do we hope to do?

For next week

Read: CS 31-end; 3/8

10/23-25 Certification and Certifiers
Introduction to the Certification Process
Is Autonomy Feasible?

For next week

Read:

Read: *Zapatista PDF*

10/30-11-1 Indigenous Response to Economic Constraints
Project Discussion

For next week

Read: *One Cup at a Time* (PDFs, as assigned)

Read: CS 13-30

PART 3: DOING OUR PART

11/6-8 Focus on Coffee: Fair Trade and Organic Marketing
Group work on Projects

11/13-15 How to Make a Business Plan
Group work/reports on Projects

Final due by Digital Drop 11/16

- 11/20** **Economic Development Plans: how can small producers fit?**
Group work/reports on projects
- 11/27-29** **Group reports; plan development**
Last test: Apr. 21
- 12/4-6** **Group reports; plan development and final presentation**

Style guides:

<http://zsr.wfu.edu/research/guides/style.html>

Evaluating Web resources:

<http://zsr.wfu.edu/research/guides/web/eval.html>

3/27, 29,31: Films, outside assignments

4/3,5,7

4/10,12

4/17,19,21

4/24,26