

The Organic and Fairtrade norms are sustainability standards?

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Introdução

This paper investigates how the criteria of the sustainability standards such as Organic and Fairtrade impact the sustainability results. We examine three criteria for this study: democratic decision, leadership, use of pesticides allowed, and minimal members criteria. The applicability of the standards does not always present relational, cognitive and structural expected outcomes.

Problema de Pesquisa e Objetivo

How do the criteria of the sustainability standards such as Organic and Fairtrade impact the sustainability results?

Fundamentação Teórica

Based on the small-scale producer organisations. Under the vision of the small producers, we explore the social capital theory (Coleman, 1990; Putnam, 2000) to explain the differences results of the organic and Fairtrade norms on sustainability outcomes.

Metodologia

A study multicase was conducted through interviews and observations in three agri-food supply chains such as honey and cashew nut supply chains in the Northeast region of Brazil. The practices such as democratic decision, leadership, use of pesticides allowed, and minimal members criteria are not inclusive social practices among supply chain members.

Análise dos Resultados

We identify that criteria of the minimal members force the creation of the members only to attend the norms. Thus, in small scale producer organisations is possible to see the different groups. However, one participates in the organisation decision (the leader group), and the other has no access to the organisation's decision (composition group). Moreover, this division is accentuated by choosing the leader-member owned by the leader group. This situation directly impacts the democratic decision of small scale producer organisations.

Conclusão

Studying the sustainability standards in different contexts permits a broad comprehension of and different visions about their economic, social, environmental, and cultural (e.g. Silva et al., 2017). However, the performance does not always explain the paths that led to sustainability. Moreover, many times hide social and environmental problems. Therefore, a broad discussion and better amplitude of the knowledge can contribute to more inclusive sustainability.

Referências Bibliográficas

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Palavras Chave

Sustainability, Social Capital, Fairtrade