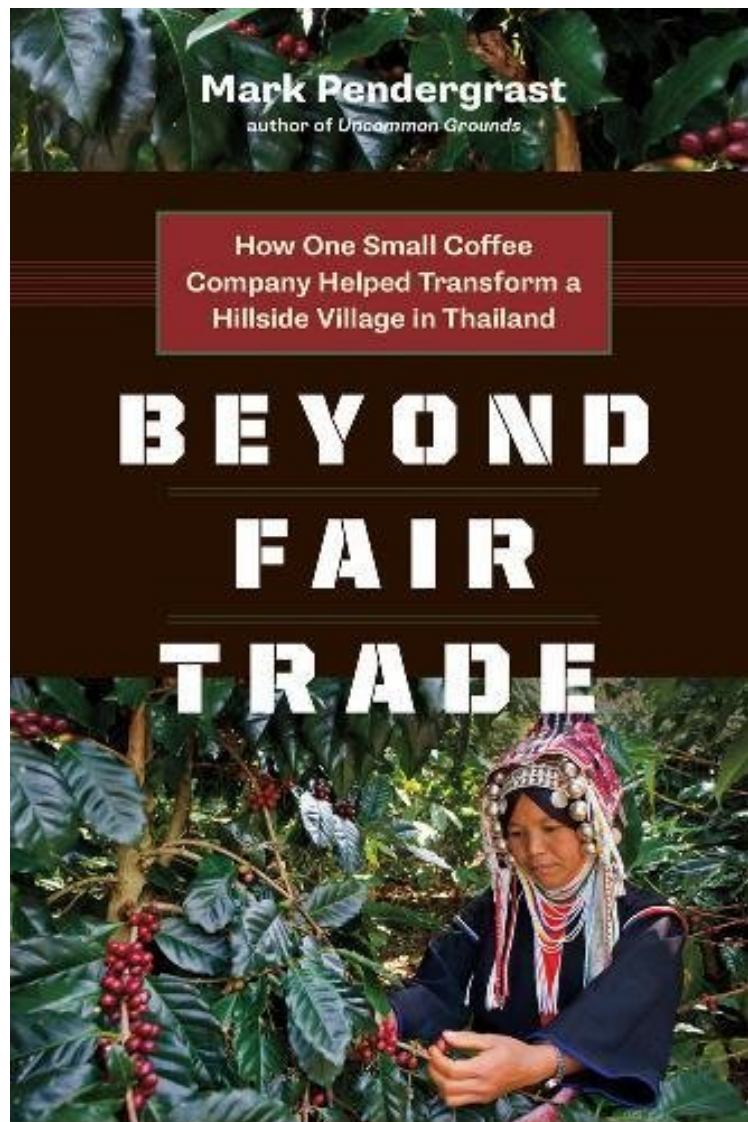


(Read ebook) Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand

Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand

Mark Pendergrast

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Mark Pendergrast : Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand before purchasing it in order to gage whether or not it would be worth my time, and all praised Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand:

1 of 1 people found the following review helpful. One Small Community Dealing With Change--As We All DoBy

Philip Calcagno Beyond Fair Trade is well written and enlightening as one small story in the continuing saga of the human race. We learn about the Akha, a group of people that migrated from Burma to Thailand and its problems in adapting to a new area where they are low on the totem pole (so to speak). Thanks to a Thai genius among them (Wicha Promyong) and to hard work and perseverance, they are able to make a better life for their community by raising and selling coffee beans. Mr. Pendergrast gives us the background of the individuals involved. It provided me with a sense of empathy for the individuals, especially for the members of the Akha people. Of course, the portrait of the peripatetic Wicha was most enjoyable. What a character! Haven't known many (any?) people so intelligent, so persistent, so engaging, so determined. He, along with sympathetic investors from Canada persuade the Akha to start a coffee company and raise coffee beans. The author covers the many difficulties in making such a venture profitable. At the end of the book, we see that the venture is going well, but we don't know if the investors will actually make a profit. In any case, life has changed drastically for the Akha. This is no fairy tale. The author describes the good and the bad that comes along with the shift to growing coffee beans and the income it provides for a people who were among the poorest of the poor. Personal friendships and animosities are created. The Akha culture changes, not always for the better. I highly recommend Beyond Fair Trade because it spotlights one community that is really representative of all the communities throughout the world that are fighting for survival as the world changes around them. Actually, that's the story of all of us.² of 2 people found the following review helpful. I found it to be a sensitive yet comprehensive blend ...By CustomerI found it to be a sensitive yet comprehensive blend of the personal, local, national and international that demonstrates how complex and difficult - and how important - development can be.

"What does compassionate capitalism look like? Mark Pendergrast shows us in this enlightening story of tribal life, opium, missionaries, market trends, a Thai antiques dealer, a mining entrepreneur and coffee." Abigail Carroll, author of *Three Squares: The Invention of the American Meal* The Akha hill tribe of Thailand has a long, tumultuous history. Politics, economics, violence, prejudice, and deforestation consistently worked against the Akha's desire to move away from their dependency on opium production and create a stable future for their children. That all changed in 2006 when prominent businessman John Darch met entrepreneur Wicha Promyong. Their meeting resulted in the establishment of an equal partnership business venture that goes beyond Fair Trade: the Doi Chaang Coffee Company. Beyond Fair Trade tells the story of the growth of this unique partnership, its successes and challenges, and the people behind it.

"What does compassionate capitalism look like? Mark Pendergrast shows us in this enlightening story of tribal life, opium, missionaries, market trends, a Thai antiques dealer, a mining entrepreneur and coffee." Abigail Carroll, author of *Three Squares: The Invention of the American Meal* "Well-researched and well-written, Mark Pendergrast's *Beyond Fair Trade* is an inspirational tale of how culinary globalization can work for the benefit of both low- and high-income communities." Andrew F. Smith, editor-in-chief, *Oxford Encyclopedia of Food and Drink in America* I celebrate the story of Doi Chaang in Thailand as a force for change. I believe that through trade justice, communities like Doi Chaang and world markets can meet and thrive together. -Tom Smith, Executive Director of Fairtrade Canada