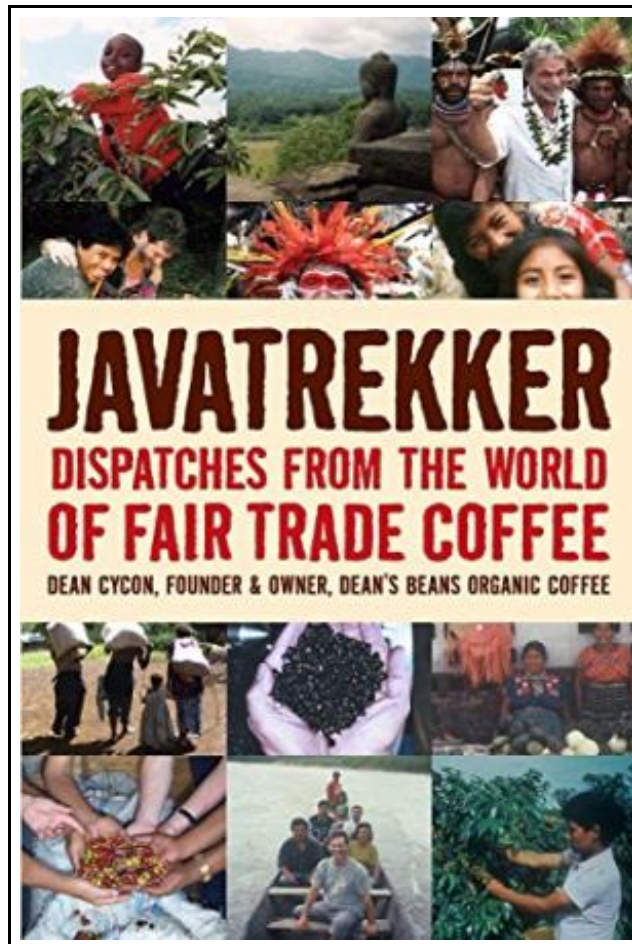# Javatrekker: Dispatches from the World of Fair Trade Coffee (Paperback)

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Reviews

The very best publication i actually go through. It can be packed with knowledge and wisdom It is extremely difficult to leave it before concluding, once you begin to read the book.
(Rhea Kunze)

JAVATREKKER: DISPATCHES FROM THE WORLD OF FAIR TRADE COFFEE (PAPERBACK)

Chelsea Green Publishing Co, United States, 2007. Paperback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. In each cup of coffee we drink the major issues of the twenty-first century-globalization, immigration, women s rights, pollution, indigenous rights, and self-determination-are played out in villages and remote areas around the world. In Javatrekker: Dispatches from the World of Fair Trade Coffee, a unique hybrid of Fair Trade business, adventure travel, and cultural anthropology, author Dean Cycon brings readers face-to-face with the real people who make our morning coffee ritual possible. Second only to oil in terms of its value, the coffee trade is complex with several levels of middlemen removing the 28 million growers in fifty distant countries far from you and your morning cup. And, according to Cycon, 99 percent of the people involved in the coffee economy have never been to a coffee village. They let advertising and images from the major coffee companies create their worldview. Cycon changes that in this compelling book, taking the reader on a tour of ten countries in nine chapters through his passionate eye and unique perspective. Cycon, who is himself an amalgam-equal parts entrepreneur, activist, and mischievous explorer-has traveled extensively throughout the world s tropical coffeelands, and shows readers places and people that few if any outsiders have ever seen. Along the way, readers come to realize the promise and hope offered by sustainable business principles and the products derived from cooperation, fair pricing, and profit sharing. Cycon introduces us to the Mamos of Colombia-holy men who believe they are literally holding the world together-despite the severe effects of climate change caused by us, their younger brothers. He takes us on a trip through an ancient forest in Ethiopia where many believe that coffee was first discovered 1,500...

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