

Ecuadorean valentine roses

Government



**ASSIGN
BUSTER**

Question 4:

Do you think governments in the developed world should place trade sanctions on Ecuador roses if reports of health issues among Ecuadorean rose workers are verified? What else might they do to improve the situation in Ecuador?

Answer:

Government of Ecuador should take all necessary steps for the development of Rose industry because it becomes growing and profitable industry. Ecuador's Rose industry helps to create lots of development in that country. It generates huge amount of sales, helps to employ large number of people and so increment in Gross national income per capita, revenues and taxes from rose growers helped to pave roads, build schools, and construct sophisticated irrigation systems.

Ecuador's Rose become famous worldwide and became the fourth large producers of roses all over the world. So, considering the international ethical issue international consumers want stronger sanctions. Consumers have right to know the ins and outs of the product they use so from my point of view government of developed countries can place trade sanctions though it will make the trade process difficult between Ecuador and other countries.

Not only health of employees issues are concerned but also other issues like use of chemical, violation of labor law are involved there. Consumer's satisfaction is the ultimate destination for the industry and target customers want full appreciation of the product Rose when they gift it to their beloved. So as per consume requirement government of that country can impose

trade sanctions and ultimately they will increase the value of the product and make high belief in the products and which obviously increase the sale volume for the organization who are doing business in the ethical way properly.

Some other steps can be taken to improve the situation in Ecuador that are described below:

1. As critics acknowledged that that the reports against Rose growers are made by lack of access to firms, without knowing the true situation, so for improving it Growers can arrange firm visit for the honorable representative of developed countries whose authorization are valued to the countries. That will make the trade transparent to both sides.

2. Government of Ecuador should made proper rules and regulation for the Rose growers. They can make valid lists of materials and equipment for the growers and provide laws to follow and monitor intensely. At the end of the year they may ranking the companies and give incentives accordingly and in case of punishment if required. Government can make positive image and provide transparent information all over the world through websites, promotions etc. where they can present all the information and their business in an environmental friendly way. In addition, Government should maintain good relation with the customer countries.