

# Fair trade is coffee curing poverty

Business



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When the fair trade movement began in the mid 20th century, its aim was to reduce poverty levels among the poor. The organization has changed names although its aim remains the successful fair trade in goods (Sarah Stanley 1). Fairtrade is beneficial to both consumers and producers. However, fair trade faces many problems. For example, a guaranteed market tempts the farmers to produce poor quality coffee and it hurts the consumers.

The assessment of problems of fair trade is not well explained. The assessment does not adequately state the successes of fair trade, and this makes it hard to point out its deficiencies. In addition, the assessment does not indicate how it concluded that fair trade does not eliminate child labor but displaces it. One is left wondering whether fair trade has reduced poverty among coffee farmers or not. In addition, how does fair trade manage to secure competitive prices for coffee farmers as opposed to free trade? Fair trade must adapt to new market demands and encourage the producers to improve the quality of their goods. The measures shall help both consumers and producers in the long term.