

# Fair Trade In CSR Strategy Of Global Retailers

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Oakland, California , Fair Trade USA Vice promotes sustainable development and corporate social responsibility. we strengthen global supply chains and

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Jul 29, 2015 a global, trade corporate social responsibility strategies examined manufacture and retail  
Most corporate social responsibility strategies

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Fair Trade Retailers; Blog; Green Global Exchange s Fair Trade Program has worked to promote Fair  
We know that if this industry giant goes Fair Trade,

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stores asking them to sell Fair Trade coffee.

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Notes. 1 Fair Trade USA website: 2 [www.fairtrade.net/aims\\_of\\_fairtrade\\_standards.0.html](http://www.fairtrade.net/aims_of_fairtrade_standards.0.html). 3 International Coffee Association website: [http](http://www.ica.org/)

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Implementing corporate external social responsibility strategies. For Starbucks, Corporate Social Responsibility coffee to be Fair Trade. Starbucks knew that

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