

Index

2BSvs, 119 4C Association, 139

Abbott, Kenneth, 6, 32, 55
Abengoa RED Bioenergy Sustainability
Assurance, 119
ACP-EU Joint Assembly, 143
advanced biofuels, 94, 96, 124, 127
Ahold Coffee Company, 137
Andriessen, Frans, 71
Assuring Consumer Confidence in
Ethical Trade (2010), 158. See also
Ethical Trade Fact-finding Process
(ETFP)
Auld, Graeme, 44

Baptist-bootlegger coalitions, 29, 35, 38, 50 Better Sugarcane Initiative, 98 Biodynamic Association (Sweden), 66 biofuel policies 2003 EU legislation, 99 2003 EU policy development, 94 Biofuels Directive (2003), 8, 101–103, 105–106, 111, 195 Biofuels Progress Report (2007), 106 Biomass Action Plan (2005), 105, EU Strategy for Biofuels (2006), 105 European Council (2007) climate and energy package, 111 Fuel Quality Directive (2009), 108 International Standard on Assurance Engagements (ISAE) 3000, 116 Renewable Energy Directive (RED) (2009), 94, 96, 108, 112, 115 biofuels, 4, 94

biodiesel, 112 bioethanol, 112 compliance verification, 95, 110, 116 cost of production, 102 costs of compliance, 95 crop-based biofuel certification, 112 domestic benefits of product differentiation, 193 environmental impacts, 94-95, 99, 103, 105, 108, 113 EU-approved certification schemes, 119 EU intervention, 7 EU promotion for transport, 101 European Council (2007) climate and energy package, 104 fragmented private governance markets, 110, 112, 122, 193 general biofuel certification, 112 greenhouse gas emissions-reductions benefits, 94, 96, 108 harmonization of standards, 96, 98, 112, 116, 123 historical overview of regulation, 96 and imports, 90, 99, 109 meta-standard approach, 95, 111, multi-stakeholder initiatives, 97, 122 national certification, 97 and non-EU biofuels-producing countries, 115 procedural regulation, 8, 10 production targets, 95, 104, 106-107, 109 public intervention, direct, 105 and renewable energy initiatives, 99 share of transport fuel, 94, 99, 101, 104, 106, 112, 115, 118 standards and procedural regulations, 195

306

2003 EU legislation, 99

2003 EU policy development, 94

anticipated economic benefits, 101



Index 307

standards regulation, 8, 10 crop-based biofuels sustainability criteria, 95, 110, 114 advanced biofuels, 94 biodiesel, 94 transnational private governance, 96, 127 bioethanol, 94 Biofuels Directive (2003), 8, 101-103, corn, 94, 112 palm oil, 94, 97 105–106, 111, 195 Biofuels Progress Report (2007), 106 private governance of biofuels sustainability criteria sustainability, 94 gaps in food security impacts, 117 rapeseed, 112 gaps in ILUC impacts, 116 Renewable Energy Directive (RED) gaps in social impacts, 116 (2009), 94, 96Biograce GHG calculation tool, 119 soy, 94, 97 Biomass Action Plan (2005), 105, 111 sugarbeet, 112 Bocklandt, Nick, 137 sugarcane, 94, 97 Bonsucro, 97–98, 111–112, 119, 122 sunflower, 112 vegetable oils, 94 Committee of Professional Agricultural wheat, 112 Organisations (COPA), 75. See also COPA-COGECA Demeter biodynamic label Common Agricultural Policy (CAP), 46, (Germany), 65 51, 62, 65, 75, 101, 115 directive orchestration. See public MacSharry reform, 71 intervention, direct Common Fisheries Policy (CFP), 9, 46, Directorate-General of the European 51, 162, 171, 183 Commission 2002 reform, 162, 171 Agriculture, 76, 108 Employment, 149 2009 green paper, 179 2011 proposed reforms, 179 Trade, 149, 155 Transport and Energy, 105, 108 2013 reform, incorporation of sustainability, 162, 164, 183, domestic benefits of product 188 differentiation, 53 mid-1980s updates, 162 and fragmented private governance Common Organization of the markets, 53, 56 Market (COM) procedural regulation, 53, 56 bananas, 144-145 standards regulation, 53, 56 Fishery and Aquaculture Products, domestic support 173, 180, 182, 184 and export-oriented firms, 35 compliance verification, 8, 31, 54, 58, incentive for intervention, 10, 13, 34, 63, 66, 124 44, 47 consumer communication, 13 and market forces, 35 coordinated market economies, and by public authority, 34 CSR, 16 for product differentiation, 23, 26, COPA-COGECA, 75, 102 34, 40, 47 corporate social responsibility (CSR), 2, for sustainable production, 35 12, 16 Dutch Sustainable Trade Initiative, 166 Cotonou Agreement (2000), 128 Council of Ministers of Agriculture, Earth Island Institute, 165 75,80 economic globalization, 15 Cramer Commission (the Netherlands), Energy Security and Independence Act (USA), 114 98, 112 credence attributes, 21, 33 Ensus, 119



308 Index

Ethical Tea Partnership, 140 European Code of Sustainable and **Ethical Trade Fact-finding Process** Responsible Fisheries Practices (ETFP), 158 (2004), 173Assuring Consumer Confidence in European Coffee Federation (ECF), Ethical Trade (2010), 158 155 EU-approved biofuel certification European Commission, 60, 101 schemes 2000 green paper on European 2BSvs, 119 strategy for energy security, 101 Abengoa RED Bioenergy bias toward Fair Trade, 156 Sustainability Assurance, 119 Communication on a Community Biograce GHG calculation tool, 119 Approach towards Eco-Labelling Schemes for Fisheries Products Bonsucro, 119 (2005), 174Ensus, 119 Greenergy, 119 Communication on Contributing to GTAS, 119 Sustainable Development (2009), ISCC, 119 149, 156 KZR INiG, 119 Communication on fair trade (1999), Neste Oil HVO, 119 140, 146 NTA 8080, 119 Council of Ministers, 46 Red Tractor, 119 European Parliament, 46 REDcert, 119 legislative authority, 46 RSPO, 119 as policy entrepreneur, 13, 47 preference for private standards, 146, RTRS, 119 SQC, 119 156, 160 TASCC, 119 Sustainable Trade Action Plan UFAS, 119 (STAP) (2003), 149 EU environmental regulations, 34 European Economic and Social EU interventions Committee (EESC), 103, 108, 116, and fragmented private governance 176-177 markets, 193 Opinion on Fair Trade (1996), 141, and product differentiation, 193 EU policymaking, business versus civic Opinion on Fair Trade (2005), 157 interests, 49 European Economic Community, 62 EU regulatory impacts European Fair Trade Association restructured private governance (EFTA), 132, 134 schemes, 192 European Parliament bias toward Fair Trade, 152, 154 retained private governance's co-decision powers, 46, 49, 85, 95, governing authority, 192 EU Strategy for Biofuels (2006), 105 EU's regulatory interventions in private Committee on Agriculture and Rural Development, 85 governance benefits to domestic producers, 4 Committee on Development and solutions to fragmented governance Cooperation, 146 market, 4 Committee on Industry, Research European Action Plan on Organic Food and Energy, 116 consultative body, 46, 60, 75, 85, and Farming (2004), 80, 82, 85, 87, 90 164, 177 European Biodiesel Board (EBB), 109 Resolution on Fair Trade and European biofuels market, Development (2006), 152, 154, development of, 99



Index 309

facilitative orchestration. See public Rainforest Alliance, 129 TransFair International, 132 intervention, indirect UTZ Certified, 129 fair trade, 4, 128 absence of regulatory intervention, Fair Trade Organization Mark, 134 fair trade organizations, harmonization banana import regime, 129, 138, 143 schemes, 134 coffee, 132 Fair Trade Working Group (EP), 152 Fairtrade, 152. See also Fairtrade compensation schemes, 138 Cotonou Agreement (2000), 128 International. See also Fairtrade and distributive justice, 128 Labelling Organizations EESC Opinion on Fair Trade (1996), International 141, 151 bananas, market share, 135, 138 EP Resolution on Promoting Fairness cocoa, market share, 135, 138 and Solidarity in North-South coffee, market share, 135, 138 Trade (1994), 141 EU domestic market, 135 global market, 135 EU involvement in harmonization, 141 and smallholder producers, 139 EU nonintervention, 7, 9-10, 129, and social aspects of fair trade, 138 140, 143, 145, 150–151, 156 tea, market share, 135, 138 EU preference for private Fairtrade International, 4, 54, 128, 133, governance, 141, 145-146 157-158, 197 harmonization of definition, 134 Fairtrade Labelling Organizations history of EU policy discussions, 129 International, 44, 130, 133-134, international trade regime, 129 144. See also Fairtrade lobbying of the EU, 156 International as preferential access, 128, 143, 160 FAO Guidelines, 168 Aquaculture (2011), 168 and private governance, 140 protection of labor standards, 128 Code of Conduct for Responsible public fair trade label, 140 Fisheries (1995), 168 public procurement, 159 Guidelines on Marine Capture transnational private governance, Fisheries (2005/2009), 168 131 Inland Capture Fisheries (2011), 168 Treaty of Lisbon (2007), 128 first-generation biofuels. See crop-based Treaty on European Union, Article 3, biofuels 128 first-mover advantage, 10, 35, 40, 47, Fair Trade (international movement), 56 128, 131, 152-153 Fischer Boel, Mariann, 85, 88 Charter of Fair Trade Principles, 134 Fischler, Franz, 102, 144 Civil Society Dialogue on Fair fisheries and aquaculture, 4, 52, 162, Trade, 154 173-174 history of, 131 2002 Action Plan, 173 lobbying of the EU, 153, 156, 159 EC concerns about costs of private certification, 132 compliance with public Fair Trade Advocacy Office (FTAO), regulation, 175 153 EC feasibility report (2016), 164, fair trade certification schemes Fairtrade International, 129 EP preference for public harmonization initiatives, 133 certification, 181 harmonization of standards, 139 EP support of regulation of private Max Havelaar, 132 governance, 173-174



310 Index

fisheries and aquaculture (cont.) EU governance, 173 EU market share, 169 EU nonintervention, 7, 9, 164 EU policy options, 185 EU regulation debates, 171 FAO standards, 168 fragmented private governance markets, 165, 188 labels and logos, 165, 167, 170, 173–174, 186 Member State certifications, 170 modern policy context, 187 ongoing consideration of regulatory intervention, 198 private harmonization schemes, 168 procedural regulation, 22 support of procedural minimums, 176, 180 sustainability, EU, 162 sustainability, global, 162 transnational private governance, fisheries and aquaculture private schemes Alaska Responsible Fisheries Management, 168 Aquaculture Stewardship Council (ASC), 166 Dolphin Safe, 165, 168 Friend of the Sea, 166-168, 170 GAA Best Aquaculture Practices (BAP), 166, 168 Global Aquaculture Alliance (GAA), 166 Global Sustainable Seafood Initiative (GSSI), 168 Iceland Responsible Fisheries Management scheme (IRFM), 167-168 KRAV (Sweden), 82, 167-168 Marine Stewardship Council (MSC), 166, 168 Pescanova (Spain), 167 Seafish Responsible Fishing Scheme (United Kingdom), 167-168 fisheries, wild-capture EC preference for procedural harmonization, 163 EC procedural regulation proposal (2009), 164

EP preference for public certification, 163 fragmented private governance schemes, 163 private governance schemes, 163 FLO. See Fairtrade Labelling Organizations International FLO-Cert, 133 Food and Agriculture Organization (FAO), 162. See also FAO Guidelines Forest Stewardship Council (FSC), 18, 98, 111 forestry, 17-18 fragmented private governance markets, 11, 23, 26, 40, 53, 60 barriers to coordination, 44, 47 competitive distortions, 12, 42, 47 coordination among private governance, 43, 47 and domestic benefits of product differentiation, 53, 56 harmonization of standards, 43 information asymmetries, 12, 41, 47 mutual recognition, 43 procedural regulation, 53, 56 standards regulation, 53, 56 Fransen, Luc, 44 Fuel Quality Directive (2009), 108

GATT Banana Framework
Agreement, 143
General Confederation of Agricultural
Cooperatives (COGECA), 75. See
also COPA-COGECA
Global Bioenergy Partnership
(GBEP), 98
Global Coffee Platform, 139
global production processes, barriers to
regulation, 1
GLOBALG.A.P. standard, 137
Green, Jessica, 6, 55
Greenergy, 97, 119, 122
GTAS, 119
Guidelines for Multinational

harmonization of standards. See also fragmented private governance markets

Enterprises (OECD), 1



Index 311

private governance, 13, 20, 44, 53, lex mercatoria (law merchant), 25 liberal market economies and 60, 62, 74 public intervention, 13, 40, 42, 64 CSR, 16 lobbying of the EU, 4, 14, 19, 29, 31, 36, 48, 60, 62, 75, 102, 115, 130, ILUC Directive (2015), 118, 197 149, 152, 157, 160, 193, 198, incentive for intervention 210, 219 fragmented private governance Low Carbon Vehicle Partnership market, 10, 13 support of domestic producers, (LowCVP), 112 indirect land-use change, 96, 113, 116 Marine Stewardship Council (MSC), Indonesian Sustainable Palm Oil System 4, 111, 166, 168 (ISPO), 215, 217 Max Havelaar, 132 information asymmetry in the supply MRAG feasibility report, 185 chain, 33 International Biofuels Forum, 98 National Commission on Fair Trade International Coffee Agreement, 132 (France, 2005), 153 International Electrotechnical Nature et Progrès (France), 66 Commission, 20 Naurin, Daniel, 52 International Fair Trade Association. Neste Oil HVO, 119 See International Federation of Netherlands Technical Agreement Alternative Trade (IFAT) 8080, 122 International Federation of Alternative Network of European World Shops Trade (IFAT), 134, 155 (NEWS!), 131, 134 International Federation of Organic nonintervention, 60 Agriculture Movements (IFOAM), cost compliance too high for 62, 66, 71, 74, 76, 91 producers, 11, 37, 40, 47 Basic Standard, 66, 74, 76, 92, 194 low domestic benefit, 129 compliance verification, 84 low fragmentation of private consumer communication, 83 governance, 129 EU Working Group, 76 strong policy communities, 11 opposition to EU intervention, 84 structural power of business, Seal for accreditation, 66 38, 47 International Organic Accreditation non-product-related processes or Service (IOAS), 66, 82, 136 production methods. International Organization for See npr-PPMs Standardization (ISO), 17, 116, npr-PPMs, 39 175, 195 NTA 8080, 119 ISO 13065, 98 ISO 17065, 86, 136, 205 OECD, 1 ISO Guide 65, 79, 83, 86, 90, 133, orchestration, 6, 55 organic agriculture, 4, 62, 153 136, 205 International Standard on Assurance and Common Agricultural Policy Engagements (ISAE) 3000, 116 (CAP), 71 International Sustainability and Carbon compliance verification, 90 Certification (ISCC), 97, 112, 119 consumer communication, 79 ISEAL Alliance, 44, 122 countering false claims, 75 domestic benefits of product KRAV (Sweden), 82, 167-168 differentiation, 193 KZR INiG, 119 EU intervention, 7, 62, 82



312 Index

organic agriculture (cont.) Organic Foods Production Act EU Member States and compliance (USA, 1990), 73 verification, 81 EU Member States and Polanyian double movement, 2 fragmentation, 81-82 policy communities, impact on EU Member States and upward policymaking, 51 divergence, 81, 83 policy diffusion EU Member States imports, 69 ratcheting up, 209 EU Member States market, 69, 82 spillovers, 192, 203, 209 EU Member States utilizable private authority, delegated, 55 agricultural area, 67, 93 private authority, entrepreneurial, 6, 55 EU Organic Agriculture private governance Regulation, 194 governance space, 14, 31-32, 58-59, 64, 78, 81, 86, 88–89, 92, 161, EU policies on private 192, 194–195, 201–203, 209, 217, governance, 71 first-mover advantage, 62 221 harmonization of standards, 20 fragmented private governance markets, 62, 64, 69, 73-74, 91, history of, 25 193-195 history of state intervention in, 25 as interest organizations, 28, 59 and food quality, 70 harmonization of standards, 90-91 market-based incentives to harmonizing public and private compliance, 20 political agency of, 19, 23, 27, 38 standards in the EU, 80, 82 history of EU intervention, 70 political autonomy, 31 history of regulation in Europe, 7 production process standards, 20 and imports, 90 professionalization of, 28 influence of large multinationals, 69 private governance of sustainability, 1 interest coalitions, 63 cocoa, 4 labels and logos, 65-66, 69, 78-79, critical perspectives, 3 82-83, 86 fisheries, 4. See also fisheries and market share, 193 aquaculture. See also Marine member state definitions, 65, 67 Stewardship Council (MSC) opposition to EU intervention, 85 government intervention, 4 Organic Agriculture Regulation lobbying, 4 (EU, 1991). See Organic market-based environmental, 2 Agriculture Regulation transformational perspectives, 2–3 (EU, 1991) private governance, state of research, procedural regulation, 8, 10 15, 22 standards and procedural private meta-governance regulations, 193 organizations, 27 standards regulation, 8, 10 procedural regulation, 6, 13, 19, 58 transnational governance, 194 compliance verification, 54 domestic benefits of product welcoming to EU intervention, 71 Organic Agriculture Regulation differentiation, 53 (EU, 1991), 63, 65, 70-71 domestic support, 56 2004 revision, 80, 85 fragmented private governance 2007 revision, 86 markets, 53, 56 compliance verification, 63, 77, 79 producer-civic interest coalitions, 38 history of, 76 product differentiation and market and imports, 78 development, 33



Index 313

public intervention, direct, 6, 17, 19, 59
procedural regulation, 19
standards regulation, 19
public intervention, indirect, 17
Public Procurement Directive
(2014), 159

Rainforest Alliance, 4, 129, 157, bananas, market share, 137-138 Better Banana Project, 135 and Chiquita, 135 cocoa, market share, 137-138 coffee, market share, 137-138 and environmental aspects of fair trade, 138 global market, 137-138 and large plantations, 139 and multinationals, 139 overview, 135 Rainforest Alliance Certified Seal, 136 SmartWood Certification, 135 and the Sustainable Agriculture Network, 136 tea, market share, 137-138 Red Tractor (United Kingdom), 97, 112, 119 REDcert, 119 regulatory capitalism, 2 regulatory impacts, 14 Renewable Energy Directive (RED), (2009), 94, 96, 108, 112, 118, and transnational certification, 115

Renewable Transport Fuels Obligation (RTFO), 112
Resolution on Trade Based on

Resolution on Trade Based on Fairness and Solidarity (1996), 143

Rodale Press (USA), 66 Round Table on Responsible Soy (RTRS), 97, 111, 119, 122

Roundtable on Sustainable Biofuels (RSB), 97–98, 111–112, 119, 122–123

Roundtable on Sustainable Palm Oil (RSPO), 97–98, 111–112, 119, 122 RSPO, 119. *See also* Roundtable on Sustainable Palm Oil RTRS, 119. *See also* Round Table on Responsible Soy

Schmidt, Frithjof, 152, 155 Scottish Quality Farm Assured Combinable Crops (SQC), 97, 119 Skal (the Netherlands), 82 Snidal, Duncan, 6, 32 Soil Association (United Kingdom), 65-66 Soil Association of South Africa, 66 Solidaridad, 137 sovereignty costs, 31 SQC, 119. See also Scottish Quality Farm Assured Combinable Crops standards regulation, 13, 19, 57 consumer communication, 5, 53 domestic benefits of product differentiation, 53 domestic support, 56 fragmented private governance markets, 53, 56 information asymmetries, 53 rulemaking, 5 Starbucks C.A.F.E. Practices, 140 support of domestic producers, 60 Sustainable Agriculture Network (SAN), 98, 136 Sustainable Trade Action Plan (STAP) (2003), 129

TASCC, 119 trade agreements, multilateral, 1 trade discrimination and npr-PPMs, 39 TransFair International, 132 Treaty of Lisbon (2007), 46, 128 Turmes, Claude, 117

UN Global Compact, 1
Universal Feed Assurance Scheme
(UFAS), 119
USDA, 73
UTZ Certified, 4, 129, 155, 157, 198
cocoa, market share, 137–138
coffee, market share, 137
and farm management aspects of fair
trade, 138



314 Index

UTZ Certified (cont.) global market, 137 overview, 137 and multinationals, 139 tea, market share, 137–138

Vogel, David, 35

World Fair Trade Organization (WFTO), 134

World Trade Organization (WTO), 39, 47, 60, 96, 105, 109, 147, 156, 158 banana import regime, 143 Technical Barriers to Trade (TBT), 39 World Wide Fund for Nature (WWF), 95, 97, 105, 111, 122, 165–166

Ziegler, Jean, 114