

誰的貿易才公平：臺灣公平貿易咖啡豆的對話

Which One is the Fair: Comparison and Contrast between Fair Trade Coffee in Taiwan

發表者：江奕翰

指導老師：吳宗昇

摘要

本研究中希望描繪出台灣公平貿易的經營圖像並且整理以供檢索，文中嘗試連結台灣各個公平貿易經營者，透過與幾家有代表性的台灣公平貿易咖啡豆店家的訪問與互動經驗，以及幾家曾接觸過有販售公平貿易咖啡豆的企業或賣家，讓不同的經營者在本文互相對話，顯現台灣經營者對公平貿易的多元態度。研究者結合自身咖啡消費經驗、社會運動網絡與社會學的想像，採用參與觀察與質性訪談作為基礎資料，並以三項指標來歸納台灣公平貿易的不同面向，作為筆者回答「誰的貿易公平」的基礎，也期待能成為讓讀者接近這些公平貿易經營者的工具。

Abstract

The research is to provide a general picture of the Fair Trade business in Taiwan. Through the process of writing this essay, the writer tries to compare and contrast the features of the representative shops and companies involved in the Fair Trade coffee business in Taiwan. Using participant observation method, the writer embedded his personal observation and experiences into the research. Synthesizing the writer's personal experience as a consumer, observation and participation in social movements, and the knowledge of sociology, the paper presents various aspects of the Fair Trade coffee business in Taiwan.

With the induction in accordance to the writer's three criteria, the writer tries to answer the question "who is the Fair", and hoping this paper can serve as a bridge between consumer and Fair Trade promoters.