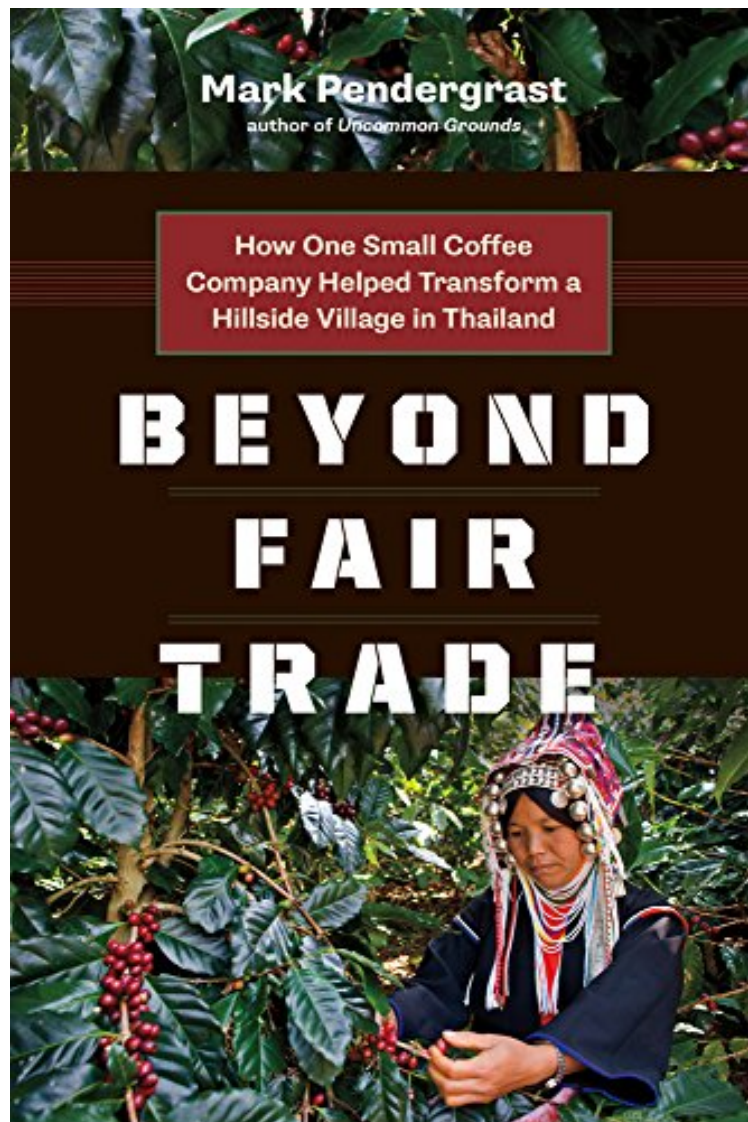


(Mobile ebook) Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand

## Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand

Mark Pendergrast

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**Mark Pendergrast : Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond Fair Trade: How One Small Coffee Company Helped Transform a Hillside Village in Thailand:

1 of 1 people found the following review helpful. One Small Community Dealing With Change--As We All Do By Philip Calcagno Beyond Fair Trade is well written and enlightening as one small story in the continuing saga of the

human race. We learn about the Akha, a group of people that migrated from Burma to Thailand and its problems in adapting to a new area where they are low on the totem pole (so to speak). Thanks to a Thai genius among them (Wicha Promyong) and to hard work and perseverance, they are able to make a better life for their community by raising and selling coffee beans. Mr. Pendergrast gives us the background of the individuals involved. It provided me with a sense of empathy for the individuals, especially for the members of the Akha people. Of course, the portrait of the peripatetic Wicha was most enjoyable. What a character! Haven't known many (any?) people so intelligent, so persistent, so engaging, so determined. He, along with sympathetic investors from Canada persuade the Akha to start a coffee company and raise coffee beans. The author covers the many difficulties in making such a venture profitable. At the end of the book, we see that the venture is going well, but we don't know if the investors will actually make a profit. In any case, life has changed drastically for the Akha. This is no fairy tale. The author describes the good and the bad that comes along with the shift to growing coffee beans and the income it provides for a people who were among the poorest of the poor. Personal friendships and animosities are created. The Akha culture changes, not always for the better. I highly recommend *Beyond Fair Trade* because it spotlights one community that is really representative of all the communities throughout the world that are fighting for survival as the world changes around them. Actually, that's the story of all of us.<sup>2</sup> of 2 people found the following review helpful. I found it to be a sensitive yet comprehensive blend ...By CustomerI found it to be a sensitive yet comprehensive blend of the personal, local, national and international that demonstrates how complex and difficult - and how important - development can be.

In 2006, prominent businessman John Darch met with a man named Wicha Promyong. That meeting led to the establishment of an equal partnership business venture—a partnership that goes beyond fair trade and shows that capitalism can have a human side. Today the Doi Chaang Coffee Company's coffee can be found across the world. Mark Pendergrast takes the reader on a journey through time and place as he leads us through the history of the ancient, persecuted hill tribe, the Akha, from their very roots to their current status as makers of one of the world's top coffees. Along the way he explains the history of cash crops ranging from opium to coffee, the latter being the crop that has saved the Akha and restored a sense of pride in the Akha people. He tells the story of John Darch and Wicha Promyong and acknowledges their primary role in this story, but he also tells the story of the many people without whom this venture may never have succeeded. This is not a story about charity; it is the story about a real partnership based on a groundbreaking approach to international business practices.

"What does compassionate capitalism look like? Mark Pendergrast shows us in this enlightening story of tribal life, opium, missionaries, market trends, a Thai antiques dealer, a mining entrepreneur and coffee." Abigail Carroll, author of *Three Squares: The Invention of the American Meal* "Well-researched and well-written, Mark Pendergrast's *Beyond Fair Trade* is an inspirational tale of how culinary globalization can work for the benefit of both low- and high-income communities." Andrew F. Smith, editor-in-chief, *Oxford Encyclopedia of Food and Drink in America* "I celebrate the story of Doi Chaang in Thailand as a force for change. I believe that through trade justice, communities like Doi Chaang and world markets can meet and thrive together." -Tom Smith, Executive Director of Fairtrade Canada