



# Fair Trade and the Citizen-Consumer: Shopping for Justice? (Consumption and Public Life)

*Kathryn Wheeler*

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As sales of fair-trade goods explode across the globe, *Fair Trade and the Citizen-Consumer* provides a timely analysis of the organizations, institutions and grassroots networks behind this growing movement. Drawing on examples from the UK, Sweden and USA, this book moves away from models of individualized consumer choice and instead explores the collective cultures and practices that motivate and sustain fair-trade consumer behaviour. Although the fair-trade citizen-consumer has been called to action and publicly represented as an individual 'voting' in the marketplace, this book reveals how market interventions are editing the choices available to consumers, at the same time as 'Fairtrade Town' consumer networks are flourishing. Offering new and critical insights into the fair-trade success story, this book also contributes to debates about sustainable consumption behaviour and the growth of 'new' forms of political participation and citizenship.

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