



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

By Mark Pendergrast

Greystone Books, Canada, Canada, 2015. Paperback. Condition: New. Language: English . Brand New Book. 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 The Akha hill tribe of Thailand has a long, tumultuous history. Politics, economics, violence, prejudice, and deforestation consistently worked against the Akha s desire to move away from their dependency on opium production and create a stable future for their children. That all changed in 2006 when prominent businessman John Darch met entrepreneur Wicha Promyong. Their meeting resulted in the establishment of an equal partnership business venture that goes beyond Fair Trade: the Doi Chaang Coffee Company. Beyond Fair Trade tells the story of the growth of this unique partnership, its successes and challenges, and the people behind it.



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### Reviews

*Comprehensive information for book fans. It is one of the most amazing book i actually have read. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Yoshiko Okuneva**

*The book is straightforward in read safer to recognize. This really is for anyone who statte there had not been a worthy of looking at. You may like just how the blogger create this publication.*

-- **Friedrich Nolan**

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