



A Critical Exploration of the Development Outcomes of Two Ethical Value Networks Embedded in Chilean and Peruvian Viticulture

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Research Context

- Economic **globalisation** and the **integration** of Global South into global commodity market
- **Negative** outcomes for **small-scale producers and rural workers** as well as **food safety** when production takes place in the South has led to growing **global consumer concerns**
- Rise of consumer-driven **ethical value networks** (EVeNs) as a **reaction**
- EVeNs **emphasise** and **certify** ideas of **ethical production / consumption**
- Small-scale producers, rural workers and their communities said to benefit through the '**ethical value**' created in these networks

Research Aims

1. To critically investigate the **construction** of, **participation** in, and **governance** of ethical value networks, using examples from the fair trade and designation of origin networks in viticulture in Chile and Peru.
2. To **identify the ethical claims** utilised to promote these networks and evaluate how these claims are **realised** in the areas where production is embedded.

Fair Trade Certification

- Case study; Fair trade wine in Chile
- Social justice
- Fair trade minimum price / premium
- Limited but growing research in newer FT products such as wine



Designation of Origin (DO) Marks

- Case study, **DO for pisco from Peru**
- **Protecting** unique products
- DOs promoted for **rural development**
- Success in **Europe** and **promotion in Global South**
- **Limited research** on impacts of in the **South**



VALLE DE ICA, PERÚ

DENOMINACIÓN
DE ORIGEN PISCO
Nº 0000130



750 ml

EVeNs Promoted through Ethical Claims

- Fair trade / designation of origin **support small-scale and traditional producers**
- Engagement of larger **companies supports rural workers and small-scale producers** of wine/pisco grapes
- **Community development** outcomes

Development Outcomes: Realisation of Ethical Claims

- **Stable / fairer prices** for producers
- Supported **employment** / broader **community development**
- **Protected** and **added value** for local producers

Failed Development Outcomes: Ethical Claims Unrealised

- **Barriers** for small-scale and traditional producers
- **Extra-local** and **large-scale** involvement / **displacement** from niche markets
- Wider communities experiencing **limited positive impacts**
- Lack of **control** / **differentiation**

Conclusion Remarks

The contradictions of ethical value networks