

Online Appendix

Appendix Table 1: Particularities and emergent contingencies in three price setting projects

	Coffee	Cotton	Rooibos
Definitional ambiguities	<p>What costs should be included in CoSP? How are labor costs calculated, e.g. family labor? What is a living wage? Do low labor costs mean efficient production or indecent pay?</p> <p>- “Every producer has different costs, what do we include in the costs? If you have family labour, how do you calculate the costs? Do you calculate 1\$ a day or 10\$ a day? There are so many different things, which you don't know in advance....” (Standards Officer)</p>	<p>How to calculate CoSP given currency fluctuations in different geographical origins? Should FTMP be set in local currency or USD?</p> <p>- “If we switch everything to dollars, the FTMP would still be irrelevant in India, but at least the African producers would not be losing out. If we switch to local currencies, then the Indians earn more - not sure what happens to the Africans, and ... the Brazilian, Peruvian, and Egyptians.” (SC Member on currency use)</p>	<p>What does <i>average</i> CoSP mean given stark differences in producer types? What does sustainable production mean versus inefficiency? How to deal with historical injustices of apartheid South Africa?</p> <p>- “We should be cautious with lowering the price too far. CoSP of small farmers is much higher than that of plantation. The question is, how do we set a price for these quite rather distinct organizations?” (SC Member [expert] on rooibos)</p>
Exigencies and circumstances	<p>Centralized procedures are unable to take into account differences in capability, skills, development level of 256 producer organizations in >27 origins?</p> <p>- “In the past it was really easy to grab the phone and talk to one of the ten stakeholders. I mean in the very beginning we're talking about 10 producers, and maybe 5 traders for each product.” (Producer Consultant, Latin America)</p>	<p>How to deal with emergency situations? What counts as an emergency situation?</p> <p>- SC Chair: “Are you for or against a quick fix?”</p> <p>- SC Member [trader]: “I think it's the right thing to do. But if you do it once...”</p> <p>- Standards Officer: “We know that. But it's about timing!”</p> <p>- SC Member [producer]: “It's an emergency case.” (SC debate on cotton)</p>	<p>Procedures do not provide guidance to deal with unusual circumstances?</p> <p>- “Rooibos was actually a very special case. It's got a political history, it's got a social history, land rights distribution etc.” (Producer Consultant, India)</p> <p>“You never have a nice consultation feedback that you can take and say: ‘this is clear, that is the right solution’” (Pricing Officer)</p>
Social attachments	<p>Field workers build close relationships with producers.</p> <p>- “My Liaison Officers miss their children's birthdays, they miss weddings and funerals because they are out there with the producers! ... You build relationships, you feel very passionate! ... Every single day they're receiving a push from one of us in the system. We want this done!” (Producer Consultant, India)</p>	<p>Moral judgment affected by face-to-face encounters.</p> <p>- “The problem is whenever you go to the field the producer will of course flag up the issues, of course the price will always be too low...I think all Producer Liaison staff are facing that every day.” (Standards Officer)</p> <p>It's hard not to lose the neutrality!” (Pricing Officer)</p>	<p>ATOs committed to Fairtrade ethos of trading partnership requires attention to needs.</p> <p>“For me it's best what the ATOs do. It is a commitment from the part of the trader that they are trading fairly, that they are giving a fair price to the producer by negotiating this with the producer based on that person's need.” (Pricing Officer)</p>