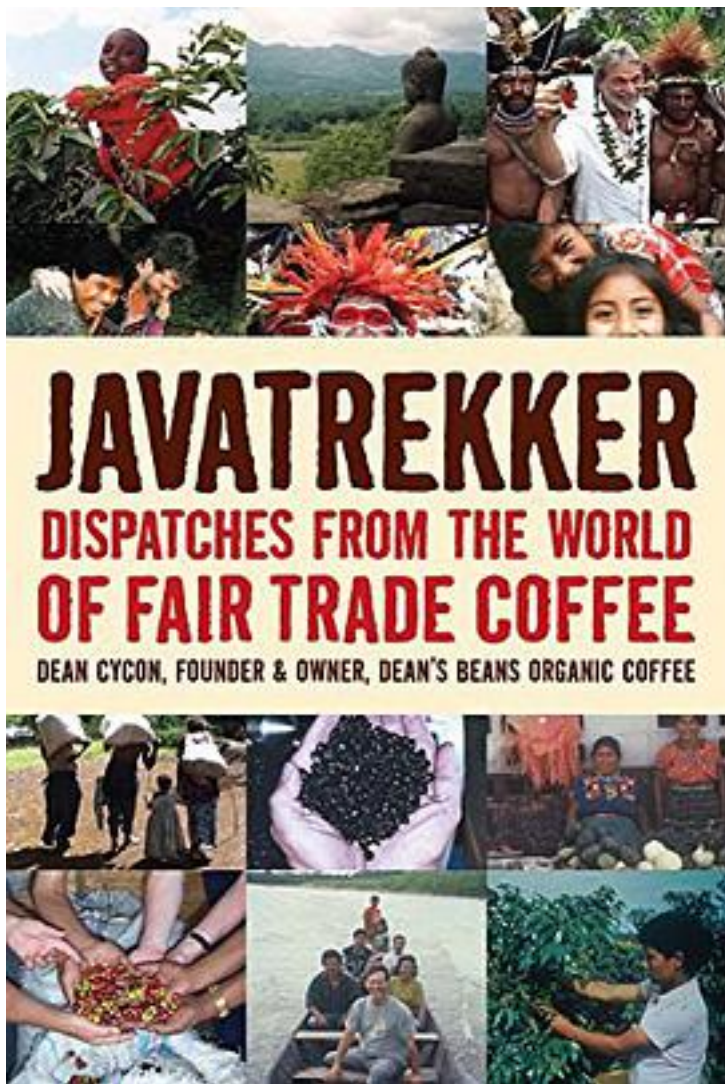# Javatrekker

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著者:Dean Cycon

出版者:Chelsea Green Publishing Co

出版时间:2008-3-20

装帧:Paperback

isbn:9781933392707

In each cup of coffee we drink the major issues of the twenty-first century n globalization, immigration, womenis rights, pollution, indigenous rights, and self-determination n are played out in villages and remote areas around the world. In Javatrekker: Dispatches from the World of Fair Trade Coffee, a unique hybrid of Fair Trade business, adventure travel, and cultural anthropology, author Dean Cycon brings readers face-to-face with the real people who make our morning coffee ritual possible. Second only to oil in terms of its value, the coffee trade is complex with several levels of middlemen removing the 28 million growers in fifty distant countries far from you and your morning cup. And, according to Cycon, 99 percent of the people involved in the coffee economy have never been to a coffee village. They let advertising and images from the major coffee companies create their worldview. Cycon changes that in this compelling book, taking the reader on a tour of ten countries in nine chapters through his passionate eye and unique perspective. Cycon, who is himself an amalgam n equal parts entrepreneur, activist, and mischievous explorer n has travelled extensively throughout the worldis tropical coffeelands, and shows readers places and people that few if any outsiders have ever seen

作者介绍:

狄恩．賽康（Dean Cycon）

原本是一位專注於原住民議題的人權律師，後來則是「狄恩豆子」咖啡公司的創辦人兼老闆。「狄恩豆子」位在美國麻州，是一家擁有和公平貿易和有機認證的咖啡烘焙商。狄恩本人投入原住民人權運動及第三世界發展工作已達二十五年之久，他親身走訪各個咖啡產地，並成立了一個非營利組織「咖啡兒童」和全球第一個由烘焙商組成的「咖啡合作社」。他深信，商業不只是以營利為目的，更可以創造正向的經濟活動，為第三世界帶來社會發展和環境保護上的改善。二〇〇四年，「狄恩豆子」獲得聯合國糧農組織頒發的「最佳實踐認可」（Best Practices Recognition）。

譯者簡介

林詠心

宜蘭人，七年級生，台大經濟系畢，現為出版社編輯。過去曾在台灣第一家獲得世界公平貿易組織認證的咖啡店「生態綠」工作過，長期關心此一議題；相信透過商業的力量，也可以為這個不平衡的世界帶來一點改變。

目录:

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书评

求买这本书。。。
在一个朋友那边读了一部分，主要是讲述的是咖啡种植农场的真实故事，让你了解咖啡源头的生活状态，也能知道为什么不同咖啡间的口感不一样；
咖啡其实就是农作物的一种，只是限于种植环境，大部分人看不到生长的情况，国内只有云南才有大面积的种植；它又是全...

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