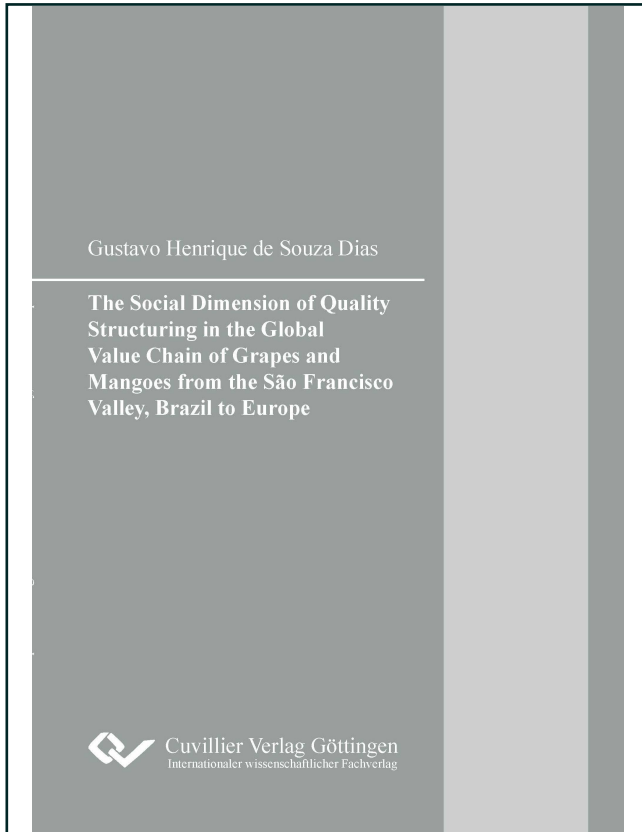




Gustavo Henrique de Souza Dias (Autor)

**The Social Dimension of Quality Structuring in the Global Value Chain of Grapes and Mangoes from the São Francisco Valley, Brazil to Europe**



<https://cuvillier.de/de/shop/publications/6539>

Copyright:

Cuvillier Verlag, Inhaberin Annette Jentzsch-Cuvillier, Nonnenstieg 8, 37075 Göttingen, Germany  
Telefon: +49 (0)551 54724-0, E-Mail: [info@cuvillier.de](mailto:info@cuvillier.de), Website: <https://cuvillier.de>



# Contents

|  |           |
|--|-----------|
| Zusammenfassung  | i         |
| Abstract   | iii       |
| Table of Contents  | vi        |
| List of Figures  | viii      |
| List of Tables   | ix        |
| Abbreviations and Glossary   | xi        |
| <b>1 Introduction</b>  | <b>1</b>  |
| <b>2 Conjectural Dynamics of Brazilian Exports of Grapes and Mangoes</b>                   | <b>7</b>  |
| <b>3 Historical Background: reflections over perspectives on the globalization of food</b> | <b>15</b> |
| 3.1 Globalization: Processes and Perspectives . . . . .                                    | 16        |
| 3.1.1 Globalization and Chain Analysis . . . . .   | 16        |
| 3.1.2 Globalization of Fresh Fruit and Vegetables (FFV) Markets . . .                      | 19        |
| 3.2 Institutional Framework and Private Standards . . . . .                                | 23        |
| 3.3 The Globalization of Agrifood Systems and the 'Economy of Qualities'                   | 27        |
| <b>4 Theoretical Framework</b>   | <b>31</b> |
| 4.1 Governing Coordinative Dilemmas . . . . .  | 31        |
| 4.1.1 Trust . . . . .  | 36        |
| 4.1.1.1 Approaches to trust . . . . .  | 37        |
| 4.1.1.2 Critiques to main streams' conceptual frameworks . . .                             | 39        |
| 4.2 Economics of Conventions . . . . .   | 42        |
| 4.2.1 The French School of Conventions . . . . .   | 45        |
| 4.2.2 The School of Conventions' New Tools and Insights on Coordi-<br>nation . . . . .     | 48        |
| 4.3 The Global Value Chain approach and the concept of Governace . . . .                   | 53        |



|          |   |            |
|----------|---|------------|
| <b>5</b> | <b>Methodology and Research Approach</b>  | <b>65</b>  |
| 5.1      | Paradigm Dilemmas . . . . .   | 65         |
| 5.2      | Insights to Research Design . . . . .   | 67         |
| 5.3      | Research Questions and Objectives . . . . .   | 69         |
| 5.4      | Data Collection Methods and Procedures: Approaching the study object                    | 78         |
| 5.5      | Strategies of Data Collection and Analysis . . . . .                                    | 80         |
| <b>6</b> | <b>Questions Upstream: Claims on Conditions for Performance and The Fair Trade Case</b> | <b>83</b>  |
| 6.1      | Unfair Governance . . . . .   | 83         |
| 6.2      | On Paternalism and 'Public Forms' of Engagement . . . . .                               | 100        |
| 6.2.1    | Chain Quality . . . . .   | 103        |
| 6.2.2    | The terrains of development: contrasting dilemmas . . . . .                             | 112        |
| 6.3      | The Fair Trade Case . . . . .   | 116        |
| 6.3.1    | Collective Hazards . . . . .  | 135        |
| 6.3.2    | Moving Forward: From Critiques to Alternative Frameworks . .                            | 138        |
| <b>7</b> | <b>Business Environments and the Milestones for Engagement</b>                          | <b>145</b> |
| 7.1      | Governance & Embeddedness . . . . .   | 145        |
| 7.1.1    | "We are farmers" . . . . .  | 166        |
| 7.1.2    | The Road to Trust: Spear-heading 'transparent logistics' . . . .                        | 171        |
| 7.2      | Spot Market: A 'Realistic' Approach to Trust . . . . .                                  | 190        |
| <b>8</b> | <b>Concluding remarks</b>   | <b>201</b> |
| 8.1      | Revisiting References: background reflections . . . . .                                 | 201        |
| 8.2      | Faced Difficulties . . . . .  | 203        |
| 8.3      | From Framework to Reality: concrete outputs . . . . .                                   | 206        |
| 8.3.1    | Insights from first-order concepts . . . . .  | 208        |
| 8.3.2    | Insights from second-order concepts . . . . .   | 212        |
| 8.3.3    | Contrasting findings with difficulties: coordinates for further investigation . . . . . | 214        |
| 8.4      | Final Considerations . . . . .  | 215        |
|          | <b>References</b>   | <b>221</b> |
|          | <b>Appendix</b>   | <b>241</b> |