

Fairness in Certified Global Food Chains

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Global food chains are growing longer and more complex. This article reviews global certification schemes for food products from the perspective of developing countries. Developing countries are rich in resources and knowhow relating to nutritious, healthy and trendy foods. Carefully choosing the optimal branding tools makes a world of difference in generated wealth for producers, collectives, regions or nations. In practice, one business may own and use a combination of exclusive marketing tools, while others will rely on marketing tools owned by others. This article looks at concentration of ownership or control of quality standards as a means to generate wealth for food producers, producer collectives, nations or various certification bodies respectively. It pinpoints weaknesses in the intellectual property regime that may allow exploitation of traditional knowledge disguised as fair trade. In particular, it assesses whether developing countries may appeal to *ordre public* in this context.