

**University of New Brunswick – Fredericton**  
**DEPARTMENT OF POLITICAL SCIENCE**  
**Political Science 3721 – Winter 2013**

**Beverages and International Development in Historical Perspective**  
**Instructor: Dr. Carolyn Bassett**

<b>Class Time:</b>	T Th 2:30-3:50	<b>Location:</b>	T207
<b>Office:</b>	214 Tilley Hall	<b>Telephone:</b>	458-7192
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<b>Office Hours (winter):</b>	Thursdays 1-2; Fridays 11:30-12:30		

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**About the course:** This course explores the politics of globalization by investigating the historical development of social processes that have made, distributed and consumed beverages such as coffee, tea, cola, juice, wine, rum and water. The course uses these case studies to ground a theoretical analysis of development strategies, trade institutions, corporate practices, worker struggles and consumer initiatives.

**Course readings:** The course has no textbook, its readings are available on reserve in the library (marked LR), or electronically through the course Blackboard (marked ER).

**Grading scheme:**

Topic reports (4 throughout term worth 15% each):	60%
Final take-home test (due April 24):	30%
Participation in discussion:	10%

**About the Assignments**

**Class discussion:**

During Thursday classes, time will be designated for class discussion. The basis for our discussion will be to work together through a series of questions related to the products we will be learning about:

- what is the system behind the product? what are the components of the system? (eg try to map it out)
- who are some of the key actors? how do different players in the system view the product, or the processes that produce / distribute / consume the product, or their role in the process? what are the points of conflict, of cooperation, of collaboration? what is the cultural significance of the product for producers? For consumers?
- how much do the different players know about one another?

This is intended to be sort of a hybrid between inquiry-based learning and case study learning. The discussion will be based on the readings but also your own ideas, reflections and analysis. It should help prepare you for the topic reports, which will be due the following Monday at 11:59 pm.

## **Topic reports:**

The topic reports are your brief (600-800 word) responses to a question about one of the products we are studying posted on Desire2Learn. Your response must be based on course material (lectures, readings, class discussion) plus you're your own reflections and analysis – you should not be doing additional external research, though you can draw on your personal experience. Your answer must be well organized with an introduction and conclusion, and be written in sentences and paragraphs. Make sure your name and the question you are addressing is recorded clearly at the top of the assignment.

You must complete four reports during the term – each will be worth 15% of your final grade. Options: rum (due January 21); tea (due January 28); coffee I (due February 4); coke 1 (due February 11); coke 2 (due February 18); orange juice (due February 25); wine (due March 4); coffee II (due March 18); bottled water (due March 25). You must pick at least one that is due in January and at least two that are due in February.

**Take-home test:** the take-home test questions will be circulated in the final class of the term, and will be submitted via Desire2Learn on April 24 at 11:59 pm. The questions will be based on the themes of the course and will require you to draw on two or more cases. The format will be two short essay-style questions (about 1000 words apiece) and you will have some choice. Late assignments cannot be accepted.

## **Schedule of classes and readings:**

### **January 8 – why beverages? drinking and globalization – an historical overview.**

Introduction to the course. No readings.

### **January 10 – social relations of globalization and drinking.**

Henry Bernstein (2000), Colonialism, Capitalism, Development, *Poverty and Development into the 21<sup>st</sup> Century*, ed. T Allen and Alan Thomas, Oxford UP, 241-287.

Leslie Sklair (2002), *Globalization: Capitalism and its Alternatives*, 3<sup>rd</sup> edition, London: Oxford, 84-117 (ch 5).

### **January 15, 17 – rum, slavery and first wave colonialism**

George Beckford and Michael Witter (1982), *Small Garden, Bitter Weed*, London: Zed, 12-22.

A Hochschild (2005), *Bury the Chains*, London, Pan Books, 54-68.

J Moreira (1988), The Tradition of Rum, *Tempered by Rum*, ed. JH Morrison and J Moreira, NS: Pottersfield Press, 15-29.

### **January 22, 24 – opium wars and tea gardens in the British empire**

T Standage (2005), *A History of the World in Six Glasses*, London: Atlantic Books, 175-220.

Sarah Rose (2010), The Great British Tea Heist, *Smithsonian Magazine*, March 9.

R Das Gupta (1986), From Peasants and Tribesmen to Plantation Workers, *Economic and Political Weekly* 21.4, PE2-PE10.

### **January 29, 31 – coffee as a global commodity**

M Pendergrast (2010), *Uncommon Grounds*, revised edition, Basic Books. Read chapters 1, 2, 8, 13.

C Brannstrom (2000), Coffee Labor Regimes and Deforestation on a Brazilian Frontier, 1915-1965, *Economic Geography* 76.4, 326-346.

S Ponte (2001), Behind the Coffee Crisis, *Economic and Political Weekly* 46/47, 4410-4417.

### **February 5, 7 – Mass consumption and the rise of the branded drink – always Coca-Cola**

Tom Standage (2005), *A History of the World in Six Glasses*, London, Atlantic, chapter 11, 223-249.

M Pendergrast (2000), *For God, Country and Coca Cola*, Basic Books, chapter 10, 11, 15, 151-194; 246-270.

### **February 12, 14. Cola-globalization – coke, global markets and imperialism**

RH Foster (2008), *Coca-Globalization*, New York, Palgrave, 33-73.

L Gill (2005), Labor and Human Rights: the “Real Thing” in Colombia, *Transforming Anthropology* 13.2, 110-115.

H Frundt (1987), To Buy the World A Coke, *Latin American Perspectives* 14.3, 381-416. (focus on the material to page 392 on the history of labour struggles at Coca-Cola Guatemala).

### **February 19, 21– Agroindustry and the engineered drink – orange juice**

S Hamilton (2003), Cold Capitalism: The Political Ecology of Frozen Concentrated Orange Juice, *Agricultural History* 77.4, 557-581.

P Thomas (2009, July 13), Behind the Label: Orange Juice, *The Ecologist*.

A Hamilton (2009), *Squeezed*, Yale UP, 11-24; 86-172.

Ronald B Taylor (1973), *Sweatshops in the Sun*, Boston: Beacon Press, 46-69.

**February 26, 28 – technology, flexible specialization and geographic indicators – wine**

K Anderson (2003), Wine's New World, *Foreign Policy* 136, 46-54.

F Banks and J Overton (2010), Old World, New World, Third World? Reconceptualising the Worlds of Wine, *Journal of Wine Research* 21.1, 57-75, ER.

J Ewert and A Du Toit (2005), A Deepening Divide in the Countryside: Restructuring and Rural Livelihoods in the South African Wine Industry, *Journal of Southern African Studies* 31.2, 315-332, ER.

**March 5, 7 – READING WEEK**

**March 12 14 – taking advantage of craft production and niche products?: terroir and fair trade coffees**

S Petchers and S Harris (2008), The Roots of the Coffee Crisis, *Confronting the Coffee Crisis*, ed. CM Bacon *et al*, MIT Press, 43-66.

R Teuber (2010), Geographical Indications of Origin as a Tool of Product Differentiation: The Case of Coffee, *Journal of International Food and Agribusiness Marketing* 22.3-4, 277-298.

M Barratt Brown (2007), 'Fair Trade' with Africa, *Review of African Political Economy* 34.112, 267-277.

**March 19, 21 – bottled water – the unnecessary product?**

Clarke, T (2007), *Inside the Bottle*, Ottawa: CCPA, 11-46, 79-104.

Wilk, R (2006), Bottled Water: The Pure Commodity in the Age of Branding, *Journal of Consumer Culture* 6.3, 303-325.

Food and Water Watch (2008), The Unbottled Truth About Bottled Water Jobs.

**March 26, 28 – health, waste and environment**

B Popkin (2007), The World is Fat, *Scientific American* 297.3, 88-95.

B Popkin (2009), *The World is Fat*, Penguin, 43-64 (chapter on drinks).

Clarke, T (2007), *Inside the Bottle*, Ottawa: CCPA, 73-78.

Container Recycling Institute (2009), Container and Recycling Trends: Conclusions from CRI's 2008 Beverage Market Data Analysis.

## **April 2, 9 – can we drink differently? Ethics and consumerism in a (post?)neo-liberal age**

M Nestle (2000), Soft Drink ‘Pouring Rights’: Marketing Empty Calories, *Public Health Reports* 115, 308-319.

Polaris Institute (2009), Campus Water Fountains: The Good, The Bad and the Ugly.

McPhail, C (2011, January 7), Traces of Lead Found in UNB Water System, *The Brunswickian*.

RH Foster (2008), *Coca-Globalization*, New York, Palgrave, 149-186.

D Jaffee (2012), Weak Coffee: Certification and Co-Optation in the Fair Trade Movement, *Social Problems* 59.1, 94-116.

G Fridell (2009), The Co-Operative and the Corporation: Competing Visions of the Future of Fair Trade, *Journal of Business Ethics* 86, supplement 1, 81-95.

A Du Toit (2002), Globalizing Ethics: Social Technologies of Private Regulation and the South African Wine Industry, *Journal of Agrarian Change* 2.3, 356-380.

## **April 11 – wrap-up / hand out take-home test**

### **Academic honesty and plagiarism:**

The University of New Brunswick places a high value on academic integrity and has a policy on plagiarism, cheating and other academic offences.

Plagiarism includes:

1. quoting verbatim or almost verbatim from any source, including all electronic sources, without acknowledgement;
2. adopting someone else’s line of thought, argument, arrangement, or supporting evidence without acknowledgement;
3. submitting someone else’s work, in whatever form without acknowledgement;
4. knowingly representing as one’s own work any idea of another.

Examples of other academic offences include: cheating on exams, tests, assignments or reports; impersonating somebody at a test or exam; obtaining an exam, test or other course materials through theft, collusion, purchase or other improper manner, submitting course work that is identical or substantially similar to work that has been submitted from another course; and more as set out in the academic regulations found in the Undergraduate Calendar.

Penalties for plagiarism and other academic offences range from a minimum of F (zero) in the assignment, exam or test to a maximum of suspension or expulsion from the University, plus a notation of the academic offence on the student’s transcript. For more information, please see the Undergraduate Calendar, Section B, Regulation VII.A, or visit <http://nocheating.unb.ca>. It is the student’s responsibility to know the regulations.