

FAIR FOOD TRADE - BIBLIOMETRIC ANALYSIS

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Abstract

Fair trade is a growing topic among researchers, which has grown in recent decades. This paper aims to identify the importance of fair trade as a topic of scientific research. To achieve this goal, a bibliometric analysis was performed, consisting of a quantitative analysis of statistical data through which the research results are disseminated and public performances are presented. Through this analysis it is possible to perform multiple analyzes including the identification of scientific publications in a particular field and citations of authors or articles. With the help of the VosView program, there has been a strong link between fair trade and food security, consumption, standards, quality, certification, etc.

Key words: fair trade, bibliometric analysis, consumption, Romania

INTRODUCTION

The development of retail trade and supply chains has taken place globally, with the consequence being bargaining power and relations between actors, which can lead to unfair trade practices. These can occur when one party may experience informational advantages over the other party (know-how) [1], [6].

Fair trade is an increasingly studied topic in recent decades in society, with an emphasis on ethical trade and sustainability. Fair trade has emerged since the twentieth century, coming to the forefront of trade in handicrafts, when social, economic and political changes took place. Named this trade alternative, it aimed to avoid the pitfalls of responsible growth models [12].

Issues related to sustainability, development, consumers and fair trade are increasingly being addressed by alternative actors. The alternative supply chain leads to new supply schemes, support for fair trade and information that the idea of consumption is not only a goal of the economy, but also a political issue [5].

Fair trade has become a popular term, covering a wide range of proposals, from safeguards to marketing opportunities. Fair trade is

considered the counterpart of free trade being argued by the free trade of markets, which presupposes equal rights to participate globally [2].

Fair trade aims to support marginalized producers and workers in achieving economic and agri-food security. When dealing with fair trade, a major issue is price, which can impede the equilibrium of the equilibrium market and create a supply surplus [3], [8].

According to Pelsmacker, in 2005, consumers' concerns about the ethical behavior of companies purchasing products were reflected in their buying behavior. Ethical consumption is the only consumer who buys the product of their choice and has multiple sizes [9].

One of the key elements for ensuring sustainable agriculture is adequate agricultural land, which is under enormous pressure due to global environmental changes, including climate change, land degradation and rapid urbanization, as well as a growing population. Land use analysis is a key factor in land use planning and a prerequisite for the optimal development of land resources [4].

One of the main elements of Fair Trade is a movement, a new concept of regulating the food market. It aims to obtain fair prices and stabilize the supply of organic products in the

global south and north and to promote links with the market for responsible consumption [10], [11].

Sustainable agriculture integrates three main objectives: environmental health, economic profitability and social and economic equity. It must also be economically viable and socially responsible, and ecology is the key to sustainable development [7].

MATERIALS AND METHODS

Alan Pritchard has used the term "bibliometrics" since 1969, being considered a statistical and mathematical method applied to books and other publications.

With the help of the Web of Science database, the database will be exported in text format with scientific articles on a specific topic, and with the help of VosViewer software, maps will be generated that include keywords in publications and their use according to year,

but also maps with the countries that give special interest depending on the subject approached. It identifies related keywords related to the main topic, the directions of research and the degree of cooperation between the countries that addressed the topic. Bibliometric analysis is used to identify the performance of articles and their results, as well as journals, how to collaborate and the constructive elements of research.

RESULTS AND DISCUSSIONS

According to the Web of Science database, in the period 1992-2021, 737 specialized papers were written, the main categories targeting food science technology (114 papers), geography (104 papers), environmental studies (102 papers), environmental science (96 papers), business (92 papers), economics (88 papers), green sustainable scientific technology (78 papers) (Figure 1).

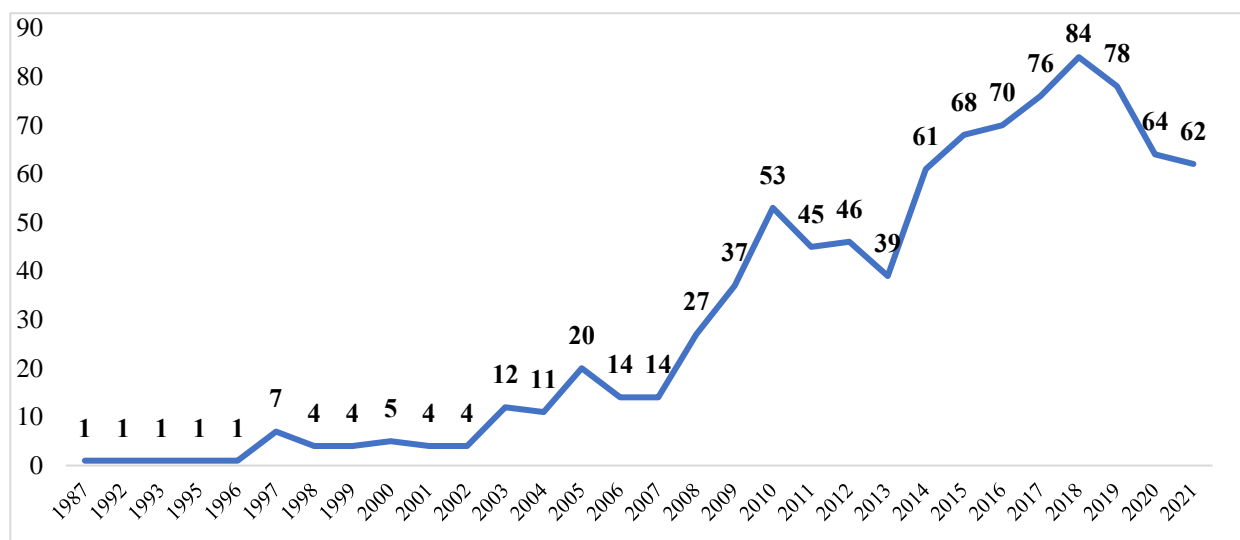


Fig. 1. Annual publication dynamics
Source: Own processing based on WoS data.

Other categories are represented by development studies, sociology, multidisciplinary agriculture, ecology, ethics, management, etc.

According to the data presented in graph number 1, the specialized works that have as main subject the commercial practices start from 1987, taking shape from 2003. It is observed that a special interest to this subject is

given in 2010, when the number of 53 works is reached. Specialized.

The maximum of research from 1987-2021 is reached in 2018 when 84 specialized works were written. Even if the number of works decreases in the coming years, the subject remains an important one for both the population and the government (Figure 1).

The main terms related to food fair trade are: consumption, availability of payment, quality, certification, sustainability, coffee, information, government, market, impact, attitudes, agriculture, preferences, farmers, organic food, consumer, globalization, standards, behavior, choice, values, availability of payment, ethical consumption, organic, politics, poverty, sustainable development, Nicaragua, planned behavior, incorporation, local food, determinants, management, food security, ethics, etc. (Figure 2).

These terms are grouped into clusters. The first cluster refers to consumers and includes keywords such as: food, quality, globalization, economy, politics, etc. The second cluster includes terms such as consumers, organic food, consumption, attitude, information, value. The third cluster refers to agriculture and includes terms such as environment, food security, certification, conservation, biodiversity, climate change. The fourth cluster refers to products and includes terms such as food chain, sustainability, nutrition, aquaculture (Figure 2).

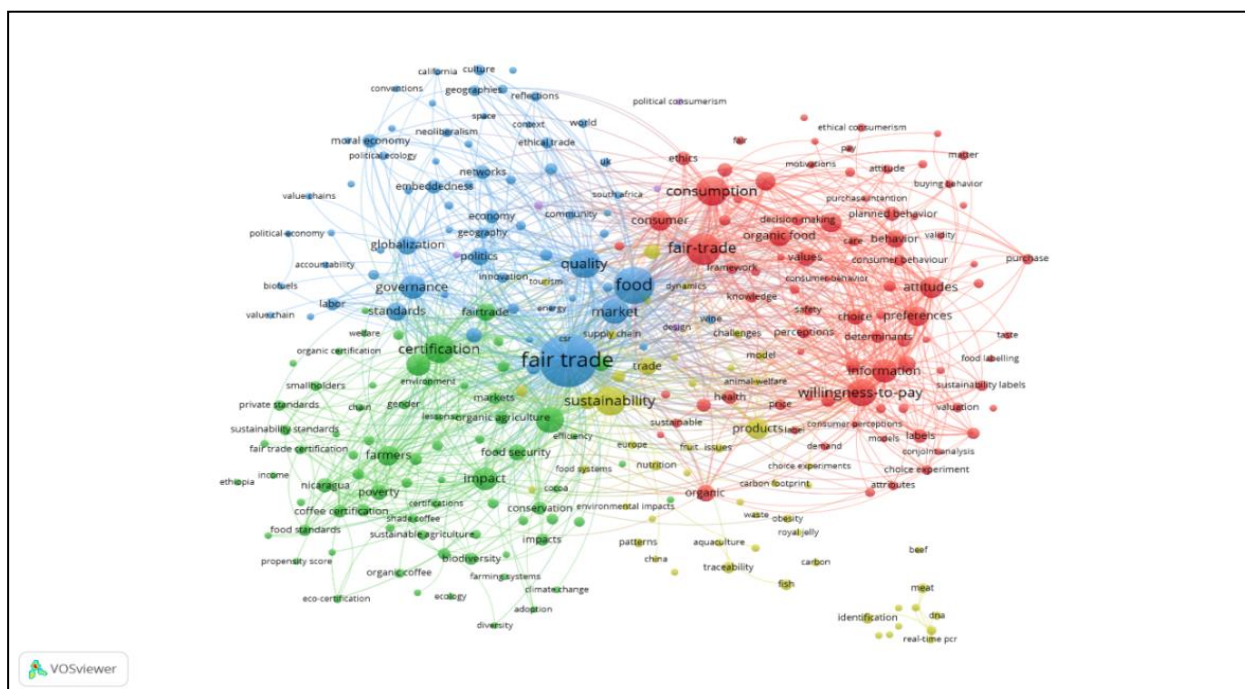


Fig. 2. Keyword link
Source: Own processing based on WoS data.

Figure 3 shows the keywords used over time in specialized works. Thus, in the period 2012-2013 they were concerned with the economy, geography, globalization, economic policy, ethical trade, reflections, culture, incorporation, challenges. In 2014 and 2015, the main topics were consumers, nutrition, quality, health standards, behavior, environment, organic farming (Figure 3).

During 2016-2017, researchers focused on farms, private standards, labels, impact, attitude products, nutrition, preferences, poverty, smallholders. The year 2018 focused on topics such as payment availability, sustainable standards, certification, environmental certifications, motivation, purchasing behavior, food system, innovation, purchasing intentions (Figure 3).

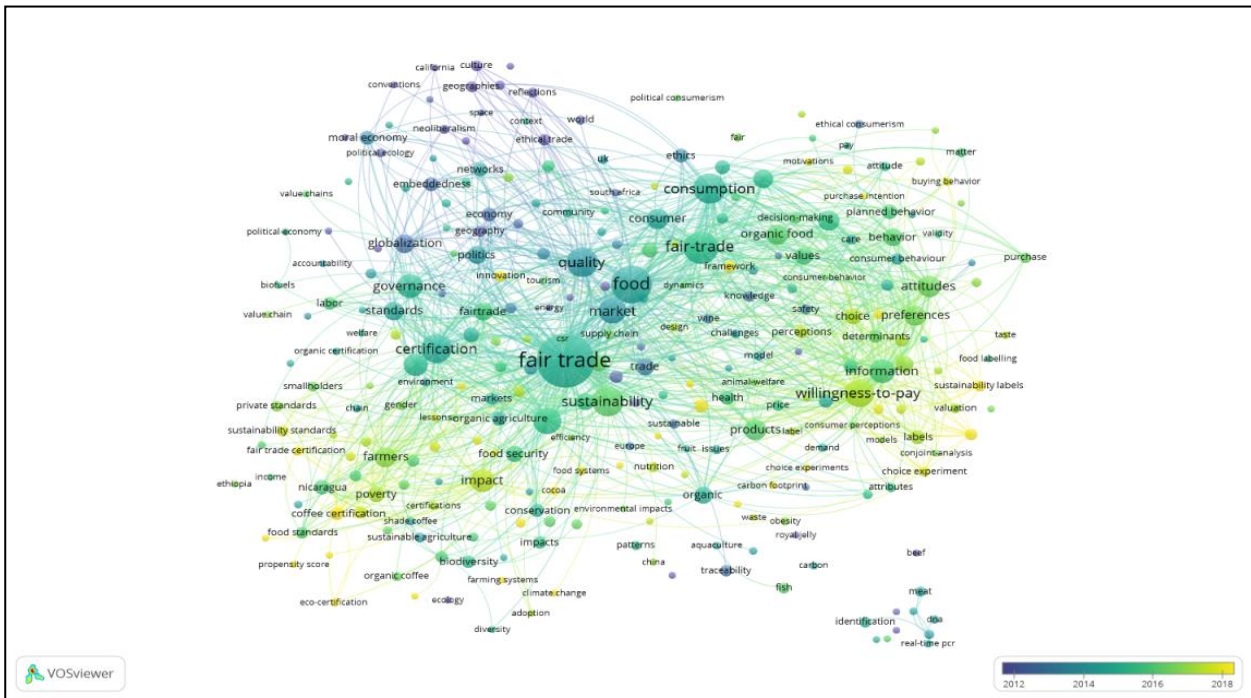


Figure 3. Keyword link by year
 Source: Own processing based on WoS data.

Map number 4 shows the frequency of co-authors by country and the degree of relationship between countries by subject. The colors of the countries show the directions of development, the size of the clusters, the

interest approached to the studied topic, and the distance of the connections as well as their thickness, the cooperation relationship (Figure 4.).

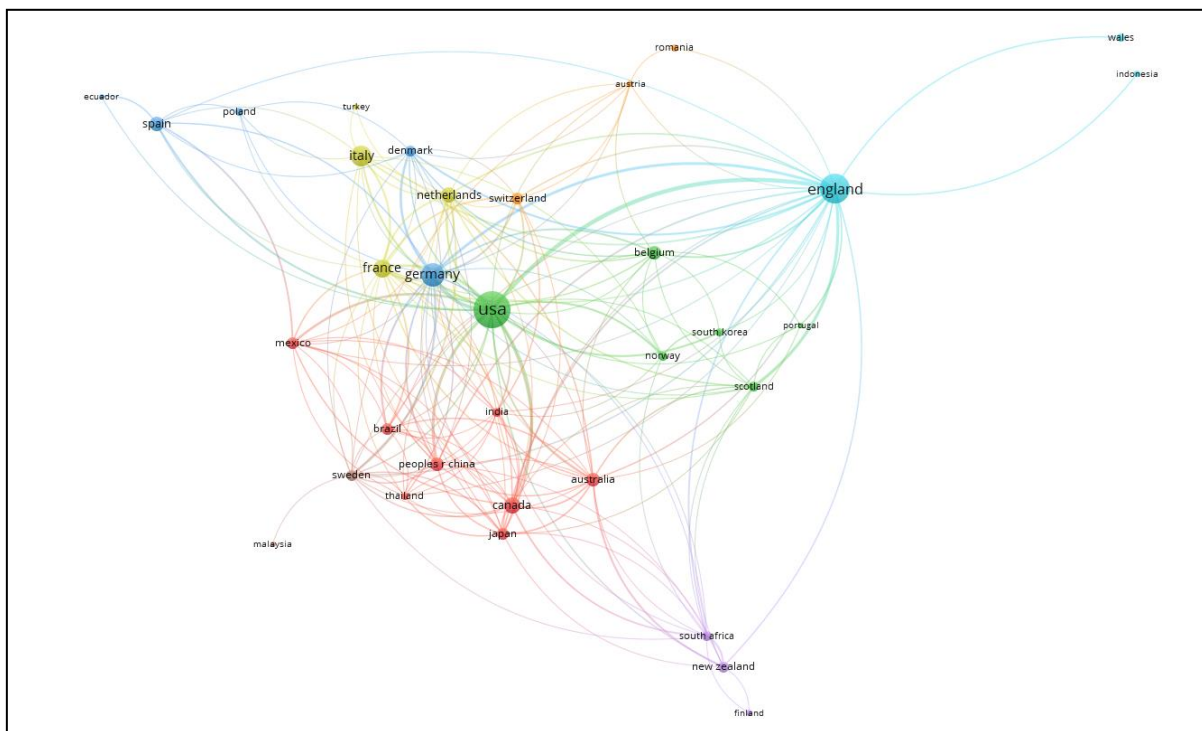


Fig. 4. Liaison and degree of cooperation between co-authoring countries
 Source: Own processing based on WoS data.

Map number 4 shows the frequency of co-authors by country and the degree of relationship between countries by subject. The colors of the countries show the directions of development, the size of the clusters, the interest approached to the studied topic, and the distance of the connections as well as their thickness, the cooperation relationship. The United States of America, together with England, Germany and France, pay special attention to the subject under consideration. For France, Germany and the USA, the degree of cooperation is high, also in the case of Romania with Austria (Figure 4).

CONCLUSIONS

The paper analyzed the importance and frequency of addressing the issue of fair trade in food. The research shows the interest given to the studied subject illustrated by the dynamics of publications from 1987-2021. It can be seen that since 2005, the publications have doubled compared to the previous year, the maximum number of works being identified in 2018 (84 works), the trend being increasing until this year

Fair trade is linked to key words such as food security, certification, food standard, economic policy, moral economy, an economy that is moving towards an ethical and clean trade, which can be transformed into an alternative trade.

Another direction of research is illustrated by addressing topics such as quality, organic food, nutrition, behavior, consumer, fair consumption, safety shows a growing concern of researchers about the food chain, illustrating the importance of fair trade in society.

Terms such as environment, climate change, sustainability, biodiversity, challenges, waste, organic farming, food system illustrate researchers' concern for the environment and the focus on sustainable agriculture.

Thus, fair trade is a topic that is increasingly addressed by researchers globally, the countries that approach this topic more and more often are the USA, Germany, France, England.

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