

Index

- Accountability, 7
- ACFSMC (All-China Federation of Supply and Marketing Cooperatives), 133–134
- Advocacy, 29–30, 153
- Africa, 121, 158
- Agribusiness, 19, 21, 24, 43, 67, 88, 94–95, 97–99, 107, 111, 155
- Agri-food, 16–17, 19, 36, 38, 41, 43, 102, 153
- Alibaba, 83–84
- Ang, Yuen Yuen, 47
- Anhui, 125
- Animal welfare, 59
- Antibiotics, 5, 57
- Aprosoja Brasil (Brazilian Association of Soybean Growers), 160
- Aquaculture, 5–6, 20–21, 55, 57–63, 65, 67–68, 72–73, 79, 84, 147, 154
- Aquaculture Stewardship Council (ASC), 59–62, 72–73, 80, 83–84, 147, 151, 156
- Asia, 48, 79–80, 87–88
- Audit, 1, 9, 71, 74, 80, 129–132, 153
- Auld, Graeme, 12
- Authoritarian context (of China), 15, 53, 129, 146, 153, 155
- Authoritarianism, 29, 43–44, 50, 53
consultative, 44
fragmented, 43, 50
- Awareness raising, 38–39, 46, 56, 82, 101, 103, 105, 148, 156
- Bartley, Tim, 11
- Behavioral economics, 34
- Beijing, 1, 7, 45, 105–106, 153
- Belt and Road Initiative, 121, 173
- Best Aquaculture Practices (BAP), 72–73, 81, 83–84, 147, 150–151. *See also* Global Aquaculture Alliance (GAA)
- Biodiversity loss, 87, 113–114
- Boycott, 14, 29–30, 39, 101
- Brazil, 25, 158–160
- Britain, 118. *See also* UK
- British empire, 118, 125
- Bureau-contracting, 47
- Bureau of Fisheries (of China), 61–62, 64, 66, 79
- Bureau of Statistics (of China), 73
- Buycott, 30–31
- California effect, 36
- Campaign
activist, 7, 37, 99
boycott, 14, 29, 39
consumer, 39, 82, 84, 105
market, 154
NGO, 28, 52, 94
public, 7, 29–30
- Canada, 98
- Capacity building, 39, 53
- Capital-intensive production, 41–42, 53, 61, 86, 152
- Cargill, 92, 94, 97–98
- Carrefour, 100

- Catfish, 67, 86
- Central-local relationship in China, 44
- Certification and Accreditation Administration of the People's Republic of China (CNCA), 60, 80–81, 137
- Ceylon, 118. *See also* Sri Lanka
- Chain-of-Custody, 58, 62, 69, 90
- Chemical pollution, 114, 136
- China Aquatic Products Processing and Marketing Alliance (CAPPMA), 56, 67–68, 72, 77–85, 154, 156
- China Chain Store and Franchise Association (CCFA), 82, 105–106
- China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA), 87, 93, 95, 102–108, 110–111, 154–157
- China Entry Exit Inspection and Quarantine Association, 81
- China Fisheries and Seafood Expo, 79, 84
- China Green Food Development Center, 1, 128
- China International Cereals and Oil Industry Summit, 103
- China International Tea Culture Institute, 134
- China National Cereals, Oils and Foodstuffs Corporation (COFCO), 88, 92, 94–95, 97, 104, 107–111
- China National Organic Product Certification, 60–61, 117
- China Sustainable Palm Oil Alliance, 105–106
- China Sustainable Retail Roundtable, 82
- China Tea Industry Alliance, 135
- China Tea Marketing Association (CTMA), 120, 123, 133–134, 137
- Chinese Academy of Agricultural Sciences, 22, 134
- Chinese Industrial Enterprise Database (CIED), 73, 188–189
- Civil society
 control over, 7, 30
 groups, 29–30, 34, 39, 89, 99, 102, 162
 movement, 55, 85
 organizations, 2, 39, 50, 53
- Climate action, 108, 110
- Climate change, 2, 108
- Club theory, 9–10
- Code of (best) practices, 59, 104
- Code of conduct, 57, 133
- Coercion, 34
- Coffee, 2–3, 115–116, 120
- Collapse of fish stocks, 57, 66
- Collective action, 10, 41
- Commodity
 chains, 6, 8, 19–21, 36, 145, 147, 174
 production, 41, 107, 152
 trade, 34, 94
 trader, 92, 95, 97–98, 104, 108, 111, 152
- Competitive advantage, 10, 36
- Compliance, 3, 9, 17, 36, 38, 42, 45, 69, 86, 94, 109, 129, 131, 148
- Cook Islands, 71
- Corporate social responsibility, 15, 43, 107–108, 115
- Corporate sustainability, 36, 109
- Credibility, 12, 17, 31, 155, 168–169, 175
- Davos, 108. *See also* World Economic Forum
- Dazhangshan, 128–129
- Deforestation, 5, 87, 91, 99, 108, 160
- Department for International Development of the UK (DFID), 103–104, 106
- Developed countries, 3, 12, 32, 36–37, 64, 67, 69, 72, 78, 93, 98, 120–121, 138, 148
- Developed markets, 27, 31, 35–36, 39, 56, 71, 73, 98, 113, 120, 150

- Developing countries, 3–4, 24, 35, 37, 43, 87–88, 107, 115, 121, 126
- Developing world, 10, 13, 121
- Developmental state, 48
- Development goals, 8, 145
- Domestic
 - governance, 15, 20, 50, 52, 168
 - industry structure, 41, 53, 71, 73, 111, 143, 152, 163
 - market (of seafood in China), 55–56, 62, 65, 68, 77–78, 83, 86
 - market (of tea in China), 24, 119–120, 123, 126, 130, 143
 - policy, 78, 141–144, 148, 154, 159
 - regulatory structure, 28, 50–52, 149, 156–157
- Downstream
 - businesses, 60, 90, 94, 99, 104, 111
 - buyers, 42, 109
 - industries, 20–21, 157
- Dragonhead (enterprise or agribusiness), 71, 94
- Earth system, 4, 12, 14, 25, 146, 168–169, 172–175
 - governance, 14, 25, 146, 169, 172–175
- East India Company, 118
- Eco-certification
 - adoption of, 16, 18–19, 42, 48, 62, 66, 84, 119, 124, 126, 143, 158, 161
 - benefits of, 48, 56, 99, 156
 - governance mode of, 67, 78, 88, 111, 136, 140, 152, 165, 170
 - limits of, 15, 111, 145
 - rise of, 3, 23–24, 31, 55, 72, 114, 125, 147, 157, 161
 - spread of, 16, 21, 65, 94, 113, 142, 149, 151, 153, 165–166
 - standards, 61, 85, 158
 - support for, 2, 21, 62, 79, 85, 156
 - uptake of, 18–19, 68, 84, 145, 150, 153
- Ecolabels, 2, 31
- Ecological civilization, 7
- E-commerce, 65, 67, 81, 83, 123
- Economic benefits, 45, 53, 85, 111, 129, 139
- Emerging
 - economies, 1, 3–5, 8, 12–14, 17–18, 23, 25, 27, 29–30, 32, 37, 50, 91, 145–146, 158–159, 161, 163, 165–175
 - markets, 13, 16, 25, 91, 157–159, 162, 164–172, 174
- Endangered species, 89
- Engagement
 - with domestic stakeholders, 54, 56, 76, 97, 107, 126, 136, 144, 151, 159
 - efforts, 50, 149, 151–152, 157
- Environmental
 - conservation, 8, 116
 - degradation, 2, 10, 35
 - governance, 3, 7, 11, 17, 29–31, 43, 72, 112, 168, 173
 - impact, 10, 16, 79, 87, 89, 99, 142, 160, 174
 - NGOs, 12, 32, 79, 87, 90, 139, 141, 144, 152, 162
 - protection, 5, 59, 137
 - standards, 35, 117
- Environmental Information Disclosure Measures (of China), 29
- E-retailers, 83, 85, 123, 147, 151. *See also* E-commerce
- EU-China Environmental Governance Programme, 72–73
- Europe, 1–3, 37, 58, 64, 69, 73, 100–101, 115–116, 118, 120, 128, 150
- European Commission, 72. *See also* European Union
- European Union, 6, 11, 66, 69, 72, 91, 121, 129, 160
- Export-oriented, 36, 55, 64, 76, 83, 98, 150
- Externalities, 10
- Extrabureaucracies, 8, 47, 51. *See also* Shiye danwei

- Fairtrade, 1–2, 6, 43, 115, 117, 126,
128–130, 132, 137–138, 148, 150
Certification, 43, 115, 126, 128–130
International, 6, 115, 117, 128–130,
137
standard, 128–129, 150
- Fair trade, 3, 11, 115
- Farmer professional cooperatives, 125
- Farm management, 116, 125, 135
- Financial rewards, 44, 46, 48, 54, 85,
106, 154–155, 159
- First Opium War, 118
- Fisheries
capture (wild), 55, 58, 60, 65, 68–69,
79, 86, 147, 154
certification, 70–71, 159, 161–163
management, 15, 57–58, 71, 79
policy, 79, 85
resources, 57, 85–86
sustainable, 58, 62, 71, 77, 79, 85
- Fishery improvement project, 80
- Flatfish, 80, 84
- Food and Agriculture Organization of
the United Nations (FAO), 57
- Food safety, 15, 59, 65, 78, 83, 121, 144
issues, 78
regulations, 121
standards, 65, 121
- Foreign Direct Investment (FDI), 37–38
- Foreign-invested companies, 38, 76, 98,
100, 139, 141
- Foreign-owned companies, 74
- Forest Stewardship Council (FSC), 11, 36,
38, 49, 213n1
- Framing Experiment, 22, 139, 141.
See also Survey: experiment
- Global Aquaculture Alliance (GAA),
59–60, 72–73, 80–81, 83–84, 147,
150–151, 156
- Global governance system, 9, 172, 175
- Globalization, 9, 29, 35
- Global market, 3–4, 9, 16, 27, 53, 65,
78, 91, 101, 135
- Global North, 5, 32, 36–37, 43–44, 53,
62, 85, 133, 145, 160
- Global South, 4, 12–13, 35–36, 39, 41,
71, 76, 113
- Global value chains, 3–5, 11–13, 35,
158–159
- Goal-based governance, 82, 168
- Good Agricultural Practices (GAP), 20,
60
ChinaGAP, 60–61
GlobalGAP, 60
- Governance
landscape, 8, 15, 29, 44
mode of eco-certification, 67, 78, 88,
111, 136, 140, 152, 165, 170
new, 2, 7–9, 14, 69, 140, 145, 152–153
processes, 23, 27, 29
triangle, 11
- Government
agency, 44, 47, 50, 77, 101–102, 122,
132, 134
policy, 29, 47, 117, 134
support, 33, 50, 136, 138, 141–142,
154
- Greenwashing, 17, 90, 169–170
- Guide for Overseas Investment and Pro-
duction of Sustainable Palm Oil,
104, 106
- Guideline on responsible seafood sourc-
ing, 82, 84
- Guidelines on Sustainable Development
of the Chinese Tea Industry, 133
- Guizhou, 131, 137, 153
- Hainan, 73
- Hairy crab, 67, 83
- Hazardous pesticides, 114
- Homegrown
Initiatives, 164, 171
standard, 165
(standard) system, 13, 133
- Horizontal integration, 41, 66,
122
- Human rights, 55, 89

- IDH, The Sustainable Trade Initiative, 59, 164
- IKEA, 35, 38
- Implementation (of standards), 47, 86, 90, 129
- Import, 20–21, 65, 72, 87, 92, 95, 102, 110–111, 151, 156
value, 64–65
volume, 64, 92–93, 95, 151
- India, 4, 25, 91, 114–115, 118, 124, 134, 158–159, 163–165
- Indonesia, 59, 88–89, 91–92, 98, 101–102, 158
- Industrialization, 64, 153
- Industry association
Chinese, 47–48, 56
influential, 68, 141
national, 8, 23, 33, 48–49, 52–56, 77, 85, 88, 102, 105, 110, 134, 153
quasi-state, 85, 154
- Information disclosure, 9, 29
- International Organization for Standardization (ISO) 14001, 36–37
- Investing up, 37
- Italy, 58
- Japan, 66, 121
- Jiangxi, 1, 115, 128
- Joint venture, 37–38
- Kenya, 115, 124
- Knowledge transfer, 34
- Labor
certification, 11, 30
rights, 2, 10, 115, 142
- Land
ownership reforms, 124
rights, 89
tenure, 124
use rights, 125
- Land-use change, 89, 114, 160
- Law on the Management of the Activities of Overseas NGOs, 167
- Legitimacy, 12, 81, 151, 155
- Liberal market economy, 46–47
- Lidl, 69
- Lincang, 130–131
- Lipton, 116, 122–123, 130
- Livelihoods, 55, 116, 142
- Lobby, 39, 107, 155
- Local
capacity (organizational), 40, 88, 110, 130, 132, 149, 152
communities, 89–90
government, 45–46, 114, 130–131, 136–137, 149, 153–154
industry, 45, 52–53, 131
officials, 44–46, 131
stakeholders, 7, 39, 50, 96, 110, 132
- Malawi, 116
- Malaysia, 88–89, 91–92, 98
- Marine Stewardship Council (MSC)
certification, 70–72, 150
certified fisheries, 69, 71
certified products, 69, 82, 147
label, 83–84
in Russia, 161–163
standards, 3, 69–71
- Market
access, 32–34, 39, 93
agents, 32–35, 37, 56, 76, 85, 101, 110, 113, 119, 145, 148, 151, 153, 158
concentration, 41–42, 65, 111, 119
economy, 46–47, 102
- Market(-oriented) reforms of China, 43, 45, 63, 122, 133
- Market-based
governance, 164–165
solutions, 11
- Marketing, 56, 71, 77, 105, 115, 120, 122, 128, 133–134, 136, 156
- Mars, Incorporated, 99, 151
- Mass balance, 90, 99, 108
- Memorandum of Understanding (MoU), 80, 84, 103–104, 106, 130
- Messmer (tea), 116

- Ministry of Agriculture (of China), 20, 77–79, 81, 122, 132, 134, 156
 China Green Food Development Center of, 1, 128
 supervised by, 56, 85, 134, 154
- Ministry of Commerce (of China) (MOFCOM), 20, 102, 104–106, 110, 112, 134, 156
- Ministry of Ecology and Environment (of China), 137. *See also* Ministry of Environmental Protection
- Ministry of Environmental Protection (of China), 137. *See also* Ministry of Ecology and Environment
- Monitoring, 19, 42
- Monopoly, 122, 128, 134
- Moral appeals, 34, 38, 53
- Morocco, 121
- Multinational
 brands, 12, 39, 96, 113, 115, 123, 150–151, 164
 companies, 10, 32–33, 38–39, 94, 100, 104–105, 132
 corporations, 32, 37–38, 53, 98, 110, 130, 132, 145, 150–151
- Multi-stakeholder, 59, 103, 164
- Municipal government, 130–131
- Nanjing, 2
- Natural forests, 88, 90
- Naturkost Ernst Weber GmbH, 128
- Neoliberalism, 10
- Niche market, 3, 123, 125, 130
- Ning Gaoning, 108
- Non-governmental Organization (NGO)
 activism, 30, 57
 campaign, 28, 52, 94
 foreign, 15, 44, 50, 102, 132, 167
 supporters, 32, 39, 56, 77, 87, 101–103, 107, 110, 141–142, 146, 151, 153, 162
 transnational environmental, 12, 162 (*see also* Environmental: NGOs)
- Nonprofit organization, 32. *See also* Non-governmental Organization (NGO)
- Non-state actors, 2, 9, 14, 17, 29, 44, 46, 50, 145–146, 166, 171–173, 175
- Non-state Market-driven (NSMD) Governance, 9
- Normative concerns, 32–33
- North America, 3, 37, 64, 69, 100, 120
- Nudge, 8, 34, 48, 53, 56, 85, 153, 155
- Nudge-like interventions, 46, 105, 111, 159
- Oil palm, 87–90, 92, 98. *See also* Palm oil
- Oilseeds, 95, 102, 107
- Olechemical industry, 96–97
- Opportunity structures, 44, 146
- Organic
 agriculture, 60
 certification, 1–2, 6, 11, 20, 43, 115, 117, 136, 139, 142
 farming, 128, 136–137, 139, 142
 food, 128
 production, 20, 128, 130, 136, 139, 142
 standards, 1, 129, 136, 139
 tea, 1, 114, 117, 123, 128–129, 136, 138–139, 142–143, 154
- Organic Law of the Villagers' Committees, 129
- Organic Tea Producer Survey (OTPS), 114, 123, 138, 143, 193–198
- Organizational capacity, 40, 105, 130, 132. *See also* Local: capacity (organizational)
- Outreach activities, 38, 104, 151, 154
- Palm oil, 5–6, 18–22, 24, 87–112, 114, 143, 145, 147–152, 154–158
- Paris Agreement, 144
- Paris Climate Summit, 108
- Party-state, 14, 30, 167
- Pesticide, 108, 114, 121, 144

- PG Tips, 116
- Pickwick (tea), 116
- Policy barriers, 46, 153
- Policy support, 39, 51, 56, 88, 106, 114, 136, 153
- Political consumerism, 30, 52, 145
- Politics, 7–10, 23, 28, 43
 - Chinese, 28, 43
 - environmental, 7–9
- Pollution, 5, 7, 30, 55, 57, 113, 136
- Postindustrial societies, 30
- Poverty, 113, 115, 130
- Premium market, 65, 67, 77, 83–84, 152, 154
- Price premium, 9, 42, 109, 129, 132
- Private
 - authorities, 27
 - governance, 7, 17, 19, 23, 32, 34, 146, 164, 166, 170, 172
 - institutions, 27, 79
 - regulators, 14, 167
 - rules, 8, 10, 16, 27, 171–172
 - standards, 42, 155, 163, 174
- Privatization, 122
- Process-tracing, 56
- Procurement, 103–104, 106, 170
- Producer organization, 125, 128–129
- Public
 - goods, 9, 45, 145
 - participation, 29–30
 - policy, 33–34, 39, 47
 - procurement, 106
- Quasi-state
 - actors, 32–33, 133, 145–146, 153
 - agency, 56, 79, 134
 - industry association, 81, 85, 87, 143, 154–155
 - organization, 77, 102, 104
 - trade association, 110
- Rainforest Alliance (RA), 3, 6, 115–117, 128, 130–133, 136–138, 151, 153
- Reexport, 64, 70, 78
- Regulation
 - domestic, 35, 171
 - government, 10, 30, 155
 - international, 78
 - as a policy instrument, 33–34
 - public, 6, 161, 166
 - state(-based), 10, 171
- Regulatory
 - agency, 21, 50, 80, 84, 131
 - structure, 28, 50–52, 85, 113, 134, 149, 156–157
 - void, 10, 29
- Retail, 65, 78, 80, 82–84, 94, 96, 100, 105, 123
- Rigor, 12, 17, 22, 169
- Rising powers, 158, 173
- Roundtable on Responsible Soy (RTRS), 160–161
- Roundtable on Sustainable Palm Oil (RSPO), 24, 87–92, 94–111, 147–148, 154–157
 - Principles and Criteria, 89–90
- Russia, 25, 158–159, 161–164, 167. *See also* Russian Federation
- Russian Federation, 121, 161. *See also* Russia
- Sainsbury's, 58, 69
- Salmon, 65–67, 86
- Sanctions, 34
- Scallop, 59, 62, 65, 67, 70–73
- Seafood
 - brands, 69, 85
 - certification (sustainable), 23, 55–56, 60, 68, 73, 76, 78, 83–85, 147, 150, 152, 154, 168
 - industry, 55–56, 60–63, 69, 72, 77–79, 84–86, 152, 154
 - market, 20, 58, 60, 64, 82, 152
 - production, 62, 69, 147, 156
 - supply chain, 55, 68–69, 84

- Self-regulation, 35, 79
- Shanghai, 1, 81
- Shiye danwei, 8, 47. *See also*
Extrabureaucracies
- Shrimp, 59, 62, 65, 67, 72, 81
- Smallholders, 4, 41, 90, 97, 124–125,
128, 164, 170
- Social justice, 166, 171
- Social movements, 9–11, 55, 60
- Social norms, 3, 12, 27, 29–30, 33, 41,
82, 89
- Solidaridad, 101, 133, 137, 160
- Sourcing
commitments, 83, 96, 98, 111–112,
116, 148, 154
policy, 18, 24, 39, 69, 72, 76, 82–83,
85, 105, 151
practices, 106, 111, 155
requirement, 110, 116, 132
responsible, 82, 100, 111, 151
sustainable, 37, 72, 82, 96, 107–109
- Southeast Asia, 87–88
- Soy, 3, 5, 92, 106–107, 158–160
- Soybean, 3, 5, 92, 106–107, 160. *See also*
Soy
- Sri Lanka, 124. *See also* Ceylon
- State
agency, 39, 44, 50–51, 56, 60, 81, 107,
112, 134–135, 156, 167
bureaucracy (of China), 8, 16, 28, 32,
46, 52, 79, 114, 126, 133, 143, 145,
157, 166
India, 164
organization, 46, 68, 78, 81, 87, 97,
103, 134, 148
- Structures of world politics, 10
- Sugarcane, 4, 6
- Sumatran tiger, 89
- Supermarket, 2, 66–68, 82, 96, 100,
105–106, 123
- Supply chain
certificate (of the RSPO), 90–91,
97–98, 100, 104, 106, 108
global, 4–6, 9, 20, 32, 42, 54, 87, 108,
116, 150
palm oil, 19, 87–89, 92, 94, 96–98,
100–103, 105–107, 110, 147, 152,
155
seafood, 55, 68–69, 84
tea, 115, 123, 126–127, 133, 143–144
vertically integrated, 42, 99, 126, 149,
163
- Survey, 18, 22, 24, 82, 84, 114, 123, 136–
140, 142–144, 148, 150, 152, 154
consumer, 82
experiment, 24, 114, 137, 150. *See also*
Framing Experiment
- Sustainability
certification, 2, 55, 117, 143
challenges, 2, 10, 20, 55, 104
governance in China, 17, 23, 29, 31,
114
impacts, 3, 16, 21, 25, 90, 96, 103,
105, 158
transformation, 4, 20, 174–175
transition, 25, 31, 84, 144, 151, 165,
172, 174
- Sustainable agriculture, 3, 116–117, 138,
153
- Sustainable consumption, 2–3, 17–18,
30–31, 81–82, 84, 108, 130, 135,
145, 150, 169–170
- Sustainable Consumption Week, 82
- Sustainable development, 7, 9, 14–15,
90, 105, 107–108, 115, 168,
172–174
environmental governance and, 3, 17
global, 110, 170
goals on, 114, 134, 138, 141
policy goals, 45, 53
policy on, 24, 109, 148, 154
- Sustainable production, 2–4, 17–18, 31,
56, 79, 130, 133, 135–137, 144–
145, 150, 169–170
- Sustainable Seafood Partnership, 79
- Switzerland, 2

- Tariff, 93, 106
- Tea
 certification in China, 24, 113, 117,
 123–124, 126, 130, 132, 137, 141–
 143, 154, 161
 certification in India, 161, 163–165
 consumption, 118, 121
 culture, 120, 122, 134–135
 export, 1, 119, 121
 farms, 1, 116, 124, 128, 131, 136, 138
 market, 113–114, 116, 118–119, 123,
 163
 production, 114, 118, 124–125,
 130–131, 136
- Teabags, 116, 120, 123, 130
- Tea Board (India), 134, 164
- Tea Sustainability Union, 135–137
- Teets, Jessica, 44
- Tesco, 58
- Tetley, 116
- The 2030 Agenda for Sustainable
 Development, 30
- Tilapia, 59, 62, 67, 72–73, 80–81, 84,
 147, 150
- Tmall, 83–84
- Total catch limits, 71
- Traceability, 42, 58, 69–70, 79, 86, 98,
 126, 152
- Trade
 association, 24, 84, 104–105, 110, 154
 barriers, 164
 global, 94, 158
 of illegal wood, 15
 interdependence, 73
 liberalization, 93
 North-South, 37, 115, 130
 South-South, 13, 37, 119, 158, 166
- Trading up, 36
- Transnational
 governance initiatives, 3, 161, 165, 172
 market
 agents, 32, 35, 37, 76, 85, 101, 113,
 119, 145, 153
 forces, 130, 143, 149, 151
 influences, 56, 69, 97, 104
 NGOs, 101–102, 107, 162, 164–165
 rules, 10, 13–14, 27–28, 32–33, 36, 40,
 44, 48–49, 53, 71, 152, 155, 165
 standards, 17, 36, 41, 45, 55, 114, 148,
 153, 156, 162, 165
 sustainability governance in China, 8,
 23–24, 36–37, 54, 148, 174
- Transnational governance programs
 activities of, 38–40, 158
 decision-making processes of, 170
 engagement of (by), 49, 52
- Transnationalism, 9
- Transparency, 7, 12, 29, 108, 169
- Trustea (India Sustainable Tea Program),
 164–165
- Twinings, 116
- UK, 58, 98, 103, 118. *See also* Britain
- Unilever, 58, 96, 116, 130–132, 136–
 137, 151, 164
- United Nations Conference on Trade
 and Development, 163
- Urbanization, 125
- UTZ, 6, 115–117, 128, 130, 132,
 137–138
- Vegetable oil, 88, 92–93, 107, 155
- Vertical
 coordination, 42, 67, 72, 76, 94, 126,
 152–153
 integration, 19, 33, 41–42, 66, 96,
 124–125, 138, 143, 152
- Vogel, David, 36
- Voluntary standards, 102, 145
- Walmart, 35, 59, 69, 72, 82, 96, 100,
 150
- Western democracies, 17, 30, 53
- Whitefish, 66, 69
- Wild catch, 57–58, 69
- Wilmar, 92, 94, 97–99, 111

- World Economic Forum, 108
Wuyuan, 1, 128
WWF, 12, 58–59, 79, 82, 89, 101, 105–
106, 108, 110, 162
WWF-China, 72, 79–80, 82, 101–102,
105
- Yellow sea, 71
Yunnan, 130–131, 137, 153
Department of Commerce of, 130–131
- Zhangzidao, 62, 70–72, 85
Zhanjiang Guolian, 62, 72
Zunyi, 131