

The Impact of *Implementing Fair Trade* The Body Shop Community On Shea Farmers In Ghana

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ABSTRACT

The development of globalization has an influence on trade. Especially with the emergence of free trade. Through the concept of open trade, free trade seeks to provide access to prosperity. However, in practice, this access can only be enjoyed by countries with advanced scientific and technological development. Meanwhile, countries in Africa such as Ghana seem to be victims of free trade through the exploitation of developed countries. This makes economic inequality increasingly visible, and this situation attracts the attention of a group of people to present a solution by creating a fair-trade system that favors the profits of local companies and producers. The Body Shop ads is one of the agents that carries out fair trade which as of this writing will operate in Northern Ghana through the empowerment of northern Ghanaian farmers which is implemented by forming a shea farming community called "Tungteiya Woman". This research was conducted trying to combine the theory of power relations with the concept of sustainable development and the implementation of fair trade carried out by The Body Shop. The research method in this paper uses qualitative methods sourced from secondary data through literature study techniques obtained from books, journals, and articles. Research shows that the existence of The Body Shop in running a fair-trade community in Northern Ghana has had a positive impact on the economy of shea farmers by implementing the 10 principles of fair trade.

Keywords: *Fair Trade, Shea, North Ghana, The Body Shop*

INTRODUCTION

The existence of globalization makes the international world move quickly both in development and technology. This helps the birth of ideas and significant progress towards production activities. The ease and openness facilitated by globalization makes trading activities much easier. This condition gives hope to all countries to be able to improve their welfare. In fact, the actors who play a role in trade are not limited by the state because in its implementation the state is not the main actor. This facility then creates fierce competition between actors in international relations. The winner in the competition will gain abundant profits while the losing actor will fall into heavy losses. Africa is a region that has failed to achieve the prosperity provided by globalization through free trade. Instead of making a profit, the presence of free trade in this region creates a gap which is mainly felt in the local manufacturing sector. The cause of this stems from market unpreparedness against a background of internal problems such as low complementarity of natural resources, inconsistent administrative matters, difficult transportation access and lack of control over trade tariffs (Hadiwinata, 2002).

Ghana is one of the countries in the African region that experiences this condition. A country with an income of \$1,440.66 per year is unable to enable its citizens to meet the standard of daily living needs (Munawaroh, 2018). So secondary needs such as education and health are difficult to achieve. This condition makes Ghana a country that needs external assistance. In fact, when viewed from a potential perspective, this country has a lot of abundant and promising natural resource potential. Boodho (2016) said that inequality in Africa does not only occur in broad terms but in the immediate scope, inequality is felt in one country. For example, northern and southern Ghana have different realities, where northern Ghana is far less developed than southern Ghana and this is one of the impacts resulting from free trade activities (Leegsma, 2016, p.35).

The conditions experienced by Ghana have received great attention from a group of people who are committed to the welfare of producers and environmental sustainability. So, in 1960, the Non-Governmental Organization (NGO) called Oxfam created a trade concept based on the desire to realize fair trade. Fairness in this case means fair for the company and fair for local producers, especially in small countries (Mintarja, Kadim & Alexander, 2019, p. 3). As for its development, the fair-trade concept is starting to be followed by multinational companies like The Body Shop. He then acts as an agent in implementing the principles

stated in the fair-trade system itself. This implementation was carried out by establishing an environmental department whose function was to spread economic activities based on environmental sustainability (The Body Shop, 2022). Apart from that, comprehensively, The Body Shop since 1992 has been active in empowering farmers through purchasing superior Ghanaian products, namely Shea Butter. Based on the development of the above phenomenon, the author then paid attention to researching more deeply into how the body shop's fair trade influences the economy of Northern Ghana.

LITERATURE REVIEW

This research is written based on historical collections found in previous studies because the author sees that there are still empty spaces in mapping the *phenomenon of fair trade* carried out by The Body Shop as its specific business activity. Kathleen et al (2019), for example, conducted research on the application of *fair trade* The Body Shop to Rwandan society which at that time was in the lands of economic destruction due to genocide. This research found that The Body Shop plays an active role as an agent that realizes real economic recovery to bring Rwandan people to a better economic condition through the implementation of *Moringa Community* commitments.

In addition, Rusli (2019) conducted a study aimed at revealing The Body Shop's efforts in implementing fair trade principles in North Ghana and succeeded in identifying 4 out of 10 fair trade principles that were successfully applied in North Ghana including fair pay, healthy work environment, respect for the environment and gender non-discrimination. However, in contrast to the two studies above, the research conducted by Sikpaam (2019) brings the lens of this phenomenon to a broader perspective because it conducts research to find out the prospects and obstacles faced by North Ghanaian farmers in producing *shea butter* so that the presence of The Body Shop in Ghana is the right action. The results show that the shea industry is a central industry in the economy of Ghanaian society. This industry is very promising. However, farmers are not equipped with certification protection and legal labels, which is a crucial obstacle in developing the industry.

Based on the 3 previous studies above, the author then focused the research on the impact of the implementation of fair trade The Body Shop through the empowerment of shea farmers in Ghana by correlating between the implementation of *fair trade* The Body Shop and its impact on economic development in Northern Ghana. In this section, researchers not only identify the extent of the implementation of *fair trade* by The Body Shop but also consider the economic impact that will result from this phenomenon.

THEORITICAL FRAMEWORK

A theoretical framework is a conceptual model of how theory relates to various factors that have been identified as important problems. Based on the background and formulation of the problem above, the author uses several concepts as research support instruments to provide a basic understanding in analyzing phenomena in research, including (Sugiyono, 2022).

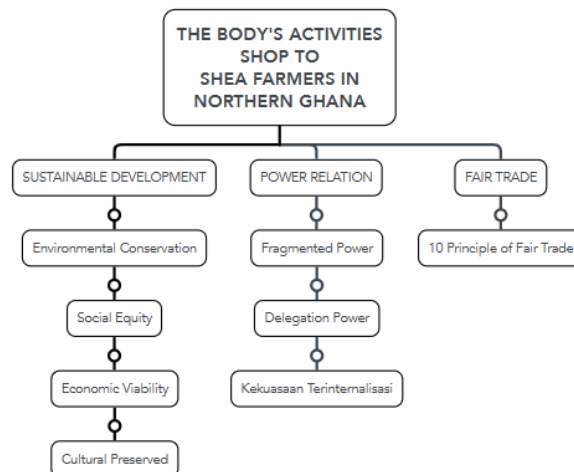


Figure 1. Framework of Thinking

1. Fair trade

Fair trade is a trading mechanism built on transparency and fairness. This concept was conceived by Oxfam - Great Britain in the 1940s when global capitalism strengthened and showed violations of the rights of local producers. The implementation of *fair trade* is carried out through the application of 10 principles, as follows:

Principle 1. Creating Opportunities for Economically Viable Producers

The limitations of countries in production make the development of producers different in each country so that *fair trade* in this case helps create opportunities for producers to catch up so that they can achieve economic independence in the long run and improve their quality. As an implementation, *fair trade* provides training, provision of supporting facilities and other empowerment efforts.

Principle 2. Trading is conducted in a transparent and accountable manner

Transparency and accountability are the basis for cooperation in *fair trade*. Both provide opportunities for producers to voice their rights in the decision-making process.

Principle 3. Trading is done in a fair way

Fair in defining *fair trade* is defined as profit sharing and the application of cooperation mechanisms that are in accordance with portions for producers and

companies so that this will have an impact on building a sense of responsibility, trust and mutual respect for each other.

Principle 4. Distribution of wages in accordance with humanitarian principles

One of the welfare of producers is measured through wage distribution. In this case, *fair trade* determines wages based on standards applicable in the market through a negotiation process with parties involved in cooperation so that all parties get benefits as appropriate.

Principle 5. Workers are people who are of decent working age and without coercion

This principle is based on the United Nations Convention on Child Labour. *Fair trade* ensures that its business activities do not involve child labor and insists that all work voluntarily without coercion. This implementation is carried out by implementing work rules and providing a safe and comfortable workplace.

Principle 6. Commitment to Non-Discrimination, Gender Equality and Women's Economic Empowerment and Freedom of Association

Fair trade is committed to implementing equality in any case including the division of labor without considering race, gender, ethnicity, or religion. So, workers are placed based on their abilities. In addition, workers are given freedom to form trade associations based on their wishes.

Principle 7. The company is responsible for ensuring that the working conditions are in a decent state

Work accidents often occur due to the company's indifference to work safety protocols. *Fair trade* in this case uses the *International Labour Organization* (ILO) Convention to prevent this.

Principle 8. Deliver increased capacity

In supporting productivity improvement, *Fair trade* facilitates workers by organizing management training, production capabilities and information related to market access on a broad scale.

Principle 9. Trading activities are required to promote *fair trade* itself

Fair trade is a new mechanism in trade, so promotion is an effective way to spread the message of goodness to be done. Therefore, the implementation of *fair trade* activities always contains promotional purposes.

Principle 10. Protecting and respecting environmental sustainability

The use of fair principles as key in *fair trade* also applies to environmental sustainability. In this aspect, *fair trade* carries a commitment in every activity to always pay attention to environmental sustainability.

2. Power Relations

Power Relations Theory is a theory that is often adopted by international relations scholars. The emergence of this theory is not very specifically stated in information

sources. However, this theory has been widely discussed by experts ranging from John Locke to Michel Foucault. Basically, this theory was born from the disciplines of social and political science. Power Relations Theory tries to describe how power relations are created between actors, in this case subjects and objects, which are formed through media and power. This relationship is defined as a relationship. The existence of this relationship can form authority or power. Power in the theory of power relations is defined by Foucault as a strategy aimed not at controlling minorities, but power belongs to anyone who has power, whether it comes from a large or small group (individual). So in general, power relations theory is a concept of relationships formed by certain actors based on interests. The patterns that can be built from these power relations are relations between individuals and individuals, individuals and groups, and groups and groups (Khozin, 2012, p. 138).

On the other hand, Foucault never described power as a negative thing. Because according to his view, power is the ability to produce truth through leading objects to believe in what the owner of power then desires. This condition is interpreted by the presence of a regime that is considered correct based on the distribution of discourse formed by the power itself. In describing power relations, Foucault does not depend on the social and political structures present in the state. However, he focuses on asking how the strategic mechanisms and tactics of power play out in people's lives so that they are believed to be true. To achieve this, Foucault believed that the truth could reach the stage where it was believed by a wide audience after going through the process of gaining knowledge. Based on Foucault's work entitled "The History of Sexuality" explains that power is divided into 3 types:

1. Power is fragmented

This power is divided into several power groups so that it is not concentrated in one party. Usually, this power is found when the Government as the main state entity is unable to carry out its function in providing the needs of the community.

2. Delegated powers

This power means that people have full trust in actors who are considered capable of meeting their life needs.

3. Internalized power

The community accepts and understands the conditions when there are actors present to take an important role in meeting the community's living needs.

In its journey, the theory of power relations, apart from being related to knowledge, presents a discourse where this

is achieved through written processes, oral processes such as communication based on certain rules. In this section, discourse not only regulates the scope of what can be said but also extends to the realm of who can say it, how to convey what they say and when is the best time to say it (Syafiuddin, 2018, p. 152.).

3. The Concept of Sustainable Development

Harmonious global conditions are the dream of all international communities. A harmonious, comfortable and peaceful life is the ideal condition to hope for. For the first time in 1984, Norwegian Prime Minister Gro Harlem Brundtland discussed the concept of development through the book "Our Common Future" which was published through the World Commission on Environment and Development (WECD) in 1987. Then internationally in 1972 in Stockholm, the concept Sustainable development was first introduced at the first UN conference on the environment. Where this concept seeks to meet current needs by thinking long-term about future needs. Because, at that time, international conditions were in a long poverty line where there was increasing injustice regarding the management of natural resources, food management and environmental problems in supporting the realization of economic development.

The principles of sustainable development are as follows:

1. Environmental Conservation

In the environmental aspect, this concept seeks to ensure that there is no single activity that can damage, threaten, or disturb the existing ecosystem in terms of sea, land or air dimensions.

2. Social Equity

The social aspect includes the fulfillment of basic rights which are implemented fairly with the aim of improving welfare so that poverty, hunger, minimal quality of health and low welfare do not occur.

3. Economic Viability

In this aspect, efforts are made to increase income, open employment opportunities, and improve infrastructure in the context of implementing economic development.

4. Culturally Preserved

Formation of culture in improving the good habits of society for the advancement of the quality of human resources. The four pillars of sustainable development must be balanced because each pillar has an interconnection (Suparmoko, 2020, p. 40).

This research was conducted using qualitative methods that are interpretive because the results of this study will focus on interpretation of the data found. The data collection is carried out using secondary data taken with literature study techniques through literature such as books, journals, theses, articles and official documents. In addition, this research will focus on the discussion of the impact of The Body *Shop's fair trade* implementation on the economic development of Northern Ghana through the production activities of *shea butter* farmers with a research range from 2014 – 2019 .

RESULT AND DISCUSSION

Globalization and the Collapse of Free Trade in Ghana

The emergence of globalization in international trade brought the world new ideas and ideas. At this time, globalization was considered capable of providing the needs of the time through the convenience provided for increasing welfare achieved by carrying out import - export activities (Ikbar, 2006, p. 204). The country's interest in increasing exports and imports is based on the limited resources it has (Corporate Finance Institute (CFI), 2022). Therefore, to achieve these needs, countries must be careful in identifying their market potential (Sage Advice, 2020). Historically, international trade before introducing the concept of free trade, they adhered to mercantilism, where in market activities, the state was the main actor who controls the market. However, since the 17th century, mercantilism began to be abandoned and replaced by free trade mechanisms. The peak was in 1945, America won the war and issued the Marshall Plan policy to help the economic recovery of European countries (Goldstein, 2007, p.17).

In contrast to European nations, free trade in the African region began with the arrival of English explorers named Livingstone and Henry Morton. Their arrival invited other European countries to look for natural resources that they did not find in their country (Amachi, 2018, p. 41). The first country to come to Africa was England in the 1820s. They gained access to the African region by attracting the attention of local authorities and the sympathy of the people by being concerned about the problem of the slave trade. It was only when people began to put their trust in England that liberal values began to be instilled indirectly. This is marked by the implementation of the transformation of agricultural commodities such as tubers, corn, palm oil, cocoa and shea nuts (Amachi, 2018, p.3). People's trust in England was then played on by reaping the greatest possible profits. As a result, in 1830-1840, the African region experienced a huge trade deficit (Hopskin, 1968, p. 596).

METHOD (Times New Roman, 10pt, single space)

The journey of free trade in Africa in general is not much different from its implementation in Ghana. The difference lies in how free trade is accepted. In 1957, Ghana was declared independent and under the leadership of Dr. Kwamee implemented a protectionist policy by carrying out a number of developments in public facilities such as schools, hospitals and creating employment opportunities (Karlewicz, 2019, p. 57). However, unfortunately the execution carried out did not succeed in bringing Ghana to significant development. Finally, after the change of regime, Ghana began to implement free trade because the regime at that time had pro and con tendencies towards liberalism. Krueger (1978) states that the existence of free trade in Ghana can be understood through 2 cycles: First, Cycle 1 (1950-1971) describes the trade mechanism in the mercantilism system, only officially in 1966, Joseph Arthur as Kwamee's replacement began to redesign the implementation of free trade and will be realized in 1966-1968) (Harvey & Sadegah, 2011, p. 5-6. Second, Cycle 2 (1972-1989) began to focus on the implementation process through the Economic Recovery policy and this effort succeeded in delivering Ghana at its beginning. Marked by the achievements that there was an increase in the annual index of 24.6% in 1994 (Allitey, 2010, p.13). However, in 1970, the implementation of trade in Ghana experienced failure, especially in the agricultural sector. At that time the Ghanaian government attempted to increase industry. shea farming through the establishment of a supervisory body, namely the Produce Buying Company (PBC). This step initially showed positive results and received international attention. However, in terms of farmer welfare, he failed (Laune, Awo & Emmanurl Derbile, 2017).

Laube et al (2017) conducted research in 2 regions in Ghana, namely the Upper East Region (UER) and Upper West Region (UWR). The research results show that shea production does not bring Ghanaian farmers to an increase in welfare because the processed products are purchased at low prices. Even if they want to get a high price, they have to sell it to the market directly. However, the obstacle is inadequate transportation access. This chain then only provides big profits to large companies like Foods, Fata & Fertilizies (3G), Ghwna Nuts Limited (GNL) and Produce Buying Company (PBC) up to 70% (Laube, Awo & Emmanurl Derbile, 2017, p.9). Bhasin (2011) states that the free trade policy in Ghana for 30 years has not changed the fundamental problems of the economy (Ayeluzano & Yevugah, 2019, p.5).

Formation of the body shop's power relations through fair trade

The government is an important entity in a country. Based on its duties and obligations, the government has demands to be able to realize prosperity, security and comfort for its citizens. This can be achieved by fulfilling citizens' rights which can be identified through

what citizens need, what should exist in society and what is most crucial and must be considered for its sustainability. Unfortunately, not all countries can accommodate and meet the needs of their people. The factors vary, ranging from limited state potential, the state's motivation to strive for this fulfillment to complex problems that arise both internally and externally which cause the fulfillment of these rights to not be channeled properly. When this condition occurs, a country will lose the trust of its people.

The lost role of the state will then be replaced by another party who is desired by society to occupy the role of fulfilling needs. In this case, as recorded in history, West Africa is a region where many role shifts are found as previously discussed. This is because the role of the state is that almost all countries in the West African region have corrupt governments so that the fulfillment of the basic needs of their people cannot be realized. These vacancies ultimately led to a trade concept called fair trade to fill the needs required by the country. As described by Foucault, power is defined as ownership by anyone. In this case, specifically, the people in the West African region began to realize that the implementation of free trade through the activities of large companies had oppressed them so far that there was an awareness of carrying out a rebellion over concepts that could not be justified in practice. Until finally in the 1980s companies began to emerge with a new image, namely the desire to uphold moral values, share profits fairly for all parties and guarantee sustainability. This movement became known as fair trade. Companies that operate in implementing fair trade principles act as agents. These agents who are in power relations will gain power from the people in the African region because they consciously understand and know that the existence of companies with fair trade business principles will bring changes to their living conditions. This trust capital ultimately provided a way for fair trade to develop in West Africa, especially in Ghana through the activities implemented by The Body Shop as an agent.

The Body Shop itself is a cosmetics company that consistently applies fair trade in every business journey. Armed with the belief that "Business can be both profitable and responsible" (Rusli, 2019, p.2). The Body Shop succeeded in projecting the market position and differentiation they created (Kompella, 2019, p.2). To date, The Body Shop has more than 900 beauty products with 3,000 stores in 66 countries which are capable of employing 22,000 employees (Rusli, 2019, p.1).

The Body Shop's fair trade commitment is channeled through these things, including:

First, replacing animal testing with a special method resulting from a collaboration between The Body Shop and Cruelty Free International (CFI). In this case they use 3 stages to test the product that will be released through In - Slicio (Computer Based), Laboratory - Producing

Episkin and patch testing in preparation for trials for use on humans when the product is declared safe. (Fernando & Purkayastha, 2007, p. 7). *Second*, building relationships of mutual trust and respect between consumers and small producers by including sources of raw materials in products, involving consumers in every agenda and providing information on the results of The Body Shop's activities on a large scale through annual reports and the like. (Sushanti & Wiranata, 2015, p. 1). *Third*, the application of the "Trade Not Aid" principle through the formation of Community Fair Trade (CFT) in 1987, where the existence of CFT is a long-term investment to develop its partners in forming needed projects such as in the social and environmental fields. projects carried out to benefit the partners themselves. To date, CFT has been established in 31 countries and covers 12,450 people (The Body Shop, 2020).

Apart from that, the existence of CFT on the other hand is a form of application of the principles of Ethical Trading International (ETI) where The Body Shop has been a member of ETI since 1998. Even in this area, The Body Shop has received verification from ECOCERT which is an international certification body. Then, Community Fair Trade also established a Code of Conduct which became the basic reference for The Body Shop in carrying out its business activities.

In this section, The Body Shop is obliged to set fair prices, form community projects, establish trading conditions that benefit all parties, develop producers, form trade commitments with partners, manage material supplies and be responsible for ensuring the sustainability of producers (The Body Shop Body Shop, 2022). By establishing this code of ethics, The Body Shop is optimistic that it will gain the strength to spread goodness at every step.

The Body Shop's implementation of Community Fair Trade is implemented together with Tungteiya Women, which is a women's community from Northern Ghana. They are involved in the processing of shea butter and host 11 of the largest shea producing villages in Ghana. Historically, Tungteiya was founded in 1996. Initially this community had 13 members but as time went by, Tungteiya succeeded in recruiting 36 members in 2003 and to date the total has reached 459 people. In 1998 was the beginning of The Body Shop's collaboration with Tungteiya Women, where at the beginning of the collaboration the two parties discussed to formulate the best way to develop the shea industry (Ruth, 2019, p. 55).

Based on existing conditions, The Body Shop observed that Ghanaian farmers need training in processing techniques, increased knowledge about selecting quality groundnut seeds and protocols that must be followed during the shea processing process (Ade Oluwa, 2010, p.338). Apart from that, The Body Shop emphasizes farmers to pay attention to product cleanliness. All these things are done to achieve the viability of the Ghanaian

shea industry before it is marketed internationally. Therefore, based on the historical conditions and lines of The Body Shop in introducing itself to Ghanaian society, especially shea farmers, it is a practice of forming power relations based on the absence and inability of the state to be able to bring Ghanaian society, in this case the shea farmers, to be able to maximize the potential of its resources. human and natural resources in managing the shea industry. The power model implemented by The Body Shop is a delegated power relationship. This means that The Body Shop enters by introducing fair trade which is understood by the Ghanaian people as a solution to conditions and fulfillment of people's rights and needs that cannot be achieved by the government. Fully through community formation, the people of Ghana give their power to The Body Shop to realize their desires and needs, which in this case The Body Shop seeks to channel through the production productivity of an important commodity in Ghana, namely Shea Butter as a multi-functional beauty product.

The Body Shop's efforts to realize sustainable development through the implementation of 10 fair trade principles

Sustainable development is an effort to create a fair-trading system and pay attention to environmental sustainability. This conceptualization is in line with the mission implemented by The Body Shop through the implementation of 10 fair trade principles to develop the potential of shea farmers in Ghana as follows:

Principle 1. Create Opportunities for Economically Viable Producers

In principle, The Body Shop and Tungteiya are officially collaborating which will have an impact on increasing opportunities for local farmers to earn sustainable income. Apart from that, The Body Shop also contributed to the formation of the Global Shea Alliance (GSA) which can provide information and market access to shea breeders, because GSA consists of 706 members from 36 countries. All GSA members are retailers, suppliers, and NGOs (Fitriyanti, 2022, p.6).

Principle 2. Trading is carried out in a transparent and accountable manner

The Body Shop builds good relationships with local communities and farmers through building trust, transparency, and direct visits to ensure the future of farmers. Apart from that, The Body Shop always invites farmers to be involved in making major business decisions.

Principle 3. Trade is conducted fairly

The Body Shop sets qualifications and requirements for recruiting Tungteiya Women members and other parties involved in the production process. This effort makes The Body Shop a verified company that

implements fair trade with an award from The Institute of Marketology (IMO). (Ruth, 2019, p. 27)

Principle 4. Distribution of wages in accordance with humanitarian principles

Pricing in this partnership is determined based on considerations between The Body Shop and the shea grower. Tungteiya Women's role in this case is as an extension of The Body Shop to help shea farmers achieve stable financial capabilities. Apart from that, The Body Shop also provides additional funds for Tungteiya to manage to meet community needs.

Principle 5. Workers are people of appropriate working age, without any coercion

The Body Shop in this principle refers to the UN Convention on child labor regulations (Rusli, 2019). For example, The Body Shop's minimum working age is 15 years and this age may change based on the national laws of the country. Apart from that, The Body Shop also contracts with workers to avoid child labor (Mintarja, Kadim, & Alexander, 2019, p. 9).

Principle 6. Commitment to non-discrimination, gender equality and women's economic empowerment and freedom of association.

The Body Shop does not condone, implement or even allow gender inequality to occur. This is done by providing opportunities for women and men to work according to their abilities and there are no restrictions for them to form trade associations that can bring profits because they can bid for companies.

Principle 7. Companies are responsible for ensuring safe working conditions

Safety protocols are implemented by The Body Shop with reference to International Labor Organization (ILO) standards. One form of implementation is the determination of 1 day of leave a week and limiting overtime.

Principle 8. Provide capacity building

The Body Shop organizes training based on the needs of farmers. The forms of training provided include business training, engineering, protection of land rights and techniques for planting and processing shea.

Principle 9. Trade activities are necessary to promote fair trade

This promotion is carried out by inviting consumers and local farmers to become staff to apply humanitarian principles in trade and environmental sustainability. Based on this principle, The Body Shop invites consumers to visit Ghana with the agenda of seeing the shea processing process. Apart from that, The Body Shop also likes to hold campaigns.

Principle 10. Protect and respect environmental sustainability

Environmental sustainability is carried out using natural raw materials and the use of environmentally friendly packaging materials. The Body Shop also provides provisions for consumers to send back product packaging

for recycling (Mintarja, Kadim, & Alexander, 2019, p. 10).

The Body Shop's Success Improves the Welfare of Shea Butter Farmers

Aspects that later became the point of success for The Body Shop in realizing sustainable development through empowering shea butter farmers in Ghana include:

1. Economic Viability

structure and implementation of fair trade triggered the birth of the shea butter industry. Because The Body Shop acts as a facilitator that provides a way through the freedom to form trade associations that can submit offers in the form of projects, training or visionary ideas to The Body Shop for the advancement of the shea industry. This pattern builds the enthusiasm of farmers to develop shea nuts into shea butter.

This was confirmed by Madame Fati as Director of Tungteiya who felt the change in Ghanaian women because they were now able to make business transactions at the bank. Sikpaan. LA et al (2019) conducted research on 20 (Kompas, 2019) shea butter processing companies in Tamale. Statistics show that the majority of shea processors are dominated by women, 97.41%. Then this activity was able to generate US\$ 175 million in one year. This research is in line with data collected by Business World Ghana (2016) where the value chain of the shea industry in Ghana has improved and is able to become an economic driver for Ghanaian women (Issaka & Mintah, 2019, pp. 28-29).

Changes in the structure of the Ghanaian economy through the empowerment of The Body Shop have an impact on job creation. This is marked by the increasing number of members of Tungteiya Women which is a Fair Trade Community under the auspices of The Body Shop. Initially they only had 50 members (1996), 528 (2012) and 640 (2014). Of the total members, they were able to impact 49,000 people and reached the highest peak production of up to 390 tons of shea in a year.

In this way, The Body Shop seeks to increase the income of the Ghanaian people. In fact, 30% of sales of The Body Shop products will be allocated for community project development. So at this stage The Body Shop pays great attention to the manufacturing process, pricing, workers' wages and other supporting aspects to be able to realize fair trade for all parties.

2. Culturally Preserved

Quality of Life Index (IKH). In this aspect, The Body Shop contributes to 2 things, namely life expectancy indicators and literacy rates. On the life expectancy indicator, The Body Shop together with Tungteiya Women facilitates interest-free loans, storage facilities and quality control that can guarantee the quality of the products they

produce. On the other hand, The Body Shop also plays a role in eliminating modern slavery. Precisely in 2020, The Body Shop held an event to educate Ghanaian people to avoid the practice of modern slavery.

The education identified 80% of Ghanaian women as affected and in need of further rehabilitation (The Body Shop, 2020, p. 20). On the other hand, The Body Shop's success in eradicating the slave trade has had implications for increasing life expectancy from 55 years (1990) to 62 years (2020) (World Bank, 2022). In the second indicator, The Body Shop helped Ghanaian society escape from illiteracy through the establishment of 11 new school buildings, of which 7 are primary schools with a student capacity of 1,200 and 4 are secondary schools. Apart from that, The Body Shop also increases women's opportunities to go to school and avoid early marriage (Fitriyanti, 2022, p. 7).

3. Social Equity

Health . In this aspect, The Body Shop provides health facilities by establishing 3 health centers, 5 community health clinics and 2 nutrition centers. The reason is, the Ghanaian government has not optimized good health facilities that suit the needs of its people. Even economically, they are unable to access health facilities because the cost of treatment is quite expensive. So when their child is sick, they will let him be. Apart from that, parents in Ghana also have very little knowledge about nutritional needs, so there are many cases of malnutrition among children in Ghana (Rusli, 2019, pp. 48-49).

T four stay. The Body Shop fulfills the provision of adequate housing through the provision of clean water, education regarding sanitation, waste processing and the provision of electricity. In carrying out its actions, The Body Shop collaborates with several parties, including:

1. Northern Ghana Community Action Fund (NOGCAF) through a piped water system restructuring project.
2. In 2017, T-Group worked on a joint project to solve problems in Dodowa Village by improving sanitation facilities at the household level and providing education on how to build sustainable sanitation. The results of the collaboration between T-Group and The Body Shop resulted in the creation of environmentally friendly toilets, toilet installation training which was realized in 2019 (Ruth, 2019, p. 55).
3. Lorna Young Foundation Association in 2018 through theatre, music and sport in order to increase awareness of the importance of recycling solid waste, using clean toilets

4. Environmental Conservation

Another commitment that is also a *concern* for The Body Shop is its consistency in eliminating cosmetic

product testing on animals, because The Body Shop realizes that animal testing for cosmetics is unethical and is not the only way to carry out tests. try the product so the activity should be prohibited. Therefore, instead, The Body Shop collaborates with *Cruelty Free International* (CFI) to ensure the safety and effectiveness of the beauty products it sells. The method used by The Body Shop and CFI in this case goes through 3 stages, namely computer data, laboratory-made networks, and humans. as follows:

1. *In-silico* (Computer-based)

At this stage the product is analyzed through an *in-silico* program to check its compatibility with various similar materials using an extrapolation process.

2. *Laboratory-produced EpiSkin* is a product trial using artificial human skin cells which is useful for seeing the effectiveness of the product safely with the same results as the reaction used on virtual human skin. So this method is not dangerous to humans or animals.

3. To ensure that the level of accuracy is high, the product will be checked through *patch testing* by taking a small amount of the product to use on a small part of a person's skin. After *the patch testing* is declared to have passed the test, the product will enter the final stage, namely *use trial*. At this stage, The Body Shop will assign other people who are willing to serve as samples in product testing (Purkayastha & Fernando, 2007, p. 7). For convenience, The Body Shop carries out testing transparently. This means that The Body Shop revealed the real names of the people who were sampled in the test because they were aware.

Implementing fair trade does not mean that nothing is sacrificed by The Body Shop. As a company that operates in this field with a fair trade mechanism, The Body Shop certainly has to pay relatively high prices for each of its products because the raw materials they buy from small producers are standard prices on the international market. Of course, provisions of this kind cannot be found in free trade mechanisms. Therefore, how did The Body Shop initiate this?

1. The Body Shop products always state the source of the raw materials they use in each product.

2. The Body Shop always involves its consumers in every social movement they carry out, whether in the form of events or campaigns.

fair trade principles with other moral values such as concern for the environment, respect for animal rights and gender equality in work (Sari, Sushanti, & Wiranata, 2015, p. 1).

CONCLUSION AND RECOMMENDATION

Research on the impact of implementing fair trade on the body shop community on shea farmers in Ghana is research that presents an update on previous research,

where the author sees a gap in revealing the fair trade phenomenon in marginalized countries. Therefore, through qualitative research methods, the researcher tries to reveal the impact that The Body Shop's activities have on Northern Ghanaian farmers by relying on data sources from universities in Ghana, the official website of the Ghanaian government to academic journals that discuss the topic. this phenomenon. The results of this research reveal that the onset of the era of globalization in the aspect of international trade has caused countries to compete to find solutions by implementing free trade in the hope of improving the welfare of their people, but the complexity of problems and corruption often hinder these efforts. In Ghana, The Body Shop, a global cosmetics company, is an agent of change by implementing fair trade principles. They form transparent partnerships with shea farmers through the Global Shea Alliance, ensuring fair pricing, prohibiting child labor, and promoting gender equality. The Body Shop also promotes fair trade principles to consumers and local farmers as well as facilitating education and eliminating modern slavery.

In partnership with shea farmers in Ghana, The Body Shop not only increases economic viability and creates jobs, but also supports cultural and environmental aspects. They facilitate education, eliminate modern slavery, and improve quality of life indicators. The Body Shop also creates alternative solutions by combining fair trade with environmental awareness and gender equality. They eliminate product testing on animals through a partnership with Cruelty Free International (CFI), ensure product safety through non-animal methods, and combine fair trade with other moral principles such as gender equality and environmental stewardship.

Therefore, based on the conclusions stated, it can be broadly said that with this holistic approach, The Body Shop is leading sustainable development through empowering shea farmers in Ghana. By creating relationships of trust, increasing community income, and integrating fair trade with aspects of social and environmental care, The Body Shop provides a real example of how fair and sustainable trade can be realized in everyday practice. This real practice then provides the main conclusion that the existence of The Body Shop in Ghana has a positive influence on economic development.

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