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[\[PDF \(465K\)\]](#) [\[References\]](#)**Emerging ‘Standard Complex’ and Corporate Social Responsibility of Agro–food Businesses****A Case Study of Dole Food Company**[Kae Sekine](#)¹⁾, [Jean–Pierre Boutonnet](#)²⁾ and [Shuji Hisano](#)³⁾

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Abstract: Recently as a reaction to the social movement of fair trade and the like, multinational agro–food businesses are getting remodelled to suit a growing public awareness of the spread of ‘corporate social responsibility’, which is now adopted as a new strategy by major corporations across sectors. This phenomenon raises questions about the nature of fair trade as an alternative movement against the globalisation and industrialisation of the agro–food system. Dole Food Company is one of these agro–food businesses who take advantage of this strategy to communicate their socially responsible activities. In this paper, we depict the circumstances of multinational agro–food business activities on CSR with a case study of Dole Food Company. First, we illustrate the present complexity of quality standards by referring to our concept of ‘Standard Complex’. Second, three case studies will be provided to illuminate corporate behaviour on the aspects of the environment, human rights and locality. Finally, we examine the challenges of ‘Standard Complex’ in the context of ‘Green Capitalism’ and discuss the need for more public regulations of business in order to reinforce fair competition while recalling the role of states as a builder of agrofood standards.

Keywords: [standard complex](#); [fair trade](#); [organic](#); [locality](#); [Green Capitalism](#); [CSR](#)[\[PDF \(465K\)\]](#) [\[References\]](#)

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