

**Table 1: Characterizing Different Types of Standards**

Type of Codification		Legal Codification	Internationally Agreed	Regionally Specific	Firm Specific
Type of standard	Product	<ul style="list-style-type: none"> <li>▪ Food hygiene standards</li> </ul>	<ul style="list-style-type: none"> <li>▪ Codex Alimentarius</li> <li>▪ Grades of wheat</li> <li>▪ Moisture level for coffee beans</li> </ul>	<ul style="list-style-type: none"> <li>▪ EU MRLs</li> <li>▪ EU GMO limits</li> </ul>	Chiquita residue and size standards
	Process	<ul style="list-style-type: none"> <li>▪ Workplace health and safety standards</li> </ul>	<ul style="list-style-type: none"> <li>▪ ISO9000 (quality)</li> <li>▪ SA8000 (labor)</li> <li>▪ Fair Trade</li> </ul>	<ul style="list-style-type: none"> <li>▪ BRC</li> <li>▪ ASEAN-GAP</li> </ul>	Starbucks sourcing practices

Source: Adapted with changes and additions from Kaplinsky and Morris (2001).