

**DEPARTMENT OF AGRICULTURAL & RESOURCE ECONOMICS  
SEMINAR SERIES**

**The Role of Cooperatives in the Production and  
Marketing of Industrial Alcohol for Niche Markets**

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**School of Business**

Ms. Wise is finishing her undergraduate degree at the University of Tennessee in May 2011. She will receive a BS in Business Administration with a major in Economics and a collateral in International Business and a second major in Spanish. Ms. Wise is a member of the Chancellor's Honors Program and Global Leaders Scholars, an honors cohort in the College of Business. Ms. Wise is a native Knoxvillean and studied abroad for a year in Spain and Argentina.

To conduct this research, Ms. Wise spent the summer of 2010 as an intern with CADO in Ecuador.

**Tuesday, April 26, 2011**

**10:00 a.m.**

**301 Morgan Hall**

**Spring 2011**



This presentation centers on the presenter's international internship experience in Ecuador with a sugar cane cooperative that has successfully entered the industrial alcohol market as a certified Fair Trade and organic option for manufacturers of products such as perfume.

These certifications are aiming to serve as a mechanism to alleviate extreme poverty in the region. With primary research completed in Ecuador, this study is being developed as an undergraduate honors thesis on the cooperative, CADO. A careful examination of the production value chain provides the basis for a SWOT analysis and an opportunity to highlight best practices that may be applicable to other smallholder producers. Finally, an assessment of the welfare implications for the region after the inception of CADO is made.