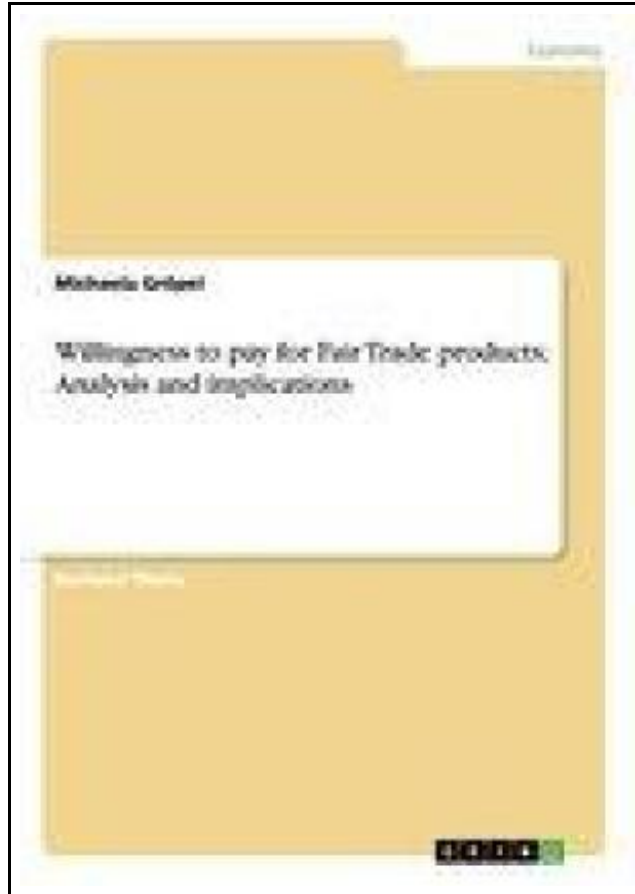


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WILLINGNESS TO PAY FOR FAIR TRADE PRODUCTS: ANALYSIS AND IMPLICATIONS



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