



# Coffee Consumption and Industry Strategies in Brazil

Edited by Luciana Florêncio de Almeida  
and Eduardo Eugênio Spers

Series Editors: Alessio Cavicchi and Cristina Santini

# **COFFEE CONSUMPTION AND INDUSTRY STRATEGIES IN BRAZIL**

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Edited by

**LUCIANA FLORÊNCIO DE ALMEIDA**

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# Contents

<i>Contributors</i>	<i>xi</i>
<i>About the editors</i>	<i>xv</i>
<i>Foreword</i>	<i>xvii</i>
<i>Preface</i>	<i>xix</i>

## Section 1 Market outlook, factors and trends

<b>1. Global coffee market: Socio-economic and cultural dynamics</b>	<b>3</b>
Celso Luis Rodrigues Vegro, Luciana Florêncio de Almeida	
1.1 Introduction	3
1.2 The supply-demand balance	4
1.3 Costs, innovations, and competitiveness	9
1.4 Support policies and actions for the coffee sector	14
1.5 Climate change and its impact on coffee production	16
1.6 Final considerations	17
References	18
Further reading	19
<b>2. Perspectives of global coffee demand</b>	<b>21</b>
Guilherme Nunes Torga, Eduardo Eugênio Spers	
2.1 Introduction	21
2.2 Coffee production and supply chain	22
2.3 Coffee demand	25
2.4 Coffee prices, coffee differentiation, and marketing approach	41
2.5 Final considerations	46
Appendix	47
References	48
Further reading	49
<b>3. Brazilian specialty coffee scenario</b>	<b>51</b>
Bruna De Ribeiro Costa	
3.1 A short definition of specialty coffee	51
3.2 Brazil's situation in the global specialty coffee scene	54
3.3 Different producing regions and diverse quality profiles	58
3.4 The future of specialty coffee: Technology and quality innovations	62
References	63
Further reading	64

<b>4. The Coffee Quality Program in Brazil</b>	<b>65</b>
Geraldo Magela Jardim Barra	
4.1 Introduction	65
4.2 Theoretical framework	68
4.3 Institutional environment of the Brazilian coffee agribusiness	72
4.4 Methodology	80
4.5 Results	82
4.6 Conclusion	87
References	89
Further reading	90
 <b>Section 2 Coffee farmers perception and contribution: Certification and strategies</b>	
<b>5. Certifications for coffee cultivation: Characterizing personal values of producers and consumers</b>	<b>93</b>
João Otávio Meirelles Ratton, Eduardo Eugênio Spers	
5.1 Introduction	93
5.2 The empirical study	95
5.3 Results	97
5.4 Content analysis and coding of elements	100
5.5 Final considerations	104
References	107
Further reading	107
 <b>6. Certification: Facts, challenges, and the future</b>	<b>109</b>
Roberta Souza Pião, Lyon Saluchi da Fonseca, Éder de Carvalho Januário, Maria Sylvia Macchione Saes	
6.1 Voluntary sustainability standards: Origin	109
6.2 Standards and certificates for coffee	111
6.3 Application in Brazil: Coffee producers in Brazil	114
6.4 Conclusions	120
6.5 Managerial and policy implications	120
6.6 Questions	121
References	121
Further reading	123

<b>7. Farm innovation: Nine cases of Brazilian coffee growers</b>	<b>125</b>
Decio Zylbersztajn, Samuel Ribeiro Giordano, Christiane Leles Rezende De Vita	
7.1 Introduction	125
7.2 Theoretical support	126
7.3 Method	128
7.4 Description of the case studies	130
7.5 Conclusions	146
References	148
Further reading	148
 <b>8. What fills your cup of coffee? The potential of geographical indication for family farmers' market access</b>	 <b>149</b>
Ana Elisa Bressan Smith Lourenzani, Kassia Watanabe, Giuliana Aparecida Santini Pigatto, Mara Elena de Godoi Pereira	
8.1 Introduction	149
8.2 Family farming and market access	151
8.3 The emergence of new markets for family farming	152
8.4 The coordination of productive systems and the differentiation of coffee	153
8.5 The institutional environment of GIs	156
8.6 Family farming and the GIs of coffee in Brazil	158
8.7 Final remarks	161
References	162

### **Section 3    Coffee industry strategies: Case studies**

<b>9. Procurement strategies in the coffee industry: Cases of local coffee roasters in Paraná state</b>	<b>169</b>
José Paulo de Souza, Sandra Mara Schiavi	
9.1 Introduction	169
9.2 Previous theoretical discussion	172
9.3 Methodological procedures	174
9.4 Procurement strategies in the coffee industry	176
9.5 Conclusion	185
References	186



<b>10. Cerrado Mineiro Region designation of origin: Internationalization strategy</b>	<b>189</b>
Luciana Florêncio de Almeida, Juliano Tarabal	
10.1 Introduction	189
10.2 Cerrado history and the basis for the DO process	190
10.3 The search for an alliance: The origin of designation conquest	193
10.4 The internationalization strategy: The long path from Minas Gerais to the world	197
10.5 The main challenges for the Cerrado Mineiro accreditation in the international market	201
References	202
Further reading	202
<b>11. Business history and challenges for coffee cooperatives in Brazil: The case of Cooxupé Cooperative</b>	<b>203</b>
Caroline Gonçalves, Decio Zylbersztajn	
11.1 Introduction	203
11.2 Brazilian cooperativism	204
11.3 Agricultural cooperatives through time—New strategies	206
11.4 Methodology	206
11.5 Analysis: The new Cooxupé case study	208
11.6 Final discussion: The relationship of strategic dimensions with organizational adaptability and flexibility	224
References	227
Further reading	228
<b>12. Illycaffè and flexible strategies: A case of a resilient company</b>	<b>229</b>
Luciana Florêncio de Almeida, Decio Zylbersztajn	
12.1 Introduction	229
12.2 Strategic pillars of Illy in Brazil	230
12.3 Flexibility and evolution of strategies	234
12.4 Current and future challenges for adding value to the coffee chain in Brazil	247
12.5 Final considerations on Illy's future in Brazil	252
References	253
Further reading	254

## Section 4 Retail and consumer

<b>13. The waves of coffee and the emergence of the new Brazilian consumer</b>	<b>257</b>
Camila R. Arcanjo Teles, Jorge H. Behrens	
13.1 The waves and the coffee	257
13.2 Long before the first wave	257
13.3 Imminence of the first wave	260
13.4 The first wave	261
13.5 Second wave of coffee	263
13.6 The third wave of coffee	265
13.7 Epilogue: Will there be a fourth wave of coffee?	270
References	272
Further reading	273
<b>14. The consumption of experiences in specialty coffee shops</b>	<b>275</b>
Lucas de Vasconcelos Teixeira	
14.1 Introduction	275
14.2 Theoretical framework	276
14.3 Methodology	284
14.4 Discussion and results	285
14.5 Conclusions	292
14.6 Questions	294
References	294
<b>15. Does coffee origin matter? An analysis of consumer behavior based on regional and national origin</b>	<b>297</b>
Renata Pozelli Sabioa, Eduardo Eugênio Spers	
15.1 A consumers' perspective of coffee origin	297
15.2 Origin recognition through geographical indication	299
15.3 An analysis of consumer behavior regarding coffee origin	302
15.4 Final considerations	317
References	318
Further reading	320

<b>16. Behavioral aspects of the coffee consumer in different countries: The case of Brazil</b>	<b>321</b>
Lilian Maluf de Lima, Lilian de Pellegrini Elias, Mario Malta Campos Dotta e Silva, Karin Vieira da Silva, Anderson Sasaki Vasques Pacheco	
16.1 Introduction	321
16.2 The effects of consumer behavior on the coffee market: An overview on the differences among countries	323
16.3 Perspectives and trends for Brazilian coffee	332
16.4 Conclusion	338
References	339
<b>17. Coffee and health in the perspective of young consumers</b>	<b>343</b>
Roberta Prado Rodrigues, Luciana Florêncio de Almeida, Eduardo Eugênio Spers	
17.1 Introduction	343
17.2 Theoretical framework	345
17.3 Methodology	352
17.4 Findings	353
17.5 Discussion	359
17.6 Final conclusions	361
References	363
<i>Index</i>	367

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Provides an overview of the coffee sector, placing special emphasis on marketing strategies and consumer behavior in Brazil.

*Coffee Consumption and Industry Strategies in Brazil*, the latest release in the Consumer Science and Strategic Marketing series, provides an overview of the coffee sector, focusing on marketing strategies, consumer behavior, and strategies for transforming coffee consumption, production, and retailing. The book presents the importance of an academician-practitioner perspective to bridge the gap between scholars and managers, and between business schools and the entrepreneurial world.

Appropriate for researchers in the fields of food retail and production, food marketing, consumer behavior, consumer science, agribusiness marketing and strategy, and food industry strategy; undergraduate and postgraduate students studying marketing, consumer behavior, strategy, and agribusiness marketing and strategy; practitioners in the food industry; marketing managers; and marketing and strategy consultants, this book is a must-read for those contributing to the coffee industry.

**This book:**

- Presents strategies for transforming coffee consumption, production, and retailing
- Addresses market outlook, factors, and trends
- Outlines coffee industry strategies through business cases that highlight innovative practices
- Discusses and presents the role of certification in the coffee-producing strategy and retailing
- Analyzes the coffee waves and the impact of specialty coffee at the consumption and retail levels
- Studies the role of retail and the consumer

**About the Editors**

Luciana Florêncio de Almeida is a professor at ESPM in São Paulo, Brazil, researcher at PENSA-USP-FIA (Agribusiness Studies Center), and leader at the Agrifood and Franchising Research Center.

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