



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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Woodhead Publishing
Series in Consumer Science
and Strategic Marketing

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Edited by

LUCIANA FLORÊNCIO DE ALMEIDA

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An imprint of Elsevier

Woodhead Publishing is an imprint of Elsevier
The Officers' Mess Business Centre, Royston Road, Duxford, CB22 4QH, United Kingdom
50 Hampshire Street, 5th Floor, Cambridge, MA 02139, United States
The Boulevard, Langford Lane, Kidlington, OX5 1GB, United Kingdom

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Library of Congress Cataloging-in-Publication Data

A catalog record for this book is available from the Library of Congress

British Library Cataloguing-in-Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-0-12-814721-4

For information on all Woodhead publications
visit our website at <https://www.elsevier.com/books-and-journals>

Publisher: Matthew Deans
Acquisition Editor: Megan R. Ball
Editorial Project Manager: Susan Ikeda
Production Project Manager:
Joy Christel Neumarin Honest Thangiah
Cover Designer: Greg Harris

Typeset by SPi Global, India



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CHAPTER 5

Certifications for coffee cultivation: Characterizing personal values of producers and consumers

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5.1 Introduction

Certification systems for agribusiness have emerged from a new set of demands related to sustainability and food security, imposed on the agri-food sector. For [Leme \(2015\)](#), certificates are the link between consumers who want sustainable products and producers, and industries that change their production patterns to meet this demand. [Saes and Spers \(2006\)](#) argue that the growing demand of consumers for certified products represents an opportunity for farmers to adopt differentiation strategies such as identifying the origin and production method, and thus meet the demand of this market ([Saes and Spers, 2006](#)).

[Leme \(2015\)](#) states that the quality of special and certified coffees not only relates to the specific characteristics of the beverage, these coffees also have symbolologies linked to the differentiation through their consumption. According to the author, consumers of certified coffees, such as those who attest to environmental and social aspects of production, not only seek a specific distinction in the quality of the beverage, but they also consume intangible aspects such as preservation of the environment, respect for workers, and incentive to family farming. In this sense, quality refers not only to intrinsic aspects of the product, such as nutritional content, health, and organoleptic characteristics, but to cultural and ethical qualities as well.

Because of the pressure from consumer markets, large roasters and corporations in the coffee sector have shown interest in expanding the presence of certified sustainable coffees in their product portfolios. However, the expansion of this market depends on the performance of the