



Coffee Consumption and Industry Strategies in Brazil

Edited by Luciana Florêncio de Almeida
and Eduardo Eugênio Spers

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Edited by

LUCIANA FLORÊNCIO DE ALMEIDA

EDUARDO EUGÊNIO SPERS



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Contributors

Geraldo Magela Jardim Barra

Federal University of Juiz de Fora, Juiz de Fora, Brazil

Jorge H. Behrens

School of Food Engineering, University of Campinas, Campinas, Brazil

Bruna De Ribeiro Costa

Costa Café, São Paulo, Brazil

Lyon Saluchi da Fonseca

Department of Production Engineering, University of São Paulo, São Paulo, Brazil

Karin Vieira da Silva

University of Santa Catarina – UDESC, Florianópolis, SC, Brazil

Luciana Florêncio de Almeida

ESPM, São Paulo, Brazil

Éder de Carvalho Januário

Department of Business, University of São Paulo, São Paulo, Brazil

Mara Elena de Godoi Pereira

Faculty of Science and Engineering, São Paulo State University—UNESP, São Paulo, Brazil

Lilian Maluf de Lima

Department of Economics, Management and Sociology, “Luiz de Queiroz” College of Agriculture, University of São Paulo (USP), Piracicaba, Brazil

Lilian de Pellegrini Elias

University of Campinas – UNICAMP, Campinas, SP, Brazil

José Paulo de Souza

State University of Maringá (UEM), Maringá, Brazil

Lucas de Vasconcelos Teixeira

University of São Paulo (School of Business Administration) and ESPM (Department of Communication and Consumption Practices), São Paulo, Brazil

Christiane Leles Rezende De Vita

PENSA (Agribusiness Knowledge Center); Università del Caffè, São Paulo, Brazil

Mario Malta Campos Dotta e Silva

São Paulo School of Economics (EESP) – Getúlio Vargas Foundation (FGV), São Paulo, SP, Brazil

Samuel Ribeiro Giordano

PENSA (Agribusiness Knowledge Center); Università del Caffè, São Paulo, Brazil

Caroline Gonçalves

Federal University of Mato Grosso do Sul, Corumbá, Brazil

Ana Elisa Bressan Smith Lourenzani

Faculty of Science and Engineering, Sao Paulo State University—UNESP, São Paulo, Brazil

Anderson Sasaki Vasques Pacheco

University Center of Brusque – UNIFEFE, Brusque, SC, Brazil

Roberta Souza Pião

Department of Production Engineering, University of São Paulo, São Paulo, Brazil

Giuliana Aparecida Santini Pigatto

Faculty of Science and Engineering, Sao Paulo State University—UNESP, São Paulo, Brazil

João Otávio Meirelles Ratton

ESPM, São Paulo, Brazil

Roberta Prado Rodrigues

Tres Corações Coffee Group, Sao Paulo, Brazil

Renata Pozelli Sabioa

Department of Health Management, Evaluation and Policy, Université de Montréal, Montréal, QC, Canada

Maria Sylvia Macchione Saes

Department of Business, University of São Paulo, São Paulo, Brazil

Sandra Mara Schiavi

State University of Maringá (UEM), Maringá, Brazil

Eduardo Eugênio Spers

Department of Economy, Administration and Sociology, ESALQ—USP, Piracicaba; ESPM, São Paulo, Brazil

Juliano Tarabal

Cerrado Mineiro Federation, Minas Gerais, Brazil

Camila R. Arcanjo Teles

School of Food Engineering, University of Campinas, Campinas, Brazil

Guilherme Nunes Torga

Department of Economy, Administration and Sociology, ESALQ—USP, Piracicaba, Brazil; Audencia Business School, Nantes, France

Celso Luis Rodrigues Vegro

Agricultural Economics Institute (IEA); Brazilian Rural Society (SBR); Industry Federation of São Paulo State (FIESP), Sao Paulo, Brazil

Kassia Watanabe

Federal University of Recôncavo da Bahia—UFRB, Cruz das Almas, Brazil

Decio Zylbersztajn

Economics of Organization, School of Economics and Business, University of São Paulo,
São Paulo, Brazil

CHAPTER 2

Perspectives of global coffee demand

Guilherme Nunes Torga^{a,b}, Eduardo Eugênio Spers^{a,c}

^aDepartment of Economy, Administration and Sociology, ESALQ—USP, Piracicaba, Brazil

^bAudencia Business School, Nantes, France

^cESPM, São Paulo, Brazil

2.1 Introduction

The exact origins of coffee are unknown. However, popular legends assert that the beginning of coffee production and consumption dates back to Abyssinia, in present day Ethiopia. The first observations concerning this beverage apparently involved its energy-giving effects on goats. The first mention of coffee is attributed to the Persian physician Rhazes (CE 865–925), who referred to the drink as *bunchum*. But he was not writing about the same beverage that we drink today; the first time that coffee beans were roasted, ground, and infused was in the 15th century (Pendergrast, 2010).

During the following centuries, coffee consumption spread throughout the world, including Europe, and also gained a major role during mercantilism, according to Ormrod (2003). At the 20th century, coffee was largely traded worldwide, and some underdeveloped countries such as Brazil had their economies based on coffee exports, as explained by Skidmore (2009).

Nowadays, the supply chain of coffee has evolved to a complex system that involves several agents, from the agricultural inputs firms, farmers, and commodity traders to food industries and retailers. One of the biggest challenges faced by them is how to add more value to the final product and, thereafter, to the value chain. But to attain that purpose, it's crucial to understand how consumers perceive the value of the coffee, that is, how the demand will respond to changes of the final product or at the supply chain.

The main objective of this chapter is to provide information about coffee demand that can assist all agents of the coffee value chain to organize themselves to be more competitive in the near future, keeping in mind the consumers that they will be selling to.

The specific objective of this chapter is to analyze the perspectives of the global demand for coffee in the present, providing a summarized literature