



CUMBRE PARA LA SOSTENIBILIDAD DEL CAFÉ EN LA REGIÓN PROMECAFE

IV EDICIÓN  HONDURAS



PROMECAFE
Por el desarrollo de la caficultura regional



IHCAFE
INSTITUTO HONDUREÑO DEL CAFÉ

Mercado como detonante para la sostenibilidad.

San Pedro Sula, Noviembre 2022

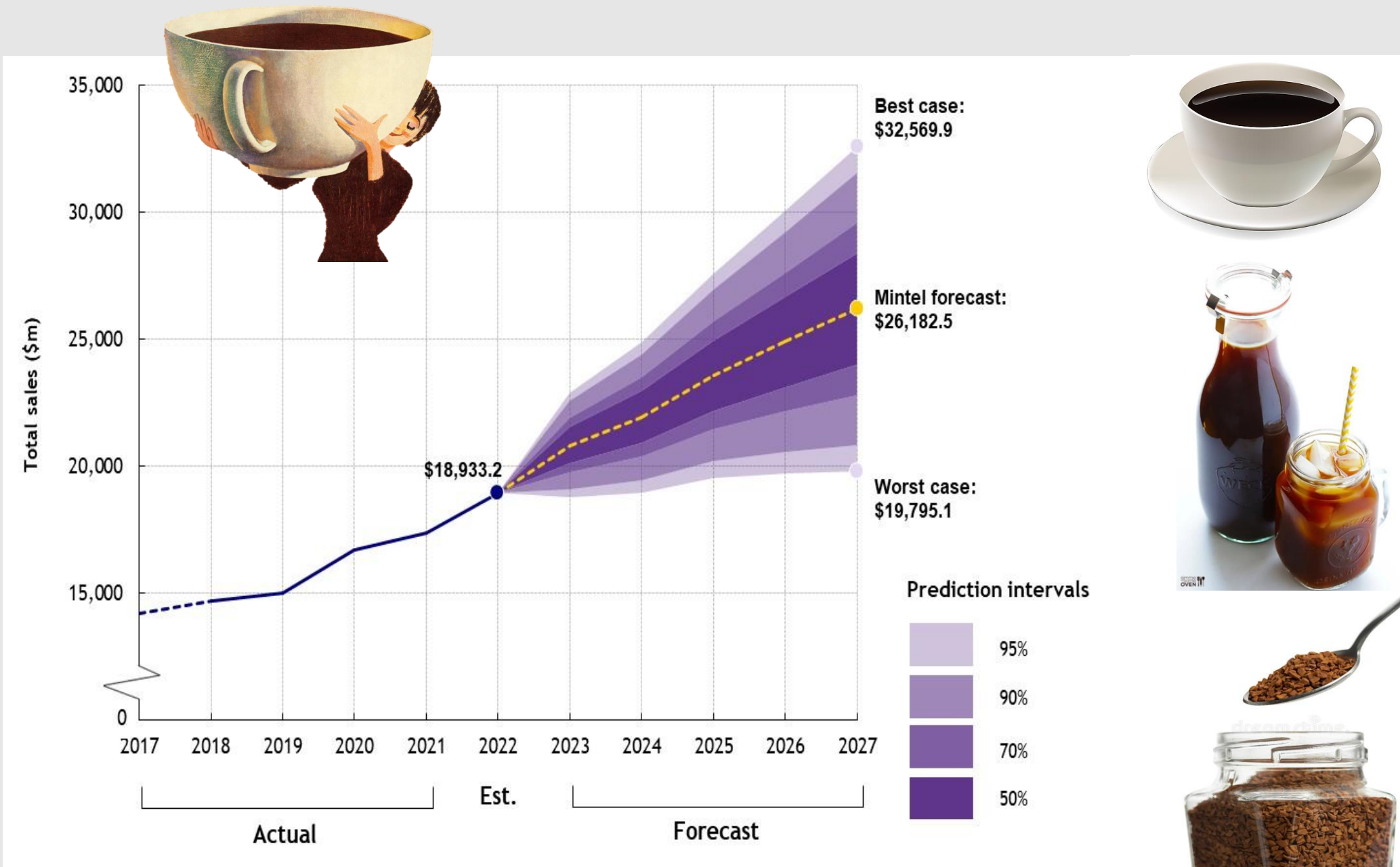


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Asociación de Cafés de Especialidad (SCA)

FOMENTAMOS UNA
COMUNIDAD GLOBAL DE CAFÉ Y
APOYAMOS ACTIVIDADES PARA
HACER DEL CAFÉ DE
ESPECIALIDAD UNA ACTIVIDAD
PRÓSPERA, **EQUITATIVA** Y
SOSTENIBLE PARA TODA LA
CADENA DE VALOR.

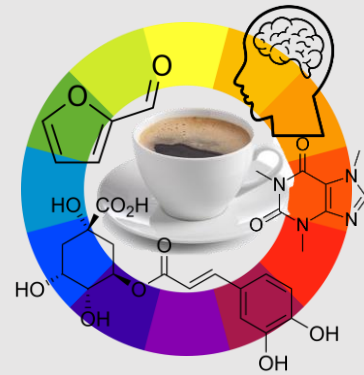




Total US sales and forecast of coffee and RTD coffee, at current prices, 2017-27 (Mintel, 2022)



Experiencias sensoriales
Calidad/Sabor



Productos premium

Cafés de Especialidad

Experiencias de consumo



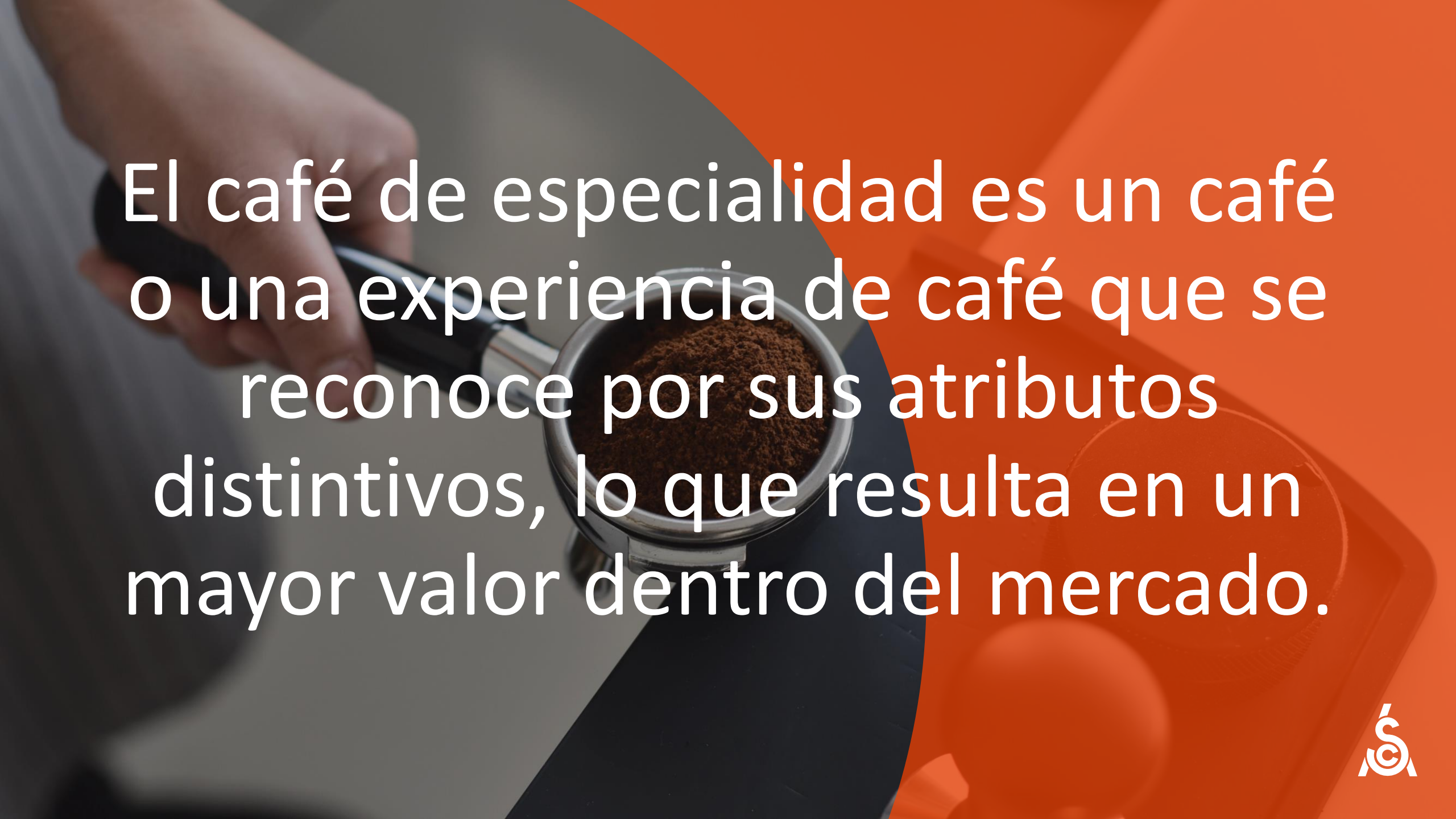
Ocasión de consumo





¿Qué es el café de especialidad?





El café de especialidad es un café o una experiencia de café que se reconoce por sus atributos distintivos, lo que resulta en un mayor valor dentro del mercado.



WHAT EXPLAINS SPECIALTY COFFEE QUALITY SCORES AND PRICES: A CASE STUDY FROM THE CUP OF EXCELLENCE PROGRAM

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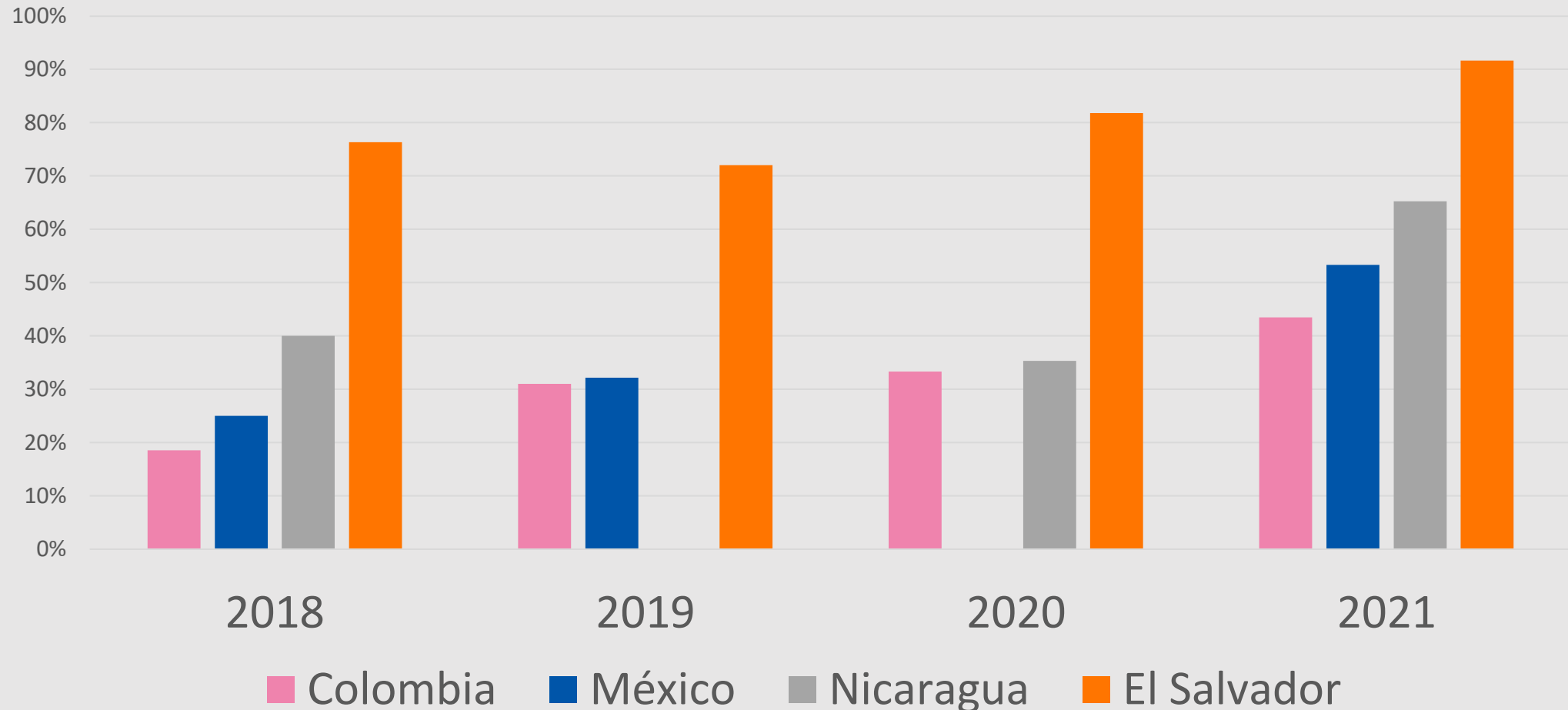
Abstract. This study investigates the effects of material and symbolic quality attributes on the Cup of Excellence specialty coffee quality scores and prices. The estimates from the quality score equations suggest that material attributes are important determinants, but symbolic attributes have a greater explanatory power. The hedonic price estimations show that specialty coffee prices are mainly determined by symbolic attributes and market conditions such as the number of coffees in the auction. Overall, the study reveals that fruity, floral, sweet, spice, and sour acid are cuppers' and buyers' most favorite coffee flavors and aromas.

Keywords. Coffee Taster's Flavor Wheel, Cup of Excellence, hedonic model, quality attributes, specialty coffee, truncated regression

JEL Classifications. C24, D44, Q13



Lotes Ganadores en Taza de Excelencia con Procesos Diferentes a Lavado (%)



**Los Atributos se pueden
medir**



Atributo intrínseco (atributo material)

Dentro del café

- Puntaje de cata
- Apariencia física
- Tamaño/grado
- Color de tueste
- Perfil descriptivo



Atributo extrínseco (atributo simbólico)

Acerca del café

- Origen
- Certificación
- Finca
- Marca

Más
Atributos

=

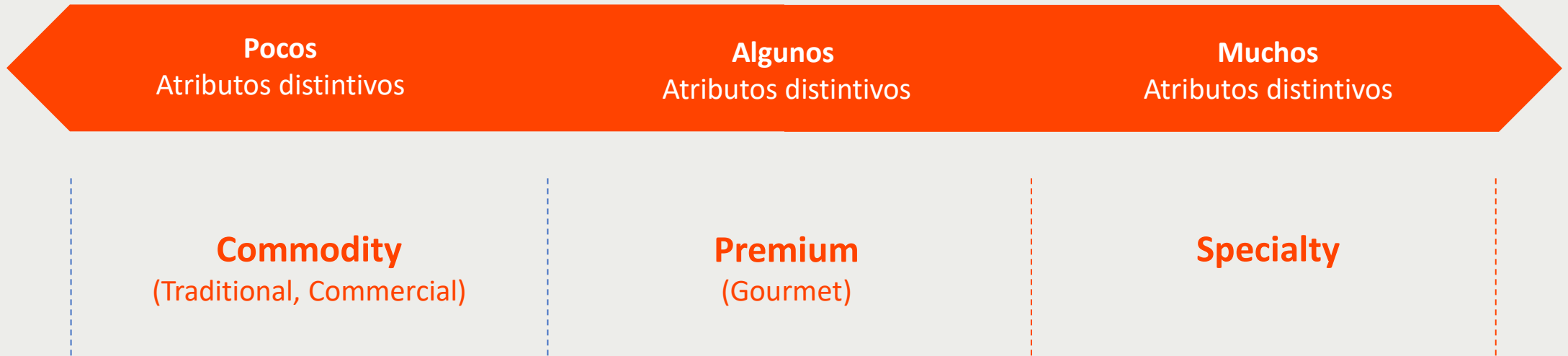
Más
valor

Más
(mejor)
atributos

=

Más
(mejor)
valor

Attributes Continuum

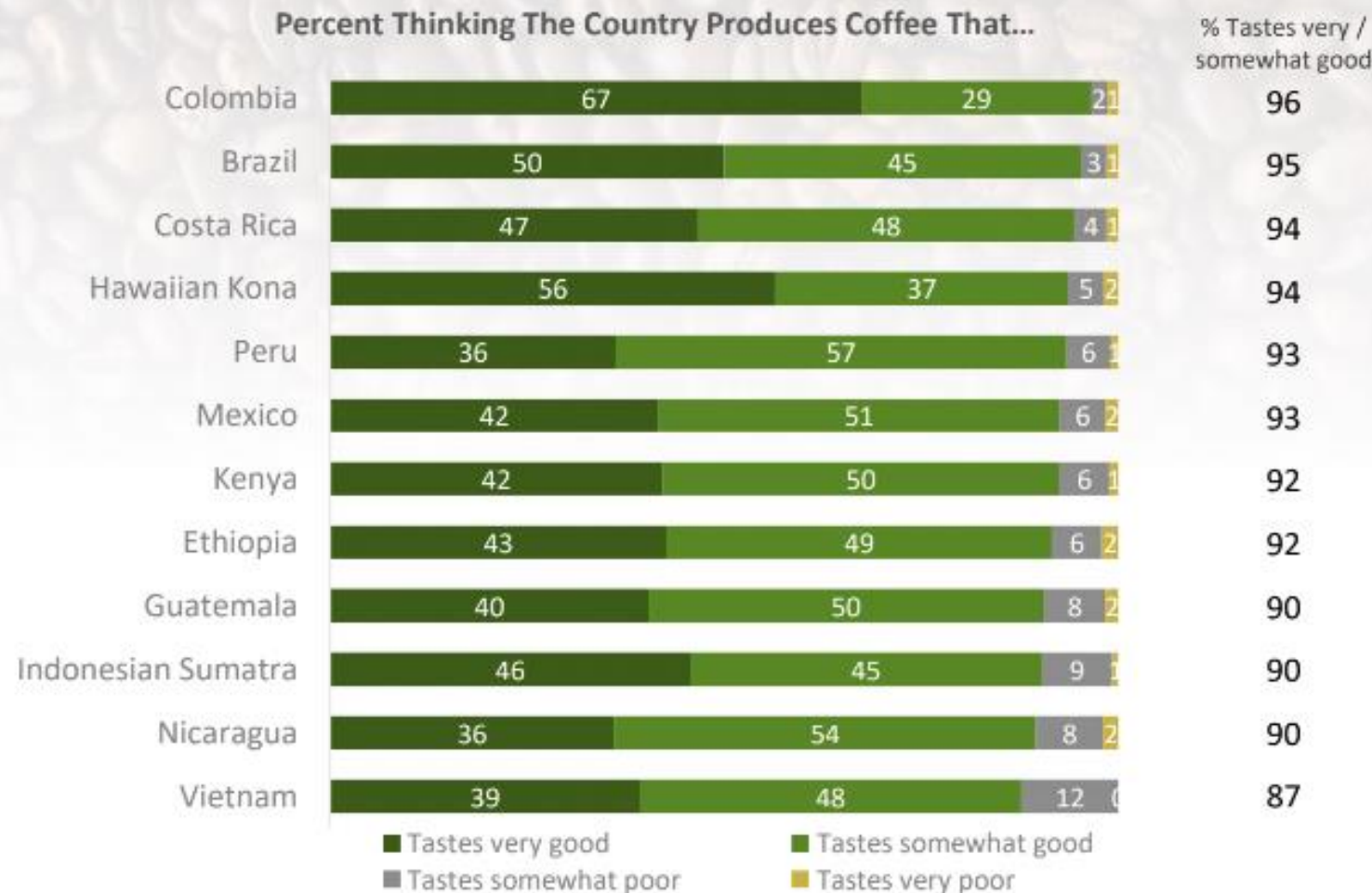


Si medimos
los
atributos

=

Podemos
entender el
valor

Perceptions of Coffee Quality Produced by Countries



Among those who associate coffee with origin regions, the perceptions of quality is generally high for most countries.

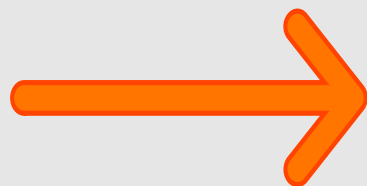
Colombia (67%), Hawaiian Kona (56%), Brazil (50%) and Costa Rica (47%) continue to rank at the top, however.

A third (36%) of those who associate Peru (a new addition in 2022) with coffee believe it produces good-tasting coffee.

Base: Those who strongly or somewhat associate with coffee from certain regions/countries, JAN 2022; base sizes vary.

And do you think that each of these countries produces coffee that...?

- Evaluación de la calidad
- Descubrimiento de sabores
- Toma de decisiones de compra



ENTENDIMIENTO



DEL VALOR



Una estrategia general para acceder a los mercados de especialidad



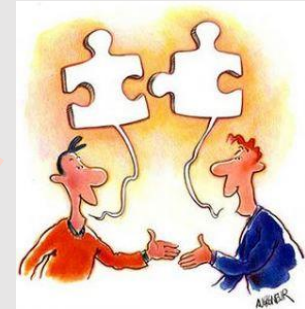
Conoce los atributos de tu café



Comunica los atributos de tu café

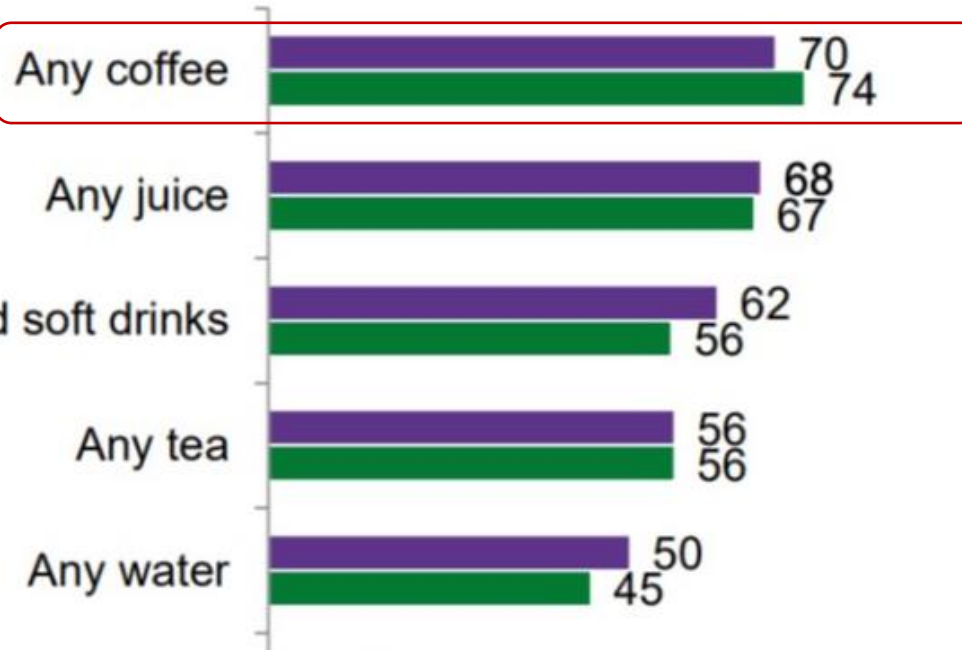


Dirígete al mercado que valora tus atributos



Tendencias Consumidor COVID-19

2017-2019



2020-2021



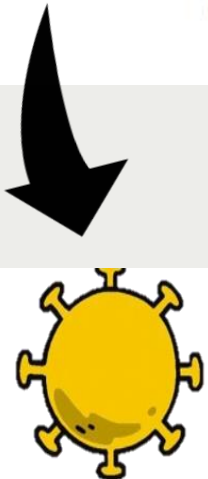
Probó nuevas marcas de café



Compraron café “*premium*” para preparar en sus casas



Métodos/dispositivos para preparar diferentes tipos de café



Pandemia

Tendencias Destacadas

- Cafés de variedades, orígenes, exóticos, procesamiento

- Comercio justo
- Derechos humanos
- Conciencia ambiental

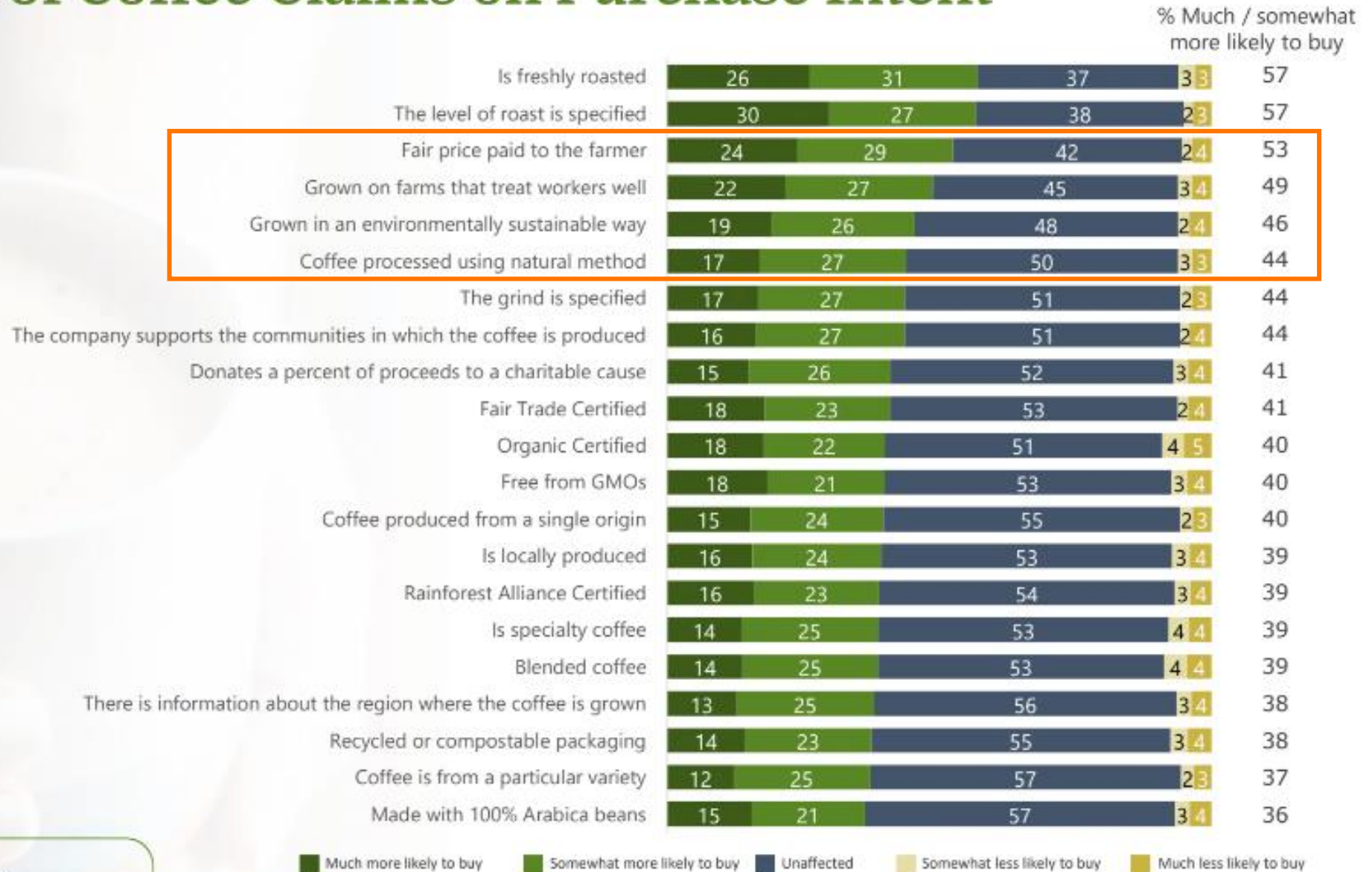


Impact of Coffee Claims on Purchase Intent

Freshly roasted and roast level continue to have the greatest impact in motivating purchase intent: 6-in-10 say they are more likely to buy if seeing mentions of roast when buying coffee.

Corporate social responsibility practices remain important to coffee drinkers. 'Fair price paid to the farmer' (53%), 'Grown on farms that treat workers well' (49%), and 'Grown in an environmentally sustainable way' (46%), are all key drivers for buying coffee in 2022.

While certifications such as Fair Trade, Organic, and Rainforest Alliance have the ability to motivate some, more are unaffected by these claims. Communications to educate the consumer on benefits of these certifications may motivate these consumers.



Base: Total Sample 18+ JAN 2022 (n=1523)

Here are some things that a coffee company could say about their coffee. What effect do each of these have on your interest in buying their coffee?

SCA



En resumen

- Industria del café debe **prosperar a través de la sostenibilidad**.
- Innovar modelos de negocio para mover dinámicas de mercado hacia **modelos económicos más distributivos y regenerativos**.
- **Dialogar**...incorporando métricas e indicadores confiables que informen a los actores del sistema café y den voz a los productores/organizaciones.
- **Fortalecer institucionalidad cafeteras y personal clave** que lidere agendas hacia la distribución de valor equitativa en la cadena.
- Adoptar y promover **sistemas de evaluación del valor del café que equilibren relaciones de poder** entre compradores y productores.

