Coffee Culture, Production and Markets  
ANG6930(Sec.23H6) / ANT4930(Sec.23H8) / LAS6938(Sec.07E7) / LAS4935 (Sec.05FE)  
Fall 2015

Course Time & Location:  
- Tuesdays Period 3: 9:35-10:25 - Matherly 06  
- Thursdays Periods 3-4: 9:35-11:30 - Matherly 09

Professor: Catherine Tucker  
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Phone: 352-392-0690  
Office Hours: Tuesdays 10:45 - 12:00, Thursdays 11:45 – 1:00 and By Appointment  
Office Location: Grinter 309  
Final Exam: Monday, Dec. 14 7:30 – 9:30 am

Course Description:  
Do you start your day with coffee? Coffee is an integral part of life for producers and consumers around the world, and it is the world’s second most valuable, legally traded commodity in terms of total trade dollars (after petroleum). This course will consider the diverse expressions and ramifications of “coffee culture,” from the farmers who see it as their life, to the buyers and traders who know it as a living, to the drinkers who can’t imagine life without cups of java. We will explore the historical roots of coffee production and trade, including its roles in nation-building and international power relations, and its modern implications for environmental change, economic justice and development. Alternatives to dominant coffee production and marketing practices will be considered, such as Fair Trade, shade-grown, and organic coffee. In light of periodic collapses in coffee prices, we will address the impacts of market volatility on producers, processors, distributors and consumers. Why do consumers in the United States see little change in coffee prices when international prices experience drastic declines? We will also consider the controversies over the possible implications of coffee consumption and caffeine for health. The course will be run as a seminar. Students are expected to come to class prepared to discuss the readings, and participate in class activities and discussions.

Required Texts:  
For Undergraduates and Graduates:  

Tucker, C. M. 2011 Coffee Culture: Local Experiences, Global Connections. New York: Routledge (Available as an E-book, may be free through UF)


For Graduate Students (Optional for Undergraduates):  

Additional Readings will be posted on Canvas.
Notes:
• Reading assignments are listed for the day that they will be discussed. Come prepared to discuss the readings in class.
• **Optional readings are REQUIRED for graduate students**
• Additional readings may be added as the course develops.

Course Questions:
• Why is coffee so popular? What roles does coffee play in our daily lives, and why?
• How do we think about and perceive coffee? What theoretical approaches help us to examine the social uses, values and meanings associated with coffee and other foods?
• How have controversies over the social, political and medical dimensions of coffee related to societal and historical processes?
• What roles did (and do) coffee production and trade play in the development and evolution of modern nation-states and the global economy?
• How does coffee production impact producers’ livelihoods and the natural environment? How may consumers influence coffee’s economic, social and environmental dimensions?
• What are the potential health benefits and risks of coffee consumption?
• What opportunities exist for environmental, social and economic sustainability in the production and consumption of export goods such as coffee?
• How is fair trade different from conventional markets? What are its goals, advantages, and shortcomings?

Course Objectives:
• Explore the diverse meanings and values associated with coffee consumption and its representations through time, with respect to relevant theoretical approaches.
• Analyze how coffee has been used in various ways to symbolize, reinforce and occasionally challenge cultural values, social norms, and political realities.
• Understand the relationships between the history of coffee and the development of the global economic system.
• Gain understanding of health risks and benefits of coffee consumption, with respect to changing scientific, medical and sociocultural perspectives
• Learn about the social, political, economic and ecological realities of coffee production and consumption from perspectives of different stakeholders.
• Explore challenges of sustainable production, marketing and consumption
• Learn about the differences between conventional and alternative markets, their shortcomings and objectives.
• Practice participant observation and consider patterns of coffee consumption
Course Evaluation and Grading:

- Detailed instructions for each written assignment will be discussed in class and posted to Canvas.
- 400 points possible, distributed as follows:

Undergraduates:
1. Participation: In-class written commentaries, discussion questions, class activities, possibly quizzes (100 pts)
2. Midterm Project: Participant observation in coffee shops, field notes, and report (100 pts)
3. In-class team debate and position statement: Alternative trade vs. conventional coffee (50 pts)
4. Abstract and outline of the final research paper (50 pts)
5. Final Paper (8-12 pages) or a Presentation to class with annotated powerpoint or prezi slides & summary report (3-5 pages). Topics must be approved in advance by Dr. Tucker (100 pts)

Graduates:
1. In-class written commentaries, discussion questions, class activities, possibly quizzes, including participation in Graduate Student Discussion Sessions (TBA) (100 pts)
2. Midterm Project: Participant observation in coffee shops, field notes, and report (100 pts)
3. In-class team debate and position statement: Alternative trade vs. conventional coffee (50 pts)
4. Final Research Project on a relevant topic approved in advance by Dr. Tucker, with two major components:
   - Presentation of project findings to class (50 pts)

Grading Policy: The course will be graded by standard percentages; the grade will not be curved.

A = 93- 100%  A- = 90- 92.9%  B+ = 87-89.9%,
B = 83-86.9%  B- = 80-82.9%  C+ = 77-79.9%
C = 73-76.9%  C- = 70-72.9%  D+ = 67-69.9%
D= 63-66.9%  D- = 60-62.9%  F = below 60%

Late Submissions: Late submissions of assignments will be discounted 10% per day. This is simply fair to those in the class who meet deadlines, otherwise they would be disadvantaged relative to those who took more time.

Policy on Plagiarism / Cheating: Plagiarism in written assignments (i.e. the copying of material without citation of the source) is unacceptable. It will lead to a zero on the assignment or paper if it is of a minor degree (less than a paragraph), and to a failing grade in the course in cases of extensive copying without citation. If you have doubts about when and how to cite sources, Dr Tucker will be glad to answer your questions.

Emergencies: If you have a medical or family emergency that prevents you from attending class, completing an assignment on time, or results in extended absence, bring it to the attention of professor as soon as possible. Reasonable accommodations can be made with proper documentation. Medical conditions must be documented by a
doctor's note. Other emergencies must be documented by an appropriate authority (check with Dr. Tucker).
Aug 25: Introduction
Why is caffeine common in plants? Why do you think caffeine is so popular among human societies?

Recommended:

Aug 27: The Culture of Coffee, Early History and Controversies

Tucker. Ch. 1: Culture, Caffeine, and Coffee Shops. Pp. 3-10

Optional:

Sep 1: Coffee's Spread Through Europe

Tucker, Ch. 4 Tracing Coffee Connections. Pp 26-34.
Weinberg & Bealer Ch.5: The Caffeine Trade Supplants the Spice Trade: Tea and Coffee Come to the West (Start at “Early Ports of Arrival”). Pp 64-82
Ch.6: The Late Adopters: Germany, Russia and Sweden Join In.
Ch.8: Postscript: Why Did Caffeine Come When It Did? Pp. 125-127.

Sep 3: Coffee and the Growth of the World System
Assignment: Bring two questions (printed in hard copy) inspired by the week’s readings to discuss in class

Williams, R. 1994 Preface; Ch 2: The Coffee Boom and the World Capitalist System.

Optional:

Sep 8: Theories of Food and Culture
Class Activity: In-class writing response on readings

Tucker. Ch 2 Theories of Food and Social Meanings of Coffee. Pp. 11-17.

Optional:

**Sep 10: Food, Power and Social Class**

**Assignment:** Bring two questions (printed in hard copy) inspired by the readings to discuss in class


Optional:

**Sep 15: Coffee Production, Processing and Labor**


Optional:

**Sep 17: Coffee’s Environmental Impacts and Questions of Sustainability**

**Assignment:** Bring two questions (printed in hard copy) inspired by the readings to discuss in class


Optional:
Sep 22: Is Coffee Good or Bad for You? Medical Controversies of Coffee

**Assignment**: Find a recent article or news clipping (within the last 2 years) that discusses coffee and health. Bring it to class with a brief summary to hand in and discuss in class (15 pts).


Sep 24: Health Benefits and Uncertainties of Coffee and Caffeine

**Class Discussion**: Is coffee a health food?
**Midterm Assignment** handed out in class


Sep 29: Price Volatility, Inequity, and Efforts to Regulate Coffee Markets

Why are coffee prices unpredictable and fluctuate dramatically? How have the causes of volatility changed (or not) over time?

Tucker. Ch. 15 Market Volatility and Social Calamity; Ch. 16 Efforts to Mitigate the Coffee Cycle and the Distribution of Power. Pp. 113-126.

**Suggestion**: Start reading Jaffee!

Oct 1: Coffee Growers, Markets and a Brief History of Fair Trade

**Class Discussion**: How and why did Fair Trade emerge?


Oct 6: Coffee Consumption Exploration and Participant Observation

Tucker Away at Mountains of Future Earth International Conference

Oct 8: Black Gold (Film)

Tucker Away at Mountains of Future Earth International Conference
Questions for discussion will be distributed in advance
**Oct 13: Coffee Culture and Coffeehouses in the USA**
Midterm Project Due; Discussion of project findings

Ch.12: Caffeine Culture and *Le Fin du Millénaire*. Pp. 197-212.

*Optional:*
Baltimore: Johns Hopkins University Press.

**Oct 15: Ethiopia and International Coffee Markets**
Class Discussion: Black Gold, and Starbucks vs. the Government of Ethiopia

http://www.economist.com/node/8355026
http://fpif.org/starbucks_v_ethiopia/

**Oct 20: Value Chains, Conventional Markets and Alternative Trade**
Class Discussion: What are value chains?

Jaffee. Ch. 3: One Region, Two Markets, Ch.4: The Difference a Market Makes, Ch.5: A Sustainable Cup? Pp.58-164.

*Optional:*

**Oct 22: Conundrums of Fair Trade from Producers’ Perspectives**
Class Discussion: What are the differences between conventional and alternative trade?

Jaffee: Ch.6 Eating and Staying on the Land, Ch. 7 Dancing with the Devil? Pp. 165-231.

*Optional:*
Daviron & Ponte Ch. 6: Value chains or values changed? Pp. 204-244.

**Oct 27: The Business of Coffee and Fair Trade**
Video: Cappuccino Trail (50 min) (Questions for discussion will be distributed)

Oct 29: Global Economies, Alternative Trade and Critical Analyses
Jaffee. Ch.8 “Mejor pero no muy bien que digamos” Pp. 232-246.
Athens, OH: Ohio University Press. (Excerpts)
West, P. 2012. From Modern Production to Imagined Primitive: The Social World of

Nov 3: Who Benefits from Fair Trade?
Preparation for class debate on Fair Trade
Tucker. Ch. 18 “Conundrums of Fair Trade Coffee: Building Equity or Reinventing
Subjugation?” Pp. 137-142.

Optional:
Daviron & Ponte Ch. 7: A Way Forward. Pp. 245-272.

Nov 5: Class Debate and Discussion: Can Alternative Trade Solve the Inequalities
of Coffee Markets? Why or why not?
Teams will prepare arguments and debate contrasting positions on Alternative Trade
drawing on class materials and research (50 pts)
Each team will submit a written summary position statement at the beginning of
class.

Nov 10: Coffee Preparation Across Cultures: Many ways to make a “perfect cup”
Paper / Presentation Abstract & Outline Due

Nov 12: Coffee Tasting: Science and Art
Coffee Flavor Wheel (color image)
Coffeecuppers.com A Short Primer on Coffee Tasting http://www.coffeecuppers.com/Tasting-Primer.htm
Weissman, M. 2008 God in a Cup: the Obsessive Quest for the Perfect Coffee, Ch. 2

Nov 17: Special Themes /Project Presentations

Nov 19: Final Project Research
Tucker Away at American Anthropological Association Conference
Nov 24: Coffee Satire and Humor

DeCamp and Tucker  Ch.9: Hot and Bothered: Coffee and Caffeine Humor.
The Women’s Petition Against Coffee
The Men’s Response to the Women’s Petition

Nov 26  Thanksgiving    - No Class

Dec 1: Special Themes & Presentations

Dec 3: Special Themes & Presentations

Dec 8: Special Presentation
Tucker Away at UNESCO Meeting

Dec 10: Synthesis and Conclusions: Coffee Past, Present and Future


FINAL EXAM WEEK: Final Exam Period: 14A Monday, Dec 14 7:30 – 9:30 am
(may be used for class presentations)
Final Research Papers Due, Monday Dec. 14

Further Reading:


