

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:

Jaffee, D. 2007. *Brewing Justice: Fair Trade Coffee, Sustainability, and Survival*. Berkeley: University of California Press. (Available as an E-Book)

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

Weinberg, B. A. and B. Bealer. 2002. *The World of Caffeine: The Science and Culture of the World's Most Popular Drug*. New York & London: Routledge.

For Graduate Students (Optional for Undergraduates):

Daviron, B. and S. Ponte. 2005. *The Coffee Paradox: Global Markets, Commodity Trade and the Elusive Promise of Development*. London: Zed Books.

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 prezzi 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)
 - Research Project Write-up (aka Research Paper): 15-20 pages (100 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).

CLASS SCHEDULE

Adjustments in the schedule, activities and readings may be made to meet class needs. It is your responsibility to read email and check Canvas announcements daily.

Aug 25: Introduction

Why is caffeine common in plants? Why do you think caffeine is so popular among human societies?

Recommended:

Weinberg and Bealer: Ch. 14 Caffeine and the Plant Kingdom. Pp. 235-246.

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

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

Weinberg & Bealer Ch.1: Arabian Origins. Pp. 3-25.

Optional:

Weinberg & Bealer. Prologue. Pp. xvii – xxi.

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.
Pp. 83-94.

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

Tucker. Ch. 5 Coffee and the Rise of the World System. Pp. 35-42.

Williams, R. 1994 Preface; Ch 2: The Coffee Boom and the World Capitalist System.
In States and Social Evolution: Coffee and the Rise of National Governments in Central America. Pp. xix-xxix, 15-40.

Optional:

Daviron & Ponte. Ch.1: Commodity Trade, Development and Global Value Chains.
Pp. 1-49.

Sep 8: Theories of Food and Culture

Class Activity: In-class writing response on readings

Leach, E. 1974 Ch. 2: Claude Lévi-Strauss - Oysters, Smoked Salmon and Stilton Cheese. Reprinted from *Claude Lévi-Strauss*. Chicago: Univ. of Chicago Press.

Tucker. Ch 2 Theories of Food and Social Meanings of Coffee. Pp. 11-17.
Weinberg & Bealer. Introduction to Part 3. Pp. 130-132.

Optional:

Daviron & Ponte. Ch. 4: Is this any good? Material and symbolic production of coffee quality. Pp. 127-163.

Sep 10: Food, Power and Social Class

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

Mintz, S. 1996 Food and Its Relationship to Concepts of Power. In *Tasting Food, Tasting Freedom*. Boston: Beacon Press. Pp. 17-32.

Roseberry, W. 1996 Rise of Yuppie Coffees and the Reimagination of Class in the United States. *American Anthropologist* 98(4):762-775.

Optional:

Appadurai, A. 1988 How to Make a National Cuisine. *Comparative Studies in Society and History* 30:3-24.

Sep 15: Coffee Production, Processing and Labor

Kurian, R. 2003 Labor, Race and Gender on the Coffee Plantations in Ceylon (Sri Lanka), 1834-1880. In *The Global Coffee Economy in Africa, Asia, and Latin America, 1500-1989*. Clarence-Smith, W. G., and S. Topik, Eds. Cambridge: Cambridge University Press. Pp. 173-190.

Tucker Ch. 11: Planting and Caring for Coffee. Pp. 85-89. Ch. 12: Harvesting, Processing and Inequality. Pp. 90-97.

Optional:

Roseberry, W. 1996 La Falta de Brazos: Land and Labor in the Coffee Economies of Nineteenth Century Latin America. *Theory and Society* 20(3):351-381

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

Tucker. Ch.13: Environmental Sustainability of Coffee Production. Pp.98-103.

Ch.14: Environmental Conundrums of Coffee Processing. Pp. 106-110.

King, D.I., et al. 2012. Community-based agroforestry initiatives in Nicaragua and Costa Rica. In Simonetti, J.A., A.A. Grez & C.F. Estades (Eds). *Biodiversity conservation in agroforestry landscapes: challenges and opportunities*. Santiago, Chile: Editorial Universitaria.

Optional:

Perfecto et al. 2005. Biodiversity, yield, and shade coffee certification. *Ecological Economics* 54:435-446.

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).

Tucker. Ch. 10: Is Coffee Good or Bad for You? Pp. 74-81.

Weinberg & Bealer. Ch.7: Judgments of History: Medical Men Debate Caffeine. Pp. 95-124; Ch.15: Caffeine and the Body: Health Effects, Reproductive Issues, and Fitness. Pp. 269-290.

Sep 24: Health Benefits and Uncertainties of Coffee and Caffeine

Class Discussion: Is coffee a health food?

Midterm Assignment handed out in class

Tufts University Health & Nutrition Letter. 2008. Brewing Up Health Benefits for Coffee. 25(11,5):4-5.

Weinberg & Bealer. Ch.16: Thinking Over Caffeine: Cognition, Learning and Emotional Well-being; Ch.17: Caffeine Dependence, Intoxication and Toxicity. Pp.291-316.

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?

Coffee Research Newsletter. 2001. New York Coffee Exchange 101. *Coffee Research Newsletter* 1(4): 1-2.

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?

Jaffee. Introduction. Ch.1: A Movement or a Market? Ch. 2: Coffee, Commodities, Crisis. Pp. 1-57

Tucker. Ch 17: A Brief History of Fair Trade. Pp. 127-136.

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

Weinberg & Bealer. Ch.11: The Endless Simmer. Pp. 181-186 (*Optional* Pp.187-96.)
Ch.12: Caffeine Culture and *Le Fin du Millénaire*. Pp. 197-212.

Optional:

Jimenez, M. E. 1995. From Plantation to Cup: Coffee and Capitalism in the United States, 1830-1930. In *Coffee, Society and Power in Latin America*. W. Roseberry, L. Gudmundson and M. Samper Kutschbach, eds. Pp. 38-64. Baltimore: Johns Hopkins University Press.

Oct 15: Ethiopia and International Coffee Markets

Class Discussion: Black Gold, and Starbucks vs. the Government of Ethiopia

DePass, D. 2012. Starbucks v. Ethiopia: Corporate Strategy and Ethical Sourcing in the Coffee Industry. *Case Studies in Ethics*. The Kenan Institute for Ethics, Duke University.

The Economist. 2006. Starbucks vs. Ethiopia: Storm in a Coffee Cup.

<http://www.economist.com/node/8355026>

Fellner, K. 2008. Starbucks v. Ethiopia. *Foreign Policy in Focus*.

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:

Daviron & Ponte. Ch 5: 'Sustainable' coffee initiatives. Pp. 164-202.

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)

Camp, M., et al. 2005. A Cup of Truth. *Cultural Survival* 29(3):17-25.

Cycon, D. 2005. Confessions of a Fair Trader. *Cultural Survival* 29(3): 26-30.

Oct 29: Global Economies, Alternative Trade and Critical Analyses

Jaffee. Ch.8 "Mejor pero no muy bien que digamos" Pp. 232-246.

Sylla, N. S. 2014 *The Fair Trade Scandal: Marketing Poverty to Benefit the Rich*. Athens, OH: Ohio University Press. (Excerpts)

West, P. 2012. *From Modern Production to Imagined Primitive: The Social World of Coffee from Papua New Guinea*. Durham, NC: Duke University Press (Excerpts)

Nov 3: Who Benefits from Fair Trade?

Preparation for class debate on Fair Trade

Jaffee. Ch. 9: "Strengthening Fair Trade", and Conclusion. Pp. 247-266.

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

Pendergrast, M. 1999. Appendix: How to Brew the Perfect Cup. In *Uncommon Grounds: The History of Coffee and How It Transformed the World*. Pp. 427-430.

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>

Coffee Research Newsletter 2001. Super (Coffee) Tasters: Implications in Cupping. *Coffee Research Newsletter* 1(1):3

Weissman, M. 2008 *God in a Cup: the Obsessive Quest for the Perfect Coffee*, Ch. 2 & Ch 3. Pp. 35-79. Hoboken, NJ: John Wiley & Sons, Inc.

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

Weinberg & Bealer. Epilogue: A Toast to the Future. Pp. 317-320.

**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:

- Baca, M., P. Laderach, J. Haggard, G. Schroth, O. Ovalle. 2014. An Integrated Framework for Assessing Vulnerability to Climate Change and Developing Adaptation Strategies for Coffee Growing Families in Mesoamerica. *PLOS One* 9(2) Online.
- Bray, D. B., J. L. Plaza Sánchez, E. Contreras Murphy. 2002. Social Dimensions of Organic Coffee Production in Mexico: Lessons for Eco-Labeling Initiatives. *Society and Natural Resources* 15: 429-446.
- Camp, M. and J. Goodman. 2005 Fair Trade and Indigenous Peoples. *Cultural Survival* 29(3): 13-15.
- Clark, Taylor. 2007. *Starbucked: A double tall tale of caffeine, commerce, and culture*. New York: Back Bay Books.
- Damodaran, A. 2002. Conflict of Trade-Facilitating Environmental Regulations with Biodiversity Concerns: The Case of Coffee-Farming Units in India. *World Development* 30(7):1123-1135
- Fridell, G. 2007 Fair Trade Coffee: The Prospects and Pitfalls of Market-Driven Social Justice. Toronto: University of Toronto Press.
- Gilbert, C. L. 1996. International Commodity Agreements: An Obituary Notice. *World Development* 24(10):1-19.
- Gobbi, J. 2000. Is biodiversity-friendly coffee financially viable? An analysis of five different coffee production systems in western El Salvador. *Ecological Economics* 33(2):267-281.
- Griffin, L.R. 2008. The Caffeine Advantage. *Men's Health* 23(2):102-104.
- Gudmundson, L. 1995. Peasant, Farmer, Proletarian: Class Formation in a Smallholder Coffee Economy: 1850-1950. In *Coffee, Society and Power in Latin America*, ed. W.

- Roseberry, L. Gudmundson and M. Samper Kutschbach, 112–150. Baltimore: Johns Hopkins University Press.
- Gunder Frank, A. 1966. The Development of Underdevelopment. *Monthly Review* 18:17–31.
- Harvard Health Publications. 2004. Coffee: For Most It's Safe. *Harvard Women's Health Watch* 12(1):2–4.
- Hattox, R.S. 1985. *Coffee and Coffeehouses: The Origins of a Social Beverage in the Medieval Near East*. Seattle: University of Washington Press.
- Higdon, J.V., and B. Frei. 2006. Coffee and Health: A Review of Recent Human Research. *Critical Reviews in Food Science and Nutrition* 46:101–123.
- Hinrichs, R., N. Hunzelmann, et al. 2002. Caffeine Hypersensitivity. *AllergyNet* 57:859.
- Homan, D.J., and S. Mobarhan. 2006. Coffee: Good, Bad, or Just Fun? A Critical Review of Coffee's Effects on Liver Enzymes. *Nutrition Reviews* 64:43–46.
- Hopkins, T., and I. Wallerstein. 1986. Commodity Chains in the World Economy. *Review* 10 (1):157–170.
- Lien, D. D. and R. H. Bates. 1987. Political Behavior in the Coffee Agreement. *Economic Development and Cultural Change* 35(3):629–636.
- Katz, D. B. and A.M. Young. 1997. Eco-Friendly Coffee Farming. *Science* 275:12–13.
- Kinro, G. Y. 2003. A Cup of Aloha: The Kona Coffee Epic. Honolulu: Univ. of Hawai'i Press.
- MacVean, C. 1997. Coffee Growing: Sun or Shade? Letter to the Editor. *Science* 275(5306):1552.
- Mendez, V. E., et al. 2010. Effects of Fair Trade and organic certifications on small-scale coffee farmers households in Central American and Mexico. *Renewable Agriculture and Food Systems* 25:236–251.
- Mintz, S. 1985. *Sweetness and Power: The Place of Sugar in Modern History*. New York: Penguin.
- Moguel, P. and V. M. Toledo. 1997. Biodiversity Conservation in Traditional Coffee Systems of Mexico. *Conservation Biology* 13(1):11–21.
- Nigh, R. 1997. Organic Agriculture and Globalization: A Maya Associative Corporation in Chiapas, Mexico. *Human Organization* 56(4):427–436.
- Philpott, S. et al. 2007. Field-Testing Ecological and Economic Benefits of Coffee Certification Programs. *Conservation Biology* 21:075–985.
- Ponte, S. 2002. The 'Latte Revolution'? Regulation, Markets and Consumption in the Global Coffee Chain. *World Development* 30(7):1099–1122.
- Ridler, N. 1988. The *Caisse de Stabilisation* in the Coffee Sector of the Ivory Coast. *World Development* 16(12):1521–1526.
- Schenker, S. 2001. Coffee drinking: Grounds for Concern? *British Nutrition Foundation Nutrition Bulletin* 26:5–6.
- Spiller, G, ed. 1998. *Caffeine*. Boca Raton: CRC Press.
- Talbot, John M. 2004. *Grounds for Agreement: The Political Economy of the Coffee Commodity Chain*. Lanham, MD: Rowman & Littlefield.
- Tan, Stan. 2000. Coffee frontiers in the Central Highlands of Vietnam: networks of connectivity. *Asia Pacific Viewpoint* 41(1):51–67.
- Tofler, O., S. Foy, K. Ng, G. Hickey, and V. Burke. 2001. Coffee and Coronary Heart Disease. *Heart, Lung and Circulation* 10:116–120.
- Ukers, W. H. 2007(1935). *All About Coffee*. 2nd ed. Mansfield Center, CT: Martino Publishing
- Valkila, J. 2009. Organic coffee production in Nicaragua – sustainable Development or a poverty trap? *Ecological Economics* 68:3018–3025
- Van Rikxoort, H. et al. 2014. Carbon footprints and carbon stocks reveal climate-friendly coffee production. *Agronomy for Sustainable Development*
- Vandermeer, J. and I. Perfecto. 2005. Breakfast of Biodiversity: The Political Ecology of Rainforest Destruction. Food First Books.
- Vega, F. E., E. Rosenquist, W. Collins. 2003. Global project needed to tackle coffee crisis. *Nature* 425(25 September 2003): 343.

Waridel, L. 2002. *Coffee with Pleasure: Just Java and World Trade*. Montreal: Black Rose Books, Institute of Policy Alternatives of Montreal (IPAM)