

**ANT 4930 (#26031)/ ANG 6930 (#26030)/ LAS 4935 (#21161)/ LAS 6938  
(#21639)**

**Coffee Culture, Production & Markets  
Fall 2020**

*Professor Catherine Tucker, Ph. D.*

***Basic Course Communication Information***

Instructor Name and Title:	Prof. Catherine M. Tucker
Office Location:	Grinter 309
Email:	tuckerc@ufl.edu
Phone:	(352)872-4931
Preferred form of Contact:	Email
Office Hours:	Tuesdays 2-4 pm & By Appointment

**Class Meeting Times:** Tuesdays 10:40-11:30 am & Thursdays 10:40am -12:35pm

**Welcome to Coffee Culture, Production and Markets!** This is a hybrid class with synchronous class meetings by Zoom, and occasional in-person meetings, which will be arranged (see "In-Person Meetings" below) and held outdoors. Our first class meeting will be held on Tuesday, September 1 at 10:40-11:30am by Zoom. All students will be sent the Zoom link by August 31 at 12noon. Please check out this course website, and become familiar with the expectations of this course.

**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 commodity produced by developing countries (in terms of total trade dollars). 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 current implications for environmental change, economic development and social justice. Alternatives to conventional coffee production and marketing will be considered, such as Fair Trade, shade-grown, and organic coffee. In light of periodic collapses in coffee prices, we will explore the impacts of market volatility on producers, processors, distributors and consumers, and evaluate various policy approaches that have attempted to mitigate the "infamous coffee cycle." Why do consumers in the United States see little change in coffee prices when international prices experience drastic declines? We will also consider ongoing controversies over

coffee consumption and health. The course will be run as a graduate seminar, and undergraduates are expected to engage fully in this opportunity to experience a graduate level course. To do well in this course, students need to show up at class.

### Communications:

- Please email Prof. Tucker with any questions or concerns. Emails are normally answered within 24 hours. If you do not receive an answer within this time frame, please send the email again.
- It is strongly advised to schedule meetings with Prof. Tucker in advance of office hours. Either Zoom or In-person meetings can be scheduled. The advance scheduling will reduce your waiting time in the Zoom waiting room or in the hallway in Grinter Hall.
- Please Note: For in-person meetings, you will need to wear a mask.

### Required Texts:

Jaffee, D. 2007. *Brewing Justice: Fair Trade Coffee, Sustainability, and Survival*. Berkeley: University of California Press. (Available online through UF)

Tucker, C. M. 2017 *Coffee Culture: Local Experiences, Global Connections. Second Edition*. New York: Routledge. (Available online through UF)

**Required Readings:** In addition to the required texts, there are a number of required readings for the course. They are all listed and linked to pdfs, found in the Course Modules.

**Recommended Readings:** Recommended readings are listed and linked under the Course Modules. Recommended readings are required for graduate students.

**Credit Hours:** 3 credit hours entailing 3 contact hours

**Prerequisites:** Undergraduates: One previous social sciences class. Graduate Students: No prerequisites

**In-Person Meetings:** The class will hold one or two full class meetings in person, which will be held outdoors in front of Grinter Hall on dates to be determined. Graduate students will meet in-person four times for in-depth discussion at times of mutual convenience. If students are not located in Gainesville or cannot attend for other reasons, a Zoom link or alternative will be arranged as long as advance notice is provided.

Reading assignments are listed for the day that they will be discussed.

- Come prepared to discuss the readings during class.

Required Technology: Zoom, Adobe Reader, and a high speed internet connection.

- Zoom information: <https://ufl.zoom.us> [Links to an external site.](#)
- Adobe Acrobat Reader is available free online: <https://acrobat.adobe.com> [Links to an external site.](#)
- A discounted student version of Adobe Apps is available through UF Apps Information Technology: <https://info.apps.ufl.edu/adobeatufapps/> [Links to an external site.](#)

Materials and Supplies Fee: N/A

Nearly all of our class meetings will be synchronous online using Zoom. If you have not yet used Zoom, please check out the UF Zoom information (<https://video.ufl.edu/conferencing/zoom/> ([Links to an external site.](#))) and try it out on your computer. Check that you have access to the required texts either online through the Smathers Library, or by purchasing hard copies. If you have any questions or concerns, feel free to contact me by email ([tuckerc@ufl.edu](mailto:tuckerc@ufl.edu)).

### **Course Learning Goals:**

1. Explore the diverse meanings and values associated with coffee consumption and its representations through time, with respect to relevant theoretical approaches.
2. Analyze how coffee has been used in various ways to symbolize, reinforce and occasionally challenge cultural values, social norms, and political realities.
3. Understand the relationships between the history of coffee and the development of the global economic system, including the impacts of systemic racism and social inequity.
4. Learn about the social, political, economic and ecological realities of coffee production and consumption from perspectives of different stakeholders.
5. Explore challenges of sustainable coffee production, trade and consumption.
6. Gain understanding of health risks and benefits of coffee consumption, and critically assess competing and changing scientific and medical perspectives on coffee
7. Learn about the differences between conventional and alternative markets, their advantages, shortcomings and objectives.

## **Grading Policies and Grade Scale**

### **Grading in this course takes place within the following parameters.**

Grading in this class is consistent with UF policies available at: <https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/> [Links to an external site.](#)

Assignment Values: Point values/percentages for each assignment are available in the [List of Graded Work](#) page.

Policy on Late and Make-up Work: Late submissions of assignments will be discounted 10% per day. This is simply fair to those in the class who meet deadlines.

As a general rule, make-up work or exceptions to the late submission policy are made only for documented emergencies.

Emergencies: If you have a medical or family emergency that prevents you from attending class, delays assignment submission, or results in extended absence, bring it to the attention of professor as soon as possible. Accommodations will be made with documentation appropriate to the circumstances. For example, medical conditions should be documented by a doctor's note; deaths in the family should be documented with an obituary.

Grade Return Timing: Grading of assignments will generally be completed within 2 weeks of the due date. If circumstances result in delays, then students will be notified. Assignments that are submitted late will be graded before Finals Week.

Point Range for this Class:

A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
F	< 61.0 %	to 0.0%

## Class Comportment:

Remember that virtual meetings are our virtual classroom, therefore all regular classroom policies apply. When in our virtual classroom remember the following etiquette rules:

- Do not share the URL and/or password of the class meeting.
- Find a quiet, private place to attend the meeting. If possible, avoid highly "personal" places such as bedrooms, bathrooms, or lounging on the couch. A desk or table is ideal and can help you retain your focus in the session.
- Be "camera ready" or presentable, wearing regular classroom or business appropriate attire. Avoid overly casual or suggestive clothing.
- No eating, smoking, or adult beverages are permitted in the virtual classroom.
- Avoid potentially offensive backgrounds (real or virtual).
- Treat your classmates with respect.
- Limit video distractions such as children, pets, or excessive noise.
- Use proper grammar and spelling when using the chat. Avoid "text talk."
- Adhere to all [Course Netiquette Rules](#)[Links to an external site.](#) and college conduct guidelines.

## Preparing for a Virtual Classroom Session:

The following tips will help you prepare for a virtual classroom session:

- Test all technology, including the web cam, internet and Wi-Fi connection, audio (headset, microphone, and/or speakers), and (if applicable) screen sharing *before* the meeting.
- Protect sensitive information. If you are sharing your screen make sure that only intended content is seen. Prior to hosting or attending a meeting, close all unnecessary tabs and apps, clear the browser to avoid potentially embarrassing auto-complete results, and ensure that nothing personal or sensitive is on the desktop.
- Open any material that will be shared, including audio, video, documents or websites, prior to the meeting. This will ensure that they are working, and help the meeting flow smoothly, avoiding unnecessary delays.
- Log into the meeting a few minutes early so that any technical issues can be addressed and resolved.
- Be mindful of and check your background and lighting.
  - Ensure that there is nothing personal, potentially embarrassing or offensive in the video background. Use of a virtual background (if permitted) can help masquerade unsightly backgrounds.
  - Check the lighting on the video. Avoid sitting with your back against a window, as well as, too little or too much direct light.
- Position your camera to show your face, avoid directing it too high or too low.

- Mute your audio if you are not speaking, and be mindful of background noise when you unmute to speak. Excessive background noise is distracting and disruptive to the class. Do not type while your microphone is unmuted, as it is loud and distracting. Look at the camera when you are speaking.
- **Tips for Success:**
  - Stay seated and present during the virtual class. Pay attention and participate.
  - Be ready for interaction. As with the physical classroom, be prepared to discuss course material and assignments, interact with your instructor and classmates, and ask questions.
  - Do not interrupt other people when they are speaking or attempt to speak over them.
  - Prepare for class by reading materials prior to the session, and formulating your questions.
  - Turn off all notifications, and ensure your cell phone is turned off or on silent.
  - Avoid multi-tasking during the class session. Do not work on other tasks, such as checking your Email, texting, gaming or working on other classwork. Give the class your full attention and focus.

By attending a virtual class session, you are agreeing to adhere to the guidelines established above. The goal of these guidelines is to create the most supportive, inclusive, and productive learning environment possible for everyone

### Discussion Netiquette:

- Remember that all discussion, posts, chats and email communications should be respectful and polite.
- Intellectual debate and contestation is an important part of learning and intellectual exchange. It is expected that students will have different perspectives and opinions, and everyone is welcome (and expected) to share their perspectives and understanding of information and concepts relevant to the course content. In all cases, the language and tone of the words is expected to remain respectful and calm.
- When asserting a statement of fact, it should be possible to support it with a reference to a reading or publication, reputable source, or other verifiable source.

## UF Policies Shaping This Course

**This course is aligned with the UF policies below.**

- Contact Hours: "Contact Hours" refers to the hours per week in which students are in contact with the instructor, excluding office hours or other voluntary contact. The number of contact hours in this course equals the number of credits the course offers.

- Workload: As a Carnegie I, research-intensive university, UF is required by federal law to assign at least 2 hours of work outside of class for every contact hour. Work done in these hours may include reading/viewing assigned material and doing explicitly assigned individual or group work, as well as reviewing notes from class, synthesizing information in advance of exams or papers, and other self-determined study tasks.
- Accommodation for Student with Disabilities: Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. This class supports the needs of different learners; it is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester.
- Statement Regarding Evaluations: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available from [the Gatorevals websiteLinks to an external site.](#) Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [the evaluation system.Links to an external site.](#) Summaries of course evaluation results are available to students at the [public results websiteLinks to an external site.](#)
- Statement Regarding Course Recording: Our class sessions may be audio visually recorded for students in the class to refer back to and for use of enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate verbally are agreeing to have their voices recorded. If you are unwilling to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

## Additional Course Policies and Information

**The following are additional policies that shape my approach to teaching.**

- UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The Honor Code ([sccr.dso.ufl.edu/process/student-conduct-code/](https://sccr.dso.ufl.edu/process/student-conduct-code/))



specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

- Attendance: To document class attendance, students should sign in with a greeting on the chat as each class begins on Zoom. Example greetings: "Hi everyone." or "Good morning!" or any other short indication of your presence. The chat record will be saved at the end of each class to serve as a record of attendance.
- Students can miss up to three class periods with no impact on their participation grade.

## Additional UF Policies and Resources

### University Police

The UF police are together for a safe campus. 392-1111 (or 9-1-1 for emergencies) Links to an external site.<http://www.police.ufl.edu/>.

### Career Connections Center

Career Connections CenterLinks to an external site. (352-392-1601 | [CareerCenterMarketing@ufsa.ufl.edu](mailto:CareerCenterMarketing@ufsa.ufl.edu)) connects job seekers with employers and offers guidance to enrich your collegiate experience and prepare you for life after graduation.

### Counseling and Wellness Center

Counseling and Wellness CenterLinks to an external site. (352-392-1575) provides counseling and support as well as crisis and wellness services including a variety of workshopsLinks to an external site. throughout the semester (e.g., Yappy Hour, Relaxation and Resilience).

### Dean of Students Office

Dean of Students OfficeLinks to an external site. (352-392-1261) provides a variety of services to students and families, including Field and ForkLinks to an external site. (UF's food pantry) and New Student and Family programsLinks to an external site.

### Disability Resource Center

- Disability Resource CenterLinks to an external site. ([DRCaccessUF@ufsa.ufl.edu](mailto:DRCaccessUF@ufsa.ufl.edu) | 352-392-8565) helps to provide an accessible learning environment for all by providing support services and facilitating accommodations, which may vary from course to course. Once registered with DRC, students will receive an accommodation letter that must be presented to the instructor when requesting accommodations. Students should follow this procedure as early as possible in the semester.



## Multicultural and Diversity Affairs

[Multicultural and Diversity Affairs](#)[Links to an external site.](#) (352-294-7850) celebrates and empowers diverse communities and advocates for an inclusive campus.

## Office of Student Veteran Services

[Office of Student Veteran Services](#)[Links to an external site.](#) (352-294-2948 | [vacounselor@ufl.edu](mailto:vacounselor@ufl.edu)) assists student military veterans with access to benefits.

## ONE.UF

[ONE.UF](#)[Links to an external site.](#) is the home of all the student self-service applications, including access to:

- [Advising](#)[Links to an external site.](#)
- [Bursar](#)[Links to an external site.](#) (352-392-0181)
- [Financial Aid](#)[Links to an external site.](#) (352-392-1275)
- [Registrar](#)[Links to an external site.](#) (352-392-1374)

## Official Sources of Rules and Regulations

The official source of rules and regulations for UF students is the [Undergraduate Catalog](#)[Links to an external site.](#) and [Graduate Catalog](#)[Links to an external site.](#). Quick links to other information have also been provided below.

- [Student Handbook](#)[Links to an external site.](#)
- [Student Responsibilities](#)[Links to an external site.](#), including academic honesty and student conduct code
- [e-Learning Supported Services Policies](#)[Links to an external site.](#) includes links to relevant policies including Acceptable Use, Privacy, and many more
- [Accessibility](#)[Links to an external site.](#), including the Electronic Information Technology Accessibility Policy and ADA Compliance
- [Student Computing Requirements](#)[Links to an external site.](#), including minimum and recommended technology requirements and competencies

## Course Summary:

Date	Details	
Tue Sep 1, 2020	Assignment <a href="#">Student Introduction</a>	due by 11:59pm
Thu Sep 3, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm

Date	Details	
Tue Sep 8, 2020	Assignment <a href="#">Discussion Post: Theories of Food, Culture + Social Class</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Sep 9, 2020	Assignment <a href="#">Discussion Question: Theories of Food, Culture + Social Class</a>	due by 9pm
Thu Sep 10, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Tue Sep 15, 2020	Assignment <a href="#">Discussion Post: Coffee, Power and the Emergence of the Modern World System</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Sep 16, 2020	Assignment <a href="#">Discussion Question: Coffee, Power + Emergence of the Modern World System</a>	due by 9pm
Thu Sep 17, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Tue Sep 22, 2020	Assignment <a href="#">Discussion Post: Coffee Production, Racism &amp; Inequality</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Sep 23, 2020	Assignment <a href="#">Discussion Question: Coffee Production, Racism &amp; Inequality</a>	due by 9pm
Thu Sep 24, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
	Assignment <a href="#">Mid Term Project Proposal</a>	due by 11:59pm
Tue Sep 29, 2020	Assignment <a href="#">Discussion Post: Coffee, Sustainability and Vulnerability to Climate Change</a>	due by 11:59pm

Date	Details	
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Sep 30, 2020	Assignment <a href="#">Discussion Question: Coffee, Sustainability and Vulnerability to Climate Change</a>	due by 9pm
Thu Oct 1, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Tue Oct 6, 2020	Assignment <a href="#">Discussion Post: Price Volatility, Coffee Markets and the Business of Coffee</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Oct 7, 2020	Assignment <a href="#">Discussion Question: Price Volatility, Coffee Markets + Business</a>	due by 9pm
Thu Oct 8, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Tue Oct 13, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Thu Oct 15, 2020	Assignment <a href="#">Pt 1. Mid Term Project - Video /Multimedia Component (Part A)</a>	due by 10:40am
	Assignment <a href="#">Pt 2. Mid Term Project - Written Discussion (Part B)</a>	due by 10:40am
Tue Oct 20, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Oct 21, 2020	Assignment <a href="#">Discussion Question: Conventional vs. Alternative Trade</a>	due by 9pm
Thu Oct 22, 2020	Assignment <a href="#">Abstract and Outline for Final Project</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm

Date	Details	
Tue Oct 27, 2020	Assignment <a href="#">Discussion Post: Fair Trade: Promises and Conundrums</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Oct 28, 2020	Assignment <a href="#">Discussion Question: Fair Trade: Promises and Conundrums</a>	due by 9pm
Thu Oct 29, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Tue Nov 3, 2020	Assignment <a href="#">Discussion Post: Coffee Consumption and Waste</a>	due by 11:59pm
	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Thu Nov 5, 2020	Assignment <a href="#">Team Debate</a>	due by 10:40am
	Assignment <a href="#">Team Position Paper for Debate</a>	due by 10:40am
Tue Nov 10, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Nov 11, 2020	Assignment <a href="#">Discussion Question: Coffee Consumption &amp; Waste</a>	due by 9pm
Thu Nov 12, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Tue Nov 17, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
Wed Nov 18, 2020	Assignment <a href="#">Discussion Question: Assessing Coffee Quality</a>	due by 9pm
Thu Nov 19, 2020	Assignment <a href="#">Class Participation</a>	due by 11:59pm
	Assignment <a href="#">First Draft of Final Project</a>	due by 11:59pm

Date	Details
Tue Nov 24, 2020	Assignment <a href="#">Class Participation</a> due by 11:59pm
Thu Dec 3, 2020	Assignment <a href="#">Peer Review #1</a> due by 11:59pm
	Assignment <a href="#">Peer Review #2</a> due by 11:59pm
Tue Dec 8, 2020	Assignment <a href="#">Class Participation</a> due by 11:59pm
Mon Dec 14, 2020	Assignment <a href="#">Final Project</a> due by 5pm
	Assignment <a href="#">Final Project Supplementary Information</a> due by 5pm
	Assignment <a href="#">Activity Leadership (Student Led Activity)</a>
	Assignment <a href="#">Final Project Presentation</a>
	Assignment <a href="#">In-Class Extra Credit Opportunities</a>

**Assignments are weighted by group:**

<u>Assignment Group</u>	<u>Weight</u>
Discussion Assignments	20%
Mid Term Project	15%
Activity Leadership (Student Led Activity)	10%
Team Debate	10%
Final Project	30%
Class Participation	15%
Extra Credit	0%

<u>Assignment Group</u>	<u>Weight</u>
Total	100%

