



THE COFFEE MARKET SYSTEM IN GUATEMALA



Opportunities for supporting renovation and rehabilitation

Jenny Wiegel
Martha del Río
Juan Fernando Gutiérrez
Luisa Claros
Derly Sánchez
Lorena Gómez
Carolina González
Byron Reyes

May 2020

About this document

This market system assessment was completed as part of the baseline assessment for the Maximizing Opportunities for Coffee and Cocoa in the Americas (MOCCA) project. For more details on how this market system snapshot was taken, see Wiegel et al., 2020. Coffee and Cacao Market Systems in the Americas: Opportunities for Supporting Renovation and Rehabilitation. The document can be found here: <https://hdl.handle.net/10568/108108>

Acknowledgements

The authors would like to acknowledge the assistance provided by TechnoServe (TNS) and Lutheran World Relief (LWR) during the planning stage and posterior implementation of field data collection in the project's countries of interest, as well as Rikolto staff in Ecuador. Special thanks go to Luisa Arredondo (TNS) for the guidance during the whole process.

We appreciate the time key informants dedicated to our interviews and are grateful for this. Without your valuable contribution, this work would have not been possible.

Disclaimer

The opinions and comments in this document do not necessarily reflect the opinion of the International Center for Tropical Agriculture, TechnoServe or Lutheran World Relief. Any errors are solely our fault.

About the authors

Jennifer Wiegel, Lorena Gómez, Carolina González and Byron Reyes work at the International Center for Tropical Agriculture (CIAT).

Luisa Claros is a visiting researcher at the International Center for Tropical Agriculture.

Martha del Río is a PhD student at the Leibniz Centre for Agricultural Landscape Research (ZALF).

Juan Fernando Gutiérrez works as an independent consultant.

Derly Sanchez works at Universidad del Rosario

Corresponding author: Jennifer Wiegel; j.wiegel@cgiar.org

This publication should be cited as: Wiegel, Jennifer; del Río, Martha; Gutiérrez, Juan Fernando; Claros, Luisa; Sánchez, Derly; Gómez, Lorena; González, Carolina; Reyes, Byron. (2020). The Coffee Market System in Guatemala: Opportunities for Supporting Renovation and Rehabilitation. International Center for Tropical Agriculture (CIAT). Cali, Colombia.

Permanent link to cite or share this item: <https://hdl.handle.net/10568/108113>

Consulta la versión en español: <https://hdl.handle.net/10568/108184>



This work is licensed under a **Creative Commons Attribution 4.0 International License**. The document may be copied, adapted, and distributed, as long as credit is properly given and a link to the license is provided, indicating if any changes have been made.

Table of Contents

HOW TO READ THE COUNTRY SNAPSHOT	1
COFFEE IN GUATEMALA.....	2
RENOVATION AND REHABILITATION IN COFFEE IN GUATEMALA	3
CORE MARKET SYSTEM FOR COFFEE IN GUATEMALA	4
KEY SUPPORTING MARKET SYSTEMS.....	6
RELEVANT INITIATIVES IN THE SECTOR.....	10
ENTRY POINTS FOR MOCCA.....	10
WORKS CITED.....	11
APPENDIX: Sources used for table included in the country snapshot.....	12

List of Tables

Table 1 Coffee in Guatemala.....	2
----------------------------------	---

List of Figures

Figure 1 Main coffee producing areas	2
Figure 2 Core market system for coffee in Guatemala.....	5
Figure 3 Market system for technical assistance for coffee in Guatemala.....	6
Figure 4 Market system for research coffee in Guatemala	7
Figure 5 Market system for genetic material for coffee in Guatemala	8
Figure 6 Market system for financial services for coffee in Guatemala	9

HOW TO READ THE COUNTRY SNAPSHOT

Country snapshots are a description of the baseline situation of the core market system for coffee or cacao in MOCCA countries at the **national** level based on rapid appraisals carried out in each country.¹ The level of detail presented is to some degree a reflection of the complexity and maturity of the sector in each country. We would not expect the market system for a new crop, in a small sector, in a small country, to necessarily be as developed as that for a historical crop, in a large sector, in a large country. Country Snapshots are available for coffee and cacao market systems in El Salvador, Guatemala, Honduras, Nicaragua and Peru, and also for the cacao market system in Ecuador. The tables and figures are described below in the order in which they appear in the country snapshots.

Figure: Map - The country map at the beginning of each snapshot uses shading to show the major cacao or coffee producing areas of the country by department/province.

Table: Cacao or Coffee in Country - provides general statistics on the country and on the sector to provide the reader with a basic contextualization of the different cases, for example the size of the sector and relative economic importance for the country. Data sources are described in the Appendix. We used sources for which similar data was available across countries. In some cases, particularly for Guatemala cacao data, we were unable to find consistent data across official sources.

Figure: The Market Map (Core Market System for Cacao or Coffee in Country) – The Market Map has three parts. The **center** shows the market chain and its principal competing channels. The market chain is the chain of economic actors (players) who own a product as it moves from primary producers to consumers. The arrows represent the flow of money, from left to right, as the product is purchased from one actor by another. Where possible, we have mapped this for different qualities of coffee/cacao and added numbers of actors or market share where available. This section helps to understand chain structure and to think about systemic efficiency. The **top** shows the rules and business environment including policies and institutions (influencers) that shape the market system. These are organized from left to right based on the year in which they became an influence on the market system, with the most recent on the left and the oldest on the right. This section helps identify policies or institutions that are influencing how the chain works. The **bottom** shows the services, for example business and extension services, that support the market chains operation at any point along the chain. These are organized as much as possible based on actors or part of the chain for which they provide a service, with services on the far right most relating to production and those on the far left most relating to exports. This section helps identify key services or missing services and link services with users within the chain.

Figures: Key Supporting Market Systems – These market system doughnut diagrams unpack some of the **supporting functions** for the coffee and cocoa market systems identified as areas for intervention in MOCCAs Theory of Change, including technical assistance, research, genetic material and financial services. The doughnut is a simplified Market Map where the center shows a generic supply and demand function for the support service of interest. The **top** of the doughnut shows the services that support the provision of the core service and the **bottom** of the doughnut shows the rules that shape the provision of the core service. Where this service or regulating function is predominantly associated with a single or few actors, and space permits, they are named. Using technical assistance as an example: Technical assistance provided to farmers is at the center of the diagram, and described briefly in the text underneath the diagram in terms of who provides the service, who pays for the service, the nature of the service, and the key supporting functions and regulations. In the top of the diagram we have listed supporting functions identified that enable technical assistance to be provided to farmers including training of extension agents, funding of technical assistance, production of content, research, etc. In the bottom of the diagram we have listed all of the rules, regulations, institutions that influence how technical assistance is provided to farmers, for example an entity that certifies technical assistance providers or dictates content or the methodology used to provide technical assistance to farmers.

¹ For more information on methods, see Wiegel et al., 2020. Coffee and Cacao Market Systems in the Americas: Opportunities for Supporting Renovation and Rehabilitation.

COFFEE IN GUATEMALA

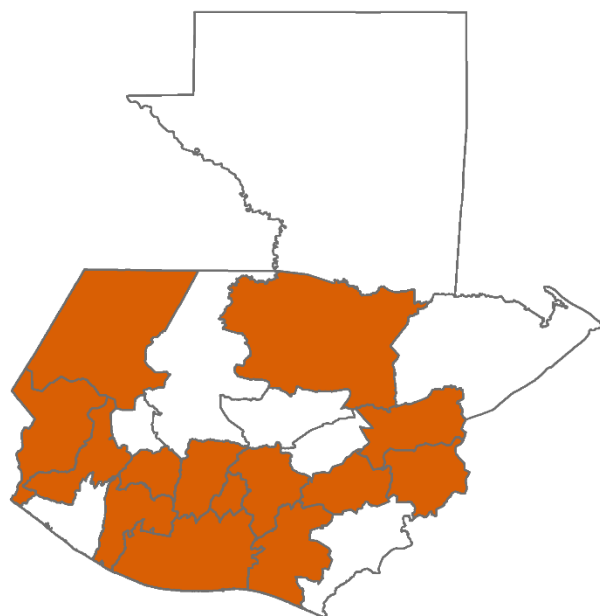


Figure 1 Main coffee producing areas

Guatemala is considered to have some of the finest coffees in the world, mainly due to the high altitudes at which coffee is grown. Guatemala also has a diversity of coffee flavors due to the diversity of climates, varieties, and soils. This can be seen in the relatively high export prices Guatemala receives for their coffee. High costs of production as compared to other countries represents an important challenge for Guatemala moving forward. The vast majority of farmers (97%) are small farmers, and most are associated with groups.

Exporters in Guatemala are a mix of national and transnational firms as well as cooperatives. Transnational firms dominate, sourcing largely through intermediaries. Over the years, exporters have invested in their own wet mills in order to source some of their coffee directly from farmers as most farmers sell cherries. Several large federations of cooperatives (FEDECOCAGUA, FEDECOVERA, Asociación de Cooperación al Desarrollo Integral de Huhuetenango (ACODIHUE), Manos Campesinas, others) commercialize large volumes of coffee, often certified, directly to international markets or through exporters. Exporters, including cooperatives that export, are organized under ADEC, an association of coffee exporters that does not seem very active, as well as under AGEXPORT's Committee for Specialty Coffee. Around 70% of coffee in Guatemala passes

Table 1 Coffee in Guatemala²

COUNTRY FACTS AND FIGURES	
Population (rural)	16,9 million (48%)
Farmers	819,162
GDP per capita	7,424 USD
HDI Rank	127 (Medium)
Poverty (rural)	59% (76%)
PRODUCTION	
Coffee farmers, #	122,000
Associated farmers, %	70%
Area harvested, Ha	278,232
Production, MT	245,441
Global rank among producing countries	11
Yields, MT/Ha	0.882
% of area needing R&R	70%
R and R potential	35+%
Climate risk	8%
EXPORTS	
Exports (green beans), MT	181,016 (99%)
Exports, USD	679 million
% of all export value	5%
Principal markets	USA 38% Japan 18% Canada 12% Belgium 7% Italy 4%
Export Price (USD/MT)	3,737
Quality	nd
Certifications	nd
CONSUMPTION	
Imports, MT (green)	1,646 (0.2%)
Imports/Exports, volume	1%

² See Appendix for data sources.

through the hands of intermediaries who are responsible for wet milling, a critical step in post-harvest quality management. There is general consensus among exporters is that improving vertical integration between harvest and dry parchment coffee will have positive effects on quality, capturing value that is currently lost.

ANACAFE is the secretariat of the Coffee Policy Council, made up of different government ministries and presided by the Minister of Agriculture. In this sense, ANACAFE responds to the government, yet the board of ANACAFE is made up of representatives of coffee farmer organizations. While ANACAFE is responsible for export permits and promotion of Guatemalan coffee in international markets, it does not have representation of the industry in its structure. Core funding for ANACAFE comes from a tax on exports that is tied to price, so as an institution their budget is vulnerable to coffee price fluctuations. Within the country, ANACAFE is a reference for research and extension in coffee, and public institutions pretty much leave coffee to ANACAFE, with ICTA and MAGA having very little to do with the sector. ANACAFE has done important work in marketing Guatemalan coffees, most recently having defined and characterized eight distinct coffee producing regions of Guatemala in terms of their distinct flavor profiles.

Hot topics in the sector include genetic material, post-harvest management and technical assistance. There is a lack of certified or high-quality seedlings, and there is a need for better information on what varieties to use not by region but by attitude, given the landscape in Guatemala. The loss of quality related to Guatemala's marketing system which relies on intermediaries to carry out wet milling off farm continues to be a concern and many initiatives promote shorter chains between harvest and dry parchment stages for more control and increased incentives to manage quality. Research and extension continue to be weak and research is not disseminated efficiently through extension networks.

RENOVATION AND REHABILITATION IN COFFEE IN GUATEMALA

Guatemala was hard hit by the leaf rust crisis, particularly in the west, with estimates that 20% of coffee was lost and 70% is in need of renovation. Given the agroecological diversity in Guatemala, there is a need to segregate recommendations and strategies for R&R. For example, in higher regions rehabilitation may be the best option, where plants may respond and production can be recovered much quicker. In other regions, particularly lower areas, renovation is clearly needed. Recommendations for varieties to plant, and provision of seedlings also needs to vary by geographical area, particularly altitude. Many suggest that rust resistant varieties should be prioritized in areas below an altitude of 1200 meters.

Renovation is particularly challenging in the Guatemalan context as almost all farmers are small farmers, and plot sizes are typically small, such that renovating a sizeable area means a significant reduction in income. One system several organizations have promoted in Guatemala is renovating 10% of the farm per year. A main focus of R&R programs has been helping farmers access trees, which represents 20-50% of the investment, but there is concern that programs should also be able to support fertilization and crop maintenance to ensure the investment in plants is not lost for lack of care. Starbucks, through partner exporters in Guatemala, has been implementing its One bag, One tree initiative, distributing exclusively Marsellesa variety. Unfortunately, these efforts have not been coordinated with ANACAFE. Farmers appreciate the donation of plants that are resistant to leaf rust, but some would prefer receiving plants of traditional varieties that have a good price. Poor prices, farmers claim, are the reason why no one does R&R. Farmer organizations play an important role in R&R for their members by providing plants, inputs and technical assistance, as well as recommending varieties based on market and local experience.

CORE MARKET SYSTEM FOR COFFEE IN GUATEMALA

Over 90% of Guatemalan coffee exports come from small farmers who constitute 97% of farmers (1). The majority of this coffee is purchased by exporters who source over 70% from intermediaries or wet mills, who buy in cherry form from farmers. Several exporters have invested in wet mills but only process a very small part of their coffee (<10%). An important portion is also exported directly by large federations of cooperatives who purchase the coffee in parchment from member cooperatives who in turn buy in cherries from individual farmer members. The other 50% of production comes from medium and large farmers who constitute just 3% of farmers. Much of this coffee is purchased directly by international buyers or exporters in parchment, as medium and larger farmers have processing facilities on farm. Some large and medium farmers particularly also sell to intermediaries and wet mills.

Guatemala has several policy instruments that support the sector, including the Coffee Law, financial instruments to support the sector, and several regulations recognizing the importance of the sector including several denominations of origin. ANACAFE provides much of the support functions to the sector, but with limited resources. Export promotion is a service well developed, while financial services and genetic material are areas that are far from responding to the needs of the sector

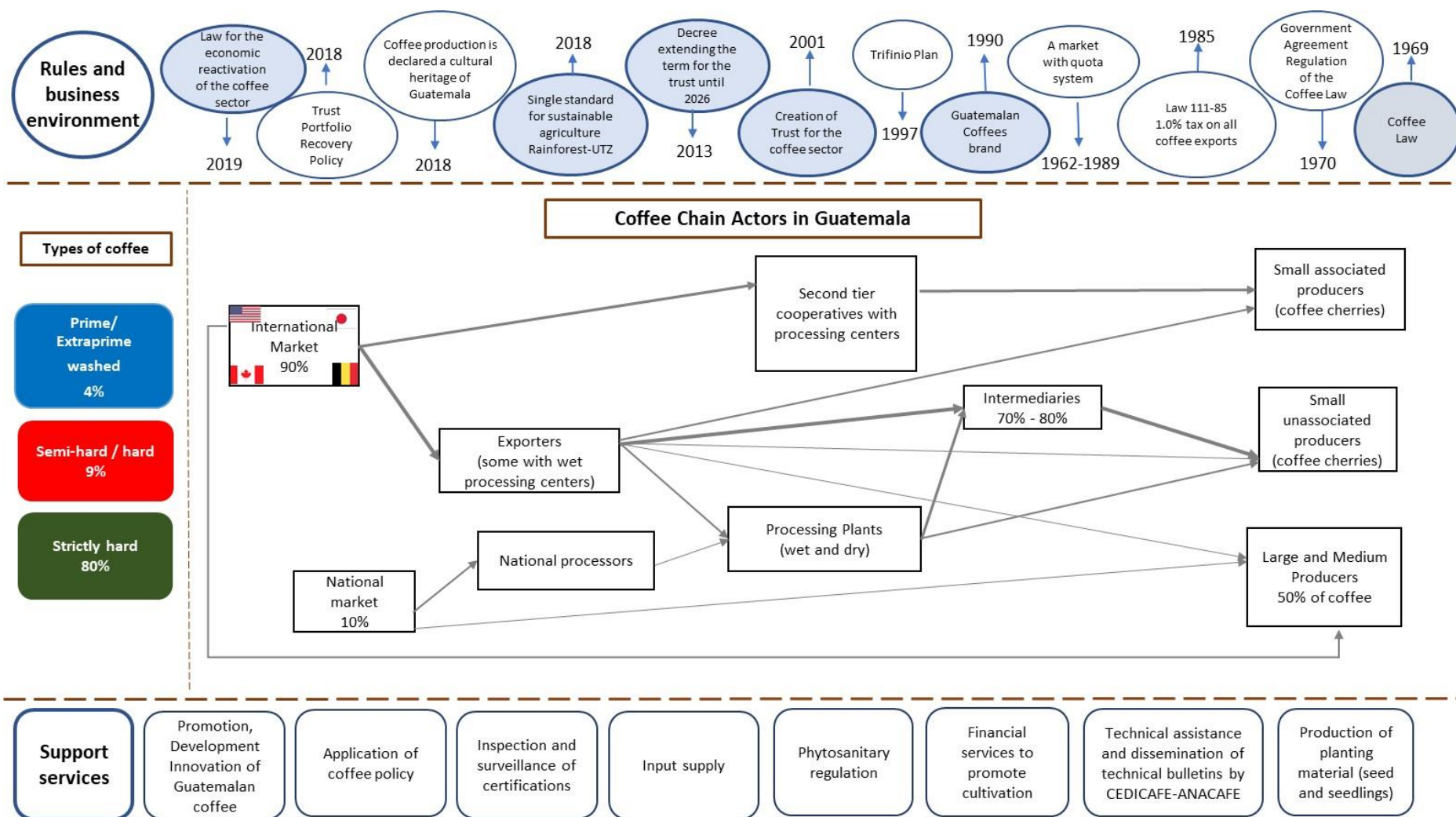


Figure 2 Core market system for coffee in Guatemala

KEY SUPPORTING MARKET SYSTEMS

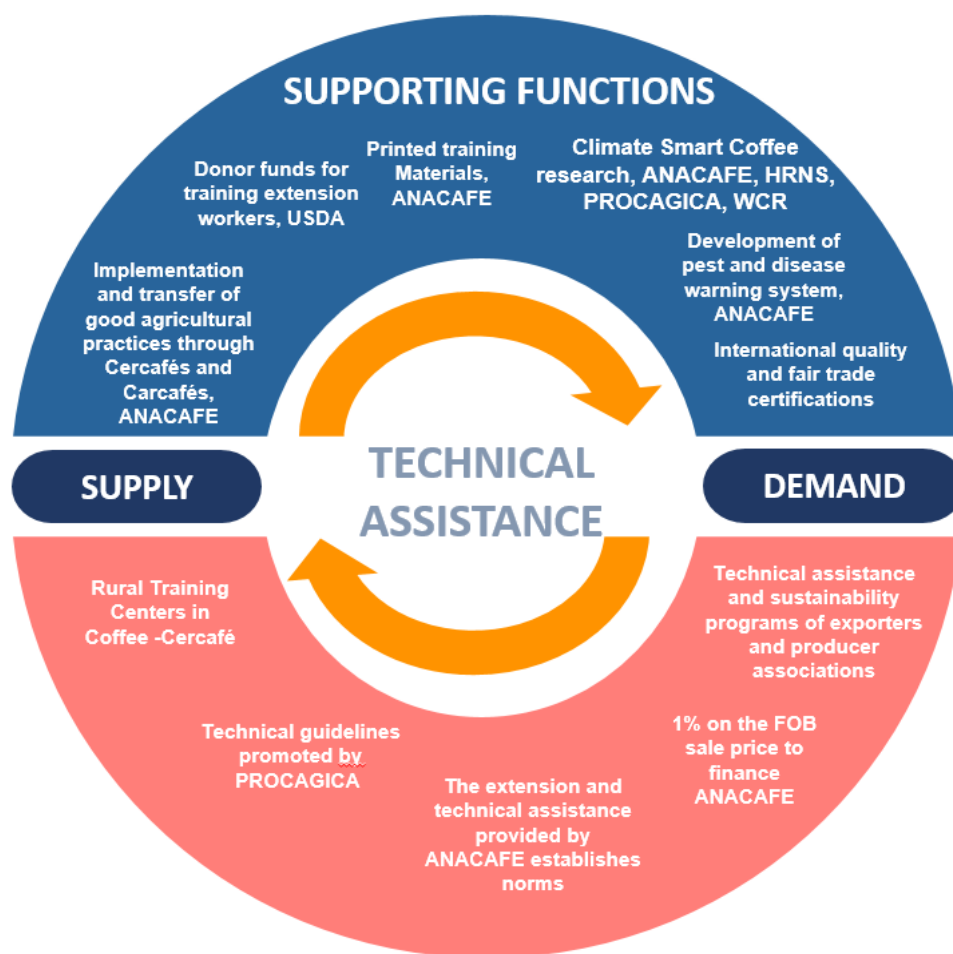


Figure 3 Market system for technical assistance for coffee in Guatemala

Technical assistance for coffee farmers in Guatemala is provided by ANACAFE, NGOs, exporters, and farmer organizations. ANACAFE offers courses, including on renovation and rehabilitation, as well as individual consultations. There is a collection of manuals and other technical documents available on the website. They also promote Coffee Rural Training Centers (CERCAFE), centered around an experimental farmers' plot. Unfortunately, they do not reach most small farmers. Most multinational exporters have some type of sustainability program i.e. Volcafe Way, through which they provide technical assistance to farmers, often funded by roasters i.e. Starbucks, or commercial margins. The large federations often manage donor funds and commercial funds which allow them to provide technical assistance to farmers through their affiliates. NGOs provide TA on a range of topics and with differing methodologies. TA is paid for by donor funds, commercial margins, and coffee taxes.

ANACAFE's courses for technicians, manuals, pest monitoring and extension methodologies constitute an important support function for technical assistance, harmonizing technical content. Research carried out by different actors generates new information to incorporate into extension materials. Certifications also provide content and a vehicle (through inspectors) for TA.

Rules that influence TA include the technical guidelines and TA methodologies promoted by ANACAFE, exporters, and others that shape content and delivery of TA within the country. The coffee tax to fund ANACAFE (50% is TA) is also important as ANACAFE's TA budget fluctuates with prices and productivity.

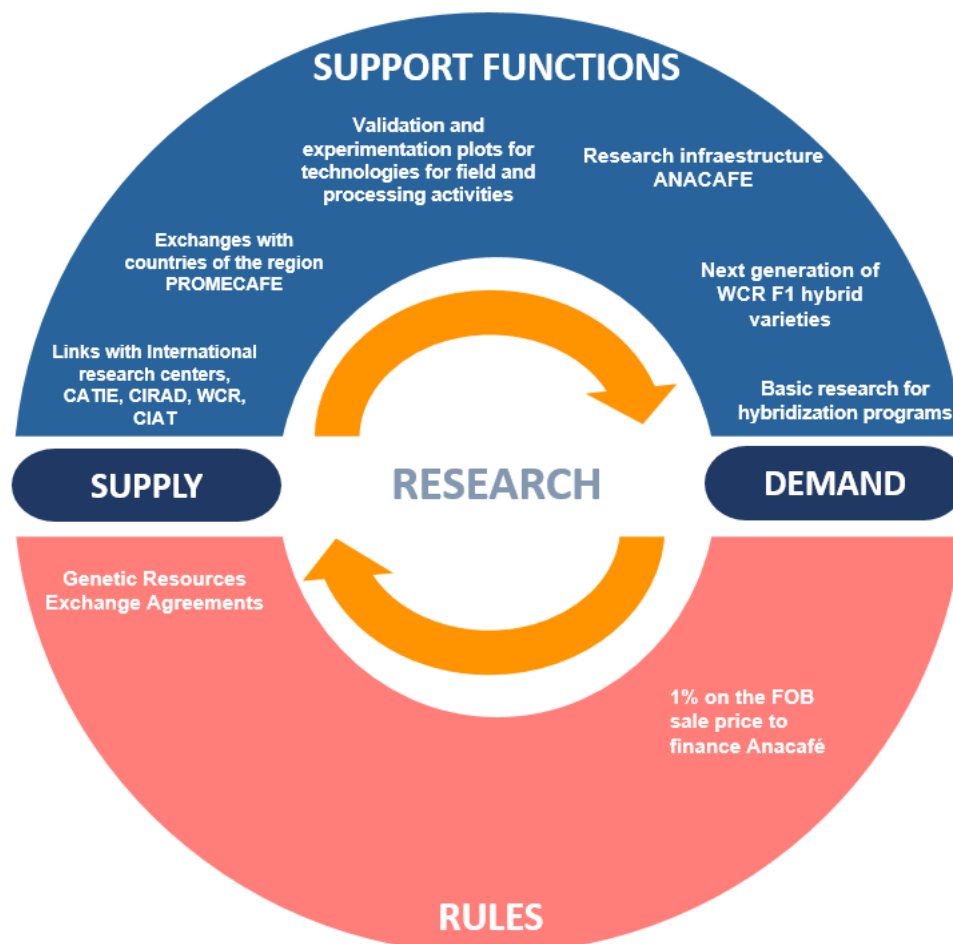


Figure 4 Market system for research coffee in Guatemala

ANACAFE, WCR and IICA/ Programa Centroamericano de Gestión Integral de la Roca del Café (PROCAGICA) are the most recognized *research* actors, particularly for work on genetics, aligned with the WCR agenda. The Universities of San Carlos and del Valle also carry out coffee research. HRNS and CIAT work on climate smart coffee management practices, as does CIRAD, but this work seems less known. Funding for research comes from coffee taxes, public university funds, donor funds and some private sector contributions through WCR. Leaf rust, climate and genetics are the main research topics underway. ANACAFE has research capacity in terms of human resources and infrastructure, international research partnerships, and a funding base to carry forth a medium-term research agenda, though some say capacity has diminished in recent years. Dissemination of research happens routinely through annual coffee events organized by ANACAFE, as well as through courses ANACAFE gives for extension agents.

Links to the international research community including research institutions from other countries in the region through PROMECAFE, infrastructure including field plots, and basic research and breeding pipelines to keep crop improvement advancing given large time lags in breeding for coffee. The connection to extension through ANACAFE supports dissemination of research results.

The autonomous nature and funding stream of ANACAFE means that very few regulations influence their research. International genetic resources exchange agreements as well as the coffee tax regulation that funds ANACAFE research were identified.

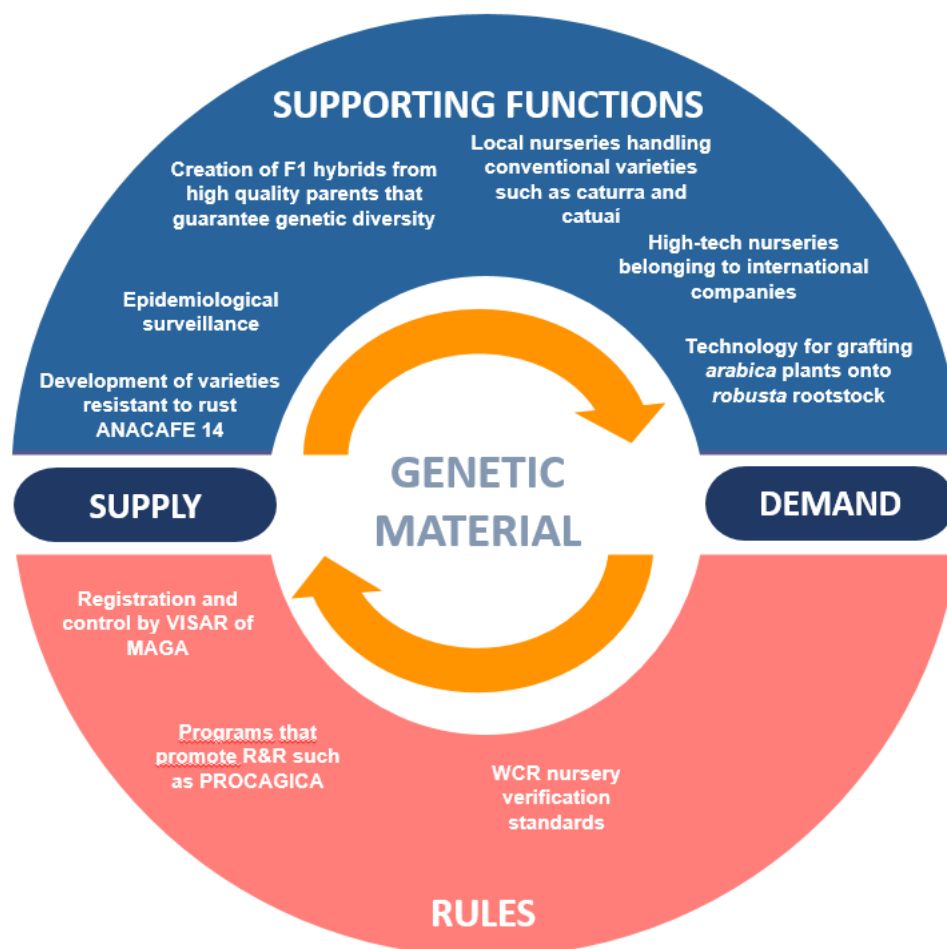


Figure 5 Market system for genetic material for coffee in Guatemala

Genetic material - While many farmers continue to produce their own seedlings, there is growing capacity within the country for mass production (Pilones de Antigua) and more sophisticated production i.e. grafting onto Robusta rootstock, though these have yet to be accessible to small farmers. Local commercial nurseries also exist, mostly offering traditional catuai and caturra varieties, as well as seedlings with robusta rootstock, produced with varying levels of best practices applied. Farmer organizations and exporters (under the Starbucks program) also engage in seedling production and distribution for their members/suppliers. Funding comes from farmers, development donors, roasters, and farmer organizations. In line with Guatemala's emphasis on quality coffee which for Guatemalan "coffee regions" also includes varietals, there is increasing interest in traceability and certification of genetic material. Given the diversity of altitudes across regions, it will be important to develop a regionally based seedling system that ensures availability of the preferred variety in the corresponding region.

Support functions for genetic material include research on breeding and varietal adaptation to different regions, technologies for multiplication of genetic materials, and local seed availability. A continuing

concern is how to ensure farmers plant genetically pure and healthy plants, to ensure long term productivity of their plantations. WCR has been working on guidelines and a verification system for nurseries in hopes of achieving better results than the MAGA/VISAR led system for regulating nurseries.

Recommendations by high profile R&R projects, such as PROCAGICA, as well as WCR's nursery best practices have an influence on seedling production and transactions for farmer organizations and commercial nurseries respectively.

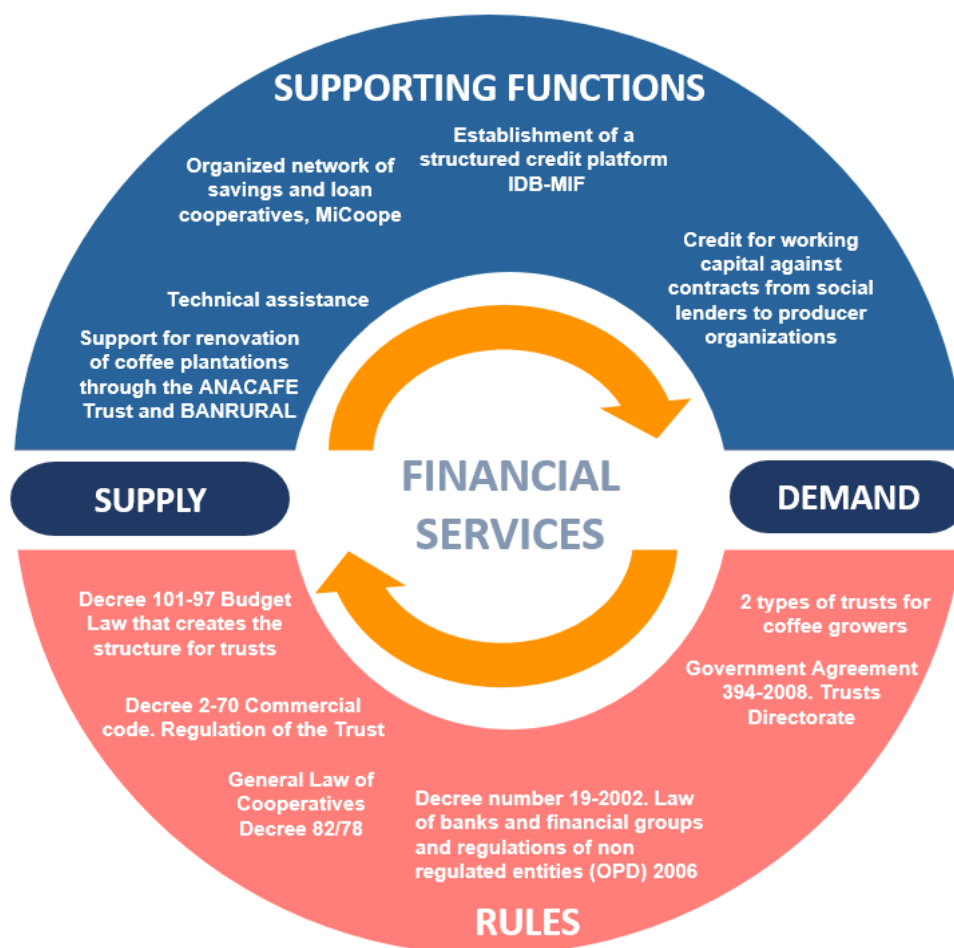


Figure 6 Market system for financial services for coffee in Guatemala

The main *financial services* for coffee farmers, particularly small farmers, is provided by intermediaries as short-term credit for harvest or inputs, paid off with the harvest. BANRURAL manages two trusts for the coffee sector, one for general financial support including renovation, and one specially for small farmers to improve productivity, which includes investment, renovation and nurseries. Unfortunately, they are unable to take on new credits. Microfinance institutions and rural savings and loans cooperatives also provide financial services at higher interest rates. IDB is piloting a new mechanism through MiCoope, using guarantees from Guateinvierte, and insurance through Columna to strengthen services from financial cooperatives. Counterpart is also working with MiCoope to expand financial services to cooperatives. Funding for financial services comes from public funds in the form of trusts, from multilateral loans (IDB, International Fund for Agricultural Development (IFAD)), from social lenders (Oiko

Credit, Root Capital) and second tier financial institutions that lend to farmer organizations and credit unions, and donor funds (USDA).

Support services include technical assistance as some requirements include use of ANACAFE recommended varieties, trust funds and other kinds of loan guarantees to facilitate access to credit for coffee farmers, and long-term contracts with buyers to leverage credit. Insurance is a new support function in the sector, under trial.

Financial services for coffee, especially for renovation are regulated by the different legal structures of the coffee and agricultural sector trust funds, regulations of financial institutions including non-regulated (OPD) category, and second tier lenders.

RELEVANT INITIATIVES IN THE SECTOR

- **USAID FtF Coffee Value Chain Project, 2017-2022, \$4.3 million, FEDECOCAGUA, NCBA/CLUSA:** This project seeks to benefit 15,000 coffee farmers in Quiché, Huehuetenango and San Marcos. The project will focus on strengthening cooperatives, market access for specialty coffee and recuperation of low productivity coffee farms through climate resilient agricultural practices. A particular focus will be on building the capacity of farmer organizations to provide technical assistance as well as support renovation of coffee farms, new varieties and coffee leaf rust management.
- **Competitividad y Financiamiento de la Caficultura en Guatemala, 2016, \$12millones, ANACAFE/BID FOMIN:** This Project will be managed by ANACAFE, together with a financial institution (MICOPE), an insurance provider (Columna), and a trust managed by MAGA to support access to finance (Guateinvierte). The project is also focused on access to finance, better risk management, and climate resilience. The project is focused on the regions of Huehuetenango, San Marcos, Alta Verapaz and Chiquimula.
- **Food for Progress, 2016-2021, \$18million, Counterpart International:** Through this project, and its precursor, Counterpart has been working with MAGA, ANACAFE and others to build out a national extension service by creating Rural Development Learning Centers (CADERS), to improve quality and access to technical assistance for small farmers. The project is not exclusively focused on coffee, but has a strong focus on strengthening cooperatives and is being implemented in Huehuetenango, Quetzaltenango, San Marcos, and Quiché.
- **Alliance for Resilient Coffee, 2016-2020, HRNS:** This initiative works in Guatemala, Honduras and Uganda to bring together research institutions and other organizations working in the sector to bring together information on climate change and coffee to improve the evidence base to guide decision making on investments. Part of the project includes climate monitoring and evaluation of practices on farms to evaluate specific climate smart practices for coffee. This is being carried out in the Trifinio region of Guatemala with and builds on longer term trial plots HRNS has had in the region. HRNS collaborates with WCR, CIAT, SFL and others on this initiative, and have developed and continue to use and improve curriculum and decision tools coffee and climate under a corporate initiative of the Foundation. As they work globally, the program brings together learning and experiences from Latin America, Africa and Asia. The regional coordinator for the project is based in Guatemala City.

ENTRY POINTS FOR MOCCA

- **Capturing and sharing value lost in processing** – Take advantage of exporter interest and market potential for high quality coffee to explore innovations to change how coffee is managed between

harvest and dry parchment stage. This could include innovation in infrastructure or services closer to farmers, or work with intermediaries to improve processes and traceability. If value currently lost can be captured, this value should help pay for the investments needed to improve coffee. Quality and traceability are increasingly important for specialty markets and Guatemala's reputation positions it well to grow in this market segment.

- **Financial services for market system actors who can provide those services to farmers** – Given the limited offer of financial services to farmers from financial institutions, and the incentives exporters and intermediaries have to forward cash to farmers to 'guarantee' product delivery, MOCCA could explore a. what financial products for buyers could be developed that would allow them to broaden the scope of their lending to farmers, or b. what institutions do farmers currently engage with i.e. savings and loans cooperatives that could be supported to increase their offer in coffee.
- **ANACAFE as technical assistance reference** – Recognizing that ANACAFE cannot reach all farmers, and that many other actors are providing technical assistance, MOCCA could work with ANACAFE to play a more strategic role vis a vis other TA providers in developing high quality guidelines, training, and training material. For example, with R&R, the Starbucks program implemented by several exporters never engaged with ANACAFE to discuss what kind of varieties they would plant in what areas. Having clear, high quality, respected information motivates uptake by TA providers.

WORKS CITED

1. **USAID.** *Country Data Sheets for Coffee Renovation and Rehabilitation*. 2017b.

APPENDIX: Sources used for table included in the country snapshot

Data	Source
Population (rural)	FAOSTAT 2019, online at http://www.fao.org/faostat/es/#data/OA Data for 2017
Farmers	Instituto Nacional de Estadística (2004). IV Censo Nacional Agropecuario, Guatemala. https://www.ine.gob.gt/sistema/uploads/2014/01/16/cv9H2R2CyhS1n0c1XfKqXVf4pLlxONTg.pdf
GDP per capita	WDI World Bank (2019). Data online: https://data.worldbank.org/indicator/ny.gdp.pcap.cd Data for 2017
HDI Rank	Data - Human Development Reports – UNDP (2019). Data, online at http://hdr.undp.org/en/data# Data for 2017
Poverty (rural)	WDI World Bank (2019). Data online: https://datos.bancomundial.org/indicador/SI.POV.NAHC?view=chart Data for Guatemala 2014
Coffee farmers, #	Latin American Research Review 49(1). 2014. High-End Coffee and Smallholding Growers in Guatemala
Associated farmers, %	Agencia de los Estados Unidos para el Desarrollo Internacional. 2017. Renovation & Rehabilitation for Resilient Coffee Farms: A Guidebook for Roasters, Traders and Supply Chain Partners. And Key informant interviews
Area harvested, Ha	Organización de las Naciones Unidas para la Alimentación – FAO. FAOSTAT 2019, online at http://www.fao.org/faostat/es/#data/ Data for 2017
Production, MT	MINECO (2015). Análisis de la situación actual y diagnóstico de la cadena de cacao. Guatemala: October, 2015.
Global rank among producing countries	Rank based on production data from MINECO.
Yields, MT/Ha	Calculated using production data from MINECO, 2015.
% of area needing R&R	Agencia de los Estados Unidos para el Desarrollo Internacional. 2017. Renovation & Rehabilitation for Resilient Coffee Farms: A Guidebook for Roasters, Traders and Supply Chain Partners.
R and R potential	Agencia de los Estados Unidos para el Desarrollo Internacional. 2017. Renovation & Rehabilitation for Resilient Coffee Farms: A Guidebook for Roasters, Traders and Supply Chain Partners.
Climate risk	Calculated as percent of currently suitable land requiring transformational adaptation by 2050 using data from: Bunn, Christian; Lundy, Mark; Castro, Fabio, 2018, "Replication Data for: The impact of climate change on coffee production in Central America",

	https://doi.org/10.7910/DVN/9QUGUR , Harvard Dataverse, V1 https://cgspace.cgiar.org/handle/10568/97532
Exports, MT (beans)	MAGA (2017). Agro en Cifras 2017.
Exports,'000 USD	MAGA (2017). Agro en Cifras 2017
% of all export value	Total export value: WDI World Bank (2019). Data online: https://datos.bancomundial.org/indicador/SI.POV.NAHC?view=chart Cacao export value: Organización de las Naciones Unidas para la Alimentación – FAO. FAOSTAT 2019, online at http://www.fao.org/faostat/es/#data/TP Data for 2016. Calculated as Value of all crop exports/Value of total exports
Principal markets	Organización de las Naciones Unidas para la Alimentación – FAO. FAOSTAT 2019, online at http://www.fao.org/faostat/es/#data/ Data on exporting partners from 2015
Export Price Beans (USD/MT)	Organización de las Naciones Unidas para la Alimentación – FAO. FAOSTAT 2019, online at http://www.fao.org/faostat/es/#data/ Data from 2016. Calculated as Exports,'000 USD/Exports, MT
Certifications	Key informant interviews, major certifications used.
Imports, MT, (beans)	MAGA (2017) Agro en Cifras.
Imports/Exports, volume	Organización de las Naciones Unidas para la Alimentación – FAO. FAOSTAT 2019, online at http://www.fao.org/faostat/es/#data/ Data from 2016. Calculated as Imports, MT/ Exports, MT

**COFFEE
& CACAO**
**MARKET SYSTEMS
IN THE AMERICAS**

This study was commissioned by TechnoServe as part of the baseline assesment for the Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA) project.

m o c c a

Maximizing Opportunities
in Coffee and Cacao in the Americas



Lutheran World Relief
SUSTAINABLE DEVELOPMENT. LASTING PROMISE.

