



Annotated Bibliography

**Commission for Environmental Cooperation
Publications and Work on**

Shade-grown Coffee and Biodiversity in North America

Trade and Environment, August 2005

Introduction

This bibliography contains reports and studies commissioned or developed by the CEC in the field of coffee, biodiversity and trade in North America. Information is presented on the CEC “Coffee Certification Database” and on the “Shade-grown Coffee in North America” project. Web links to pages describing these projects are provided as well as other web links to the CEC’s major partners are included.

Coffee Certification Database

<http://www.cec.org/databases/certifications/Cecdata/index.cfm?websiteID=6>

The Coffee Certification Database of the CEC is an online resource designed for stakeholders in the coffee industry. It is intended to provide information to those interested in organic, shade and fair-trade coffee labelling and certification schemes. Its goal is to compile the most comprehensive and up-to-date list of coffee certification programs, in order to facilitate the development of more wide-ranging criteria without having to “re-invent” the wheel with each new certification system.

Shade-grown Coffee in North America

http://www.cec.org/programs_projects/trade_envIRON_econ/greening-trade/shade-coffee.cfm

This webpage links to the work undertaken by the CEC. Efforts are focused on the assessment, labelling, financing and purchasing of shade-grown coffee. The goal of these projects is to try to inform and enrich the public with knowledge on coffee and biological diversity conservation issues, provide up-to-date data, and assess the ongoing achievements and development on the field.

Reports and Other CEC Publications

Environmental and other Labelling of Coffee: The Role of Mutual Recognition, Supporting Cooperative Action. TerraChoice Environmental Services Inc. December 2003.

Available upon request (English only)

The paper was originally distributed and presented at the CEC's *Experts' Workshop on Mexican Shade-Grown Coffee* in Oaxaca, Mexico on March 29-30, 2000, and was revised in 2003. It contributes to the CEC's ongoing work on Mexican shade-grown coffee, and provides:

- an overview of environmental labeling of products in general, and of environmental labeling initiatives related to coffee;
- an introduction to the concept of "mutual recognition" and related issues;
- examples of "mutual recognition" and "enhanced cooperation" initiatives in the area of environmental labeling; and
- consideration of the potential roles of enhanced cooperation and mutual recognition with respect to environmental labeling schemes for coffee.

Land Cover in a Managed Forest Ecosystem: Mexican Shade Coffee. Allen Blackman, Heidi Albers, Beatriz Ávalos Sartorio, Lisa Crooks (Resources for the Future). November 2003.

http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=1413

English only

Managed forests ecosystems—agroforestry systems in which crops such as coffee and bananas are planted side-by-side with woody perennials—are being touted as a means of safeguarding forests along with the ecological services they provide. Yet we know little about the determinants of land cover in such systems, information needed to design effective forest conservation policies. This paper presents a first-ever spatial regression analysis of land cover in a managed forest ecosystem—a shade coffee region of coastal Mexico. Using high-resolution land cover data derived from aerial photographs, along with data on the institutional, geophysical, socioeconomic, and agronomic characteristics of the study area, we find that plots in close proximity to urban centers are less likely to be cleared, all things being equal. This finding contrasts sharply with the literature on natural forests. In addition, we find that membership in coffee marketing cooperatives, farm size and certain soil types are associated with forest cover, while common property, proximity to small town centers, and the prevalence of indigenous peoples are associated with forest clearing.

The North American Sustainable Agriculture Fund (Initial Product Market: Sustainable Coffee and Related Shade Products). CEC. September 2002.

Available upon request (English and Spanish)

This paper develops a proposal for a North American Shade Agriculture Fund, whose initial target borrowers would be sustainable coffee producers. It includes plenty of information on how such a fund could be structured, governed and organized. It also includes information on the financial viability of sustainable coffee production, its environmental and social benefits.

Proceedings of the “Workshop on Green Goods and Services: Financing Sustainable Production in North America,” hosted by the CEC in Philadelphia. April 2002.

[Available upon request \(English only\)](#)

This paper includes a presentation by Daniele Giovannucci on the state of world coffee demand, trends in the differentiation of coffee markets and in the retail market in general. Speakers from Starbucks, Ecologic Enterprise Ventures, Agroindustrias Unidas de México S.A. de C.V. (AMSA) shared their on-the-ground financing models for sustainable coffee.

Background on the Potential Market for Sustainable Coffee in North America. Includes proceedings of the 9 February 2001 meeting in New York City. CEC. November 2001.

http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=550

[Also available in Spanish and French](#)

The paper provides information on: the relationship between coffee and biodiversity in Mexico; demand and willingness to pay for green goods more generally and for coffee in particular; and an overview of the work conducted on coffee by the CEC up until its meeting with the coffee industry in New York City in February of 2001.

Sustainable Coffee Survey of the North American Specialty Coffee Industry. Daniele Giovannucci, conducted for The Summit Foundation, The Nature Conservancy, the CEC, the Specialty Coffee Association of America and the World Bank. July 2001.

http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=342

[Also available in Spanish and French](#)

This survey, the largest of its kind, studies the characteristics and trend estimates of sustainable coffees across the full range of actors—from importers to retailers—in the North American specialty coffee market. Because data for these coffees are often sketchy and incomplete, additional research has considerably supplemented the baseline survey conducted in early 2001. This supplementary research is integrated into this document.

Land-use Data Analysis for the Major Coffee Producing States of Mexico. Alejandro Velázquez, Jean Francois Mas, Favio Bandejas, Rutilio Castro and Rafael Mayorga. CEC, Instituto de Geografía, UNAM, Mexico. 2001.

[Available upon request \(English only\)](#)

There was until today no reliable geographic data available for both the Mexican national and regional levels. This report tries to bridge this gap by constructing a wider picture of the coffee growing regions and by contrasting traditional and “modern” coffee productive systems. It documents their short and long term effects on the landscape and the environment. Drawing on Mexican vegetation coverage data available in digital format, spatial and regional analysis of coffee plantations can help assess the likely environmental impacts of coffee productive systems. Among these, deforestation rates and biodiversity shrinking are considered as two of the most relevant aspects to evaluate. The search for alternatives that can foster conciliation between

producers and conservationists implies the availability of hard data (either temporal and spatial) to support decision making on ecologically sound land use planning strategies.

Biodiversity of Flora and Fauna in Shaded Coffee Systems. Merle D. Faminow and Eloise Ariza Rodríguez (International Centre for Research in Agroforestry). May 2001.

http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=682

English only (Executive summary also available in Spanish and French)

The aim of this study is to survey the available quantitative research and data about different aspects of biodiversity under alternative coffee management systems. The first part of the paper describes five basic categories of coffee management systems, with estimates of how much land under coffee cultivation can be found in these categories throughout Mexico.

Finca Santa Elena: A Mexican Shade Coffee Farm. Julian Haber. April 2001.

http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=750

Also available in Spanish and French

The purpose of this report is to raise public awareness of shade coffee in general and Santa Elena in particular; to explain how shade-grown coffee is a form of sustainable agriculture, and to clarify and define the relationship of shade to coffee trees.

Minutes of CEC Coffee Producer Meeting, held in San Cristóbal de las Casas. Pronatura. April 2001.

Available upon request (English and Spanish)

In this meeting, the CEC brought together representatives of Mexican coffee producers to understand the problems they faced in providing sustainably produced coffee. The meeting was also used as a forum for presenting producers with the Coffee industry's perspective—based on the results of the 9 February 2001 meeting—on why sustainable coffee does not have a larger market share, and what could be done to change that.

The North American Market for Organic Agricultural Products. Suzanne Wisniewski (Institute for Agriculture and Trade Policy). January 2001.

Available upon request (English and Spanish)

This report surveys the market for organic products in North America. The emphasis is on coffee—organic as well as Fair Trade and shade-grown—collectively known as “sustainable.” Interest in organic, Fair Trade and shade-grown coffee has evolved from the increasing value the public is placing on environmentally and socially sustainable produce in North America. Before a proper market can be set up for coffee, in particular, a reliable certification scheme must be set up. And before that happens, a few questions must be addressed. What are the major organic product trends? What is the current and potential consumer demand for organic agricultural products in the US and Canada? What links are there between the organic market and the consumer's concern for the environment? How does understanding the organic food market help make sense of the organic coffee market in particular? Does organic coffee mirror general organic trends, or do these markets differ? How is the organic coffee market tied to Fair Trade and shade-grown coffee initiatives?

The range of organic products now available has grown so dramatically that it has been difficult for the industry to identify strong trends in any one product, and most agree that additional market research is needed on a product-specific basis. Consumers are motivated to buy organic

produce by a variety of factors, the three most important of which seem to be taste, perceived health benefits and concern for the environment. In general, organic consumers in Canada tend to be inspired by health reasons, while environmental concerns seem to motivate consumers in the US. In both the US and Canada, new parents constitute one of the demographic groups with the strongest interest in converting to organic food, as they are especially concerned about what their children eat.

Defining Shade Coffee as a Sustainable Development Activity for Mexico. CEC. 2000.
[Available upon request \(English and Spanish\)](#)

This paper contains the results of a project that examined (via a three-day workshop in Mexico) the manner in which shade coffee systems can contribute to the conservation of biodiversity as well as to the broader goal of environmental protection. The key recommendations to have flowed from this work include:

- Funds for research on, and development of, shade coffee need to be secured.
- The CEC should help with the preparation, production and dissemination of materials for inspectors of shade coffee.
- The formation and funding for a Shade Coffee Commission should be explored.

Measuring Consumer Interest in Mexican Shade-grown Coffee: An Assessment of the Canadian, Mexican and US Markets. CEC. October 1999.
http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=267
[Also available in Spanish or French](#)

This report presents the findings of a market analysis measuring consumer interest in, and potential demand for, Mexican shade-grown coffee in North America. This report on the consumer side of shade-grown coffee is complementary to the work of the CEC in developing environmentally sound and sustainable production criteria. This report represents among the most comprehensive assessments of consumer interest in shade-grown coffee.

Supporting Green Markets: Environmental Labeling, Certification and Procurement Schemes in Canada, Mexico and the United States. CEC. 1999.
http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=255
[Also available in Spanish or French](#)

This report provides an overview of several key programs in Canada, Mexico and the United States established to recognize and promote environmental characteristics or attributes of products and services. This report provides a synthesis of three separate reports prepared by three consulting firms in Canada, Mexico and the United States around issues of labelling, certification and procurement. Given the broad range of public and private sector schemes in place in the three NAFTA countries, this report is intended to be illustrative of key programs, rather than comprehensive.

Defining Shade Coffee with Bio-Physical Criteria. Results of the Workshop Organized by the Smithsonian Migratory Bird Centre, held at the Jardín Botánico del Instituto de Ecología in Jalapa, Veracruz, Mexico. February 1999.
http://www.cec.org/pubs_docs/documents/index.cfm?varlan=english&ID=1386
[Also available in Spanish or French](#)

In accordance with the CEC's goal of contributing to the conservation of birds of North America (particularly non-waterfowl species), this project examined—via a three-day workshop—the manner in which shade coffee systems can contribute to the conservation of biodiversity, as well as to the broader goal of environmental protection in Mexico. This project developed a set of definitions for “shade coffee” for the Mexican context.

Mexican Shade-grown Coffee: Market Analysis/Synthesis. CEC. 1999.

Available upon request

This report draws on key elements from available CEC-commissioned studies on shade-grown coffee markets in North America, as well as extensive information gathered by the consultant, which included information on European markets. The marketing chain of shade-grown, organic and fair trade coffee is traced from producer (Mexico) to consumer (US, Canada, Spain, Germany and Denmark) in 1998. The main focus of this report is the issue of obtaining a price premium for shade coffee, including market impediments to this, consumer willingness-to-pay, best markets for the product, obstacles to achieving these markets and product positioning.

A complete list of CEC publications is available online at: <http://www.cec.org/bibliographies>

Should you require any other information on the sustainable harvest of shade-grown coffee, please contact:
<info@cec.org>.