

GLOBAL TRADE OF COFFEE AND ITS ECONOMIC EFFECT IN THE VALUE CHAIN

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Abstract

The purpose of this work is to analyze the economic-cultural effects that globalization has in each link of the value chain in the commercialization of coffee in the world. Starting from the fact that coffee is the second most consumed beverage globally after water, in the same way it is the second most exported product after oil, the economic influence that has due to the fact that it is a grain that can grow simultaneously in the tropical belt around the world and because the coffee farmer tends to be poor. We will address its influence and contribution to the world economy by analyzing the process from the coffee farmer to the industrialization, uncovering the industrial supply chain to the different distribution channels that reach and delight the final consumer.

Keywords: Value chain, commercialization, culture, globalization, chopped coffee segment.

JEL Codes: D46, F10, M21.

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