BUILDING THE FAIRTRADE COFFEE MARKET IN BRAZIL: PROGRESS AND CHALLENGES

Construcción del mercado del café fairtrade en Brasil: Avances y desafíos

ABSTRACT

This article aims to characterize the actions aimed at the Brazilian Fairtrade certified coffee market. It achieves this objective by describing the strategies aimed at the internal market of the stakeholders of Fairtrade certified coffee in Brazil. This is done in a scenario where there is: i) insufficient research that addresses the Brazilian Fairtrade coffee market; ii) increased consumption of specialty coffees in Brazil; iii) saturation of the external market for certified Fairtrade coffee. To this end, the article was designed by applying interviews and questionnaires to the main stakeholders of Fairtrade certified coffee in Brazil. The lack of collective strategies for publicizing Fairtrade coffee in Brazil is the main obstacle to the consumption of the product in the domestic market.

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RESUMEN

Este artículo tiene como objetivo caracterizar las acciones dirigidas al mercado brasileño de café certificado Fairtrade. Se logra este objetivo mediante la descripción de las estrategias para el mercado interno de los *stakeholders* de la caficultura certificada Fairtrade en Brasil. Esto se hace en un escenario donde hay: i) insuficiente investigación que aborde el mercado brasileño de café Fairtrade; ii) mayor consumo de cafés especiales en Brasil; iii) saturación del mercado externo de café certificado Fairtrade. Para ello, el producto fue diseñado por la aplicación de cuestionarios y entrevistas con los principales *stakeholders* del cultivo de café certificado Fairtrade en Brasil. La falta de estrategias colectivas para la difusión del café Fairtrade en Brasil es el principal obstáculo para el consumo del producto en el mercado interno.

Keywords: Strategy; Stakeholder; Coffee farming; Problems; Opportunities.

Palabras clave: Estrategia; *Stakeholder*; Cafeicultura; Problemas; Oportunidades.

1 INTRODUCTION

This article addresses the creation and consolidation of the Fairtrade certified coffee market in Brazil, which is one of the most important producers of Fairtrade certified coffee in the world (FAIRTRADE INTERNATIONAL, 2019a, 2019b). This is likely to be the first study to draw extensive attention to this approach.

Fairtrade certified products are predominantly produced in countries in the South and marketed in countries in the North (ARIZTIA *et al*., 2016; DOHERTY; SMITH; PARKER, 2015). Although somewhat timid, there are attempts to operate in the domestic markets of countries producing Fairtrade certified products (DOHERTY; SMITH; PARKER, 2015).

In Brazil, there are research opportunities focused on the domestic market for Fairtrade certified coffee. Some factors contribute to this, such as: i) saturation of the external market for Fairtrade certified coffee (CLAAR; HAIGHT, 2015; POTTS *et al*., 2014); ii) increase in the production of certified coffee in Brazil (ALMEIDA; ZYLBERSZTAJN, 2017) and increase in the consumption of specialty coffee in Brazil (BOAVENTURA *et al*., 2018; EUROMONITOR INTERNATIONAL, 2017; GUIMARÃES *et al*, 2018; MORYA, 2020; SPERS *et al*., 2016; ZYLBERSZTAJN; GIORDANO; VITA, 2016);

iii) relative lack of public information on the specialty coffee market in Brazil (GUIMARÃES *et al*., 2018) and on Brazilian Fairtrade certified organizations (BOSSLE *et al*, 2017); iv) representative production of Fairtrade certified coffee in Brazil (FAIRTRADE INTERNATIONAL, 2019a, 2019b); v) Brazilian potential to produce Fairtrade certified coffee (FAIRTRADE INTERNATIONAL, 2012, 2013, 2015, 2019b).

Understanding how these factors have been considered by the Brazilian domestic market implies understanding how the main stakeholders of Fairtrade certified coffee in Brazil consider the possibility of operating in the country's market. In Brazil, in addition to Fairtrade International and Fairtrade certified coffee cooperatives and associations, the following organizations contribute to the formulation of strategies aimed at the national market for Fairtrade certified coffee: i) CLAC (*Latin American and Caribbean Network of Fair Trade Small Producers and Workers*); ii) Sebrae (Brazilian Support Service to Micro and Small Companies); iii) BRFair (Association of Fairtrade Producer Organizations of Brazil); iv) Fairtrade Brazil.

Like Fairtrade International, CLAC operates with more representation in the international level. Its main role is to represent small producer organizations and workers' associations linked to Fairtrade certification in Latin America in relation to the interests of Fairtrade International. Sometimes, there are similarities of interests between CLAC and BRFair.

BRFair is a non-profit association linked to CLAC. In the Brazilian case, BRFair is the entity that functions as a national network representing certified producer organizations. Since all agricultural, development and marketing policies occur and are decided in each of the respective countries, CLAC acts considering that it is at the national level where producer organizations must do their political strengthening work.

Like BRFair, Sebrae and Fairtrade Brazil are more focused on Brazil. Sebrae is a private non-profit organization. It operates throughout Brazil offering specific training and development mechanisms for micro and small companies. In the field of Fair Trade, the projects of this entity are oriented to the insertion of small companies in the formalized business environment, offering them consultancy services aimed at certification and support for continuity in the market.

Already Fairtrade Brazil works directly focused on the market. Its main objective is to promote the development of the internal market for Fairtrade certified products and to gain potential market share. Fairtrade Brazil does not work exclusively with Fairtrade certified products. It also acts through the intermediation of production and sales organizations of non-Fairtrade certified products, but which are inserted in the Brazilian Fair Trade Movement. Although it also works with non-Fairtrade certified organizations, Fairtrade Brazil acts mainly with the line of products licensed by Fairtrade International for the use of its own "Fairtrade" brand. It does so thanks to the strength and market knowledge that the "Fairtrade" brand already has.

Together, the actions of these organizations mentioned here (Brazilian associations and organizations of Fairtrade certified coffee producers, Fairtrade International, CLAC, BRFair, Sebrae and Fairtrade Brazil) can provide parameters for the functioning of the Fairtrade certified coffee market in Brazil. In the face of diverse interests, this article characterizes the actions towards the Brazilian market of Fairtrade certified coffee. This objective is achieved through research developed by the strategic representatives (stakeholders) of most of these organizations (except Fairtrade International) and supported by a literature review that points to factors that can influence the market for Fairtrade certified coffee in Brazil. In order to achieve this stated objective, the article answers the following questions: i) Are there any Fairtrade Certified Coffee stakeholder strategies being developed for Fairtrade Certified Coffee produced in Brazil to be consumed in Brazil? ii) If so, is there a harmony between the strategies of the Fairtrade Certified Coffee stakeholders in Brazil in relation to the decisions on the internal market of Fairtrade Certified Coffee in the country? iii) To what extent do the stakeholders of Fairtrade certified coffee in Brazil consider it viable to advance with strategies towards the introduction of Fairtrade coffee into the Brazilian market? iv) What are the possible directions for the market of Fairtrade certified coffee in the country?

2 FAIRTRADE CERTIFIED COFFEE

The following sub-headings discuss: i) Domestic market for Fairtrade coffee; ii) Fairtrade consumer profile; iii) Building Fairtrade markets in Southern countries; iv) Domestic market for Fairtrade coffee.

2.1 Objectives associated with Fairtrade certification

At a global level, both producers and consumers of coffee have different objectives related to certified coffee. The main objective of coffee growers in opting for certification is to increase the income generated by the sale of specialty coffees in the market [most certified coffees are classified as special (Bacon, 2005)] to the detriment of the commodity market (KOLK, 2013; MATTOS, 2015). In turn, the main objective of the consumer in choosing certified coffee is to find a better quality (taste, aroma, texture) in these coffees and part of their beliefs and values, such as the preservation of nature (example of Rainforest Alliance certification), production without pesticides (example of the Organic label), help to small producers (example of Fairtrade certification), represented in some way by the acquisition of the product.

Fairtrade certification is one of the most popular third-party social and environmental certifications in the world (RAYNOLDS, 2014). This certification does not certify individual producers. It certifies cooperatives, associations, or any other type of organization among producers (FAIRTRADE INTERNATIONAL, 2014).

By 2017, for example, 1599 Fairtrade organizations were established in 75 countries (FAIRTRADE INTERNATIONAL, 2019a). These organizations [producers of cane sugar, fresh fruits and vegetables, processed fruits and vegetables, herbal teas, honey, nuts, tea, herbs, cereals, cotton seeds, spices, cocoa, oil seeds and coffee (FAIRTRADE INTERNATIONAL, 2014)] were joined by 1.7 million farmers and 193,000 workers. Among all certified organizations, the producers of coffee (45%), tea (23%) and cocoa (15%) are the most representative (FAIRTRADE INTERNATIONAL, 2019a).

The basic objective of this certification, according to its advocates (FAIRTRADE INTERNATIONAL, 2014), is to contribute to improving the quality of life and empowering small producers, established in regions still in development. On the other hand, regarding the market for this certification, the main belief of the typical Fairtrade consumer is the possibility of providing better living conditions to producers suitable to the profile described through the purchase of certified products (FRIDELL, 2014). The roots of this certification are linked to the Fair Trade movement (BOSSLE *et al*., 2017). With a goal close to that of Fairtrade certification, the main objective of the Fair Trade Movement is to provide small producers with better marketing conditions by selling their products at prices that can cover their production costs, thus contributing to the producer's permanence in the activity (BOSSLE *et al*., 2017; SILVA-FILHO; CANTALICE, 2011).

2.2 Fairtrade Consumer Market Profile

Both the Fair Trade Movement and certification have consumers who fit the niche of consumers who believe in practicing ethical consumption (ANDORFER; LIEBE, 2012, 2015; FRIDELL, 2014). In this environment, the Fair Trade Movement is one of the most important incentives and promoters of ethical consumption (BOSSLE *et al*., 2017).

Several institutions encourage the promotion and continuity of fair trade, such as: NGOs, government entities and private organizations with their Corporate Social Responsibility (CSR) policies. In Brazil, the movement for ethical consumption is still in the process of formation. Some factors may contribute to its consolidation, such as: i) the creation of NGOs with specific focus on the issue of ethical consumption; ii) greater proliferation of CSR programs among the country's organizations and greater adherence to the seals of socio-environmental certification; iii) strengthening of social mobilizations that encourage conscious ethical consumption, such as the creation of educational programs focused on the subject and the greater frequency of the diffusion of reports in mass communication media (TV, newspapers, magazines) on conscious ethical consumption (ARIZTIA *et al*., 2014). In Brazil, scientific research that addresses the issue of ethical consumption does not meet the needs for knowledge about the vast field of the Brazilian case (LABORATORY OF TECHNOLOGY AND SOCIAL DEVELOPMENT - LTDS, 2012). Even in a broader context, most of the research dealing with this type of problem is developed in the countries of the Northern Hemisphere (Ariztía *et al*., 2016).

2.3 Building Fairtrade markets in the South

There is also a lack of knowledge about the specific markets in the countries where Fairtrade certified products are produced and associated with the Fair Trade Movement. Since producers are concentrated in Southern countries and their consumers in Northern countries, most research is on the relationships between production and consumption areas (Ariztía *et al*., 2016). However, a recent phenomenon that has emerged is the development of the domestic market in countries producing products linked to the Fair Trade Movement and Fairtrade certification (DOHERTY; SMITH; PARKER, 2015).

Research on the Fairtrade market in producing countries is in its early stages. This is both in empirical and theoretical terms. There is a lack of knowledge about the following specific issues linked to the Fairtrade market in producer countries: i) understanding how these markets are created; ii) knowing how the marketing strategies developed by Fairtrade stakeholders (certification and the Fair Trade Movement) helped to increase sales in Fairtrade producing countries; iii) knowing how the strategies of Fairtrade stakeholders are designed to foster their respective domestic markets. (DOHERTY; SMITH; PARKER, 2015).

In the case of Brazilian organizations that operate through the fair trade network and are not necessarily certified, the most relevant is the domestic market itself. Approximately 70% of the commercial operations of these organizations are carried out locally, limited to the locations where the goods are sold. The commercialization of products in the vast national territory is relatively low (around 20%), as it is (around 10%) in the case of international commercialization (Percentages based on data obtained through a broad national survey with a sample of 277 interviewees) (BOSSLE *et al*., 2017).

In Brazil, consumers and members of the fair trade supply chain have an important role in the growth of the market for fair trade products (in the general context of organizations that carry out their commercial operations with the support of the Brazilian Fair Trade Movement network, and not only in the specific context of Fairtrade certified organizations). Fairtrade products (certified and non-certified) can be an attractive option if consumer awareness exists. However, the growth of such a market is not limited only to consumer awareness, but also to the knowledge of the consumers themselves by members of the supply chain of Fairtrade products (BOSSLE *et al*., 2017).

In the case of Brazil, the Brazilian consumer of Fairtrade products has the following characteristics: i) is upper-middle class [in Brazil, the government considers as belonging to the upper-middle class the individual with an average income ranging from R$ 1020.00 to R$ 2040.00 - approximately between USD326.00 and USD652.00 - (KAMAKURA; MASSON, 2016)] and costumers in solidarity markets that target low-income consumers; ii) also includes public entities such as schools, for example, that buy Fairtrade products also with the aim of promoting fair trade practices. In addition, Brazilian sales of Fairtrade products are made in Fairtrade stores (some retail stores) and directly to the final consumer through solidarity market movements in street fairs. Among the main fair trade products sold in Brazil are clothing, handcrafts and food. These products are marketed mainly by the participants of the Brazilian Fair Trade Movement, and the presence of Fairtrade certified products in the Brazilian market is still exceptionally low (DOHERTY; SMITH; PARKER, 2015).

Of all Fairtrade certified products in Brazil, coffee is the most representative in terms of certified cooperatives, number of producers linked to cooperatives and values generated (ALVARENGA; ARRAES, 2017). Brazil is the country that produces and exports the most coffee. It lags only the United States in terms of worldwide consumption of the product (VEIGA; BARBOSA; SAES, 2016). In the country, there is currently both an alternation of the producer profile and a tilt towards a change in the profile of the coffee consumer market. In general, Brazilian coffee growers are working through the collection of management techniques applied to coffee growing (ALMEIDA; ZYLBERSZTAJN, 2017), which has led to cases (FREIRE *et al*., 2012) of improved productive economic efficiency. This has occurred with coffee growers of all sizes in the country. The monitoring of the different demands (such as the demand for sustainable production, for example) of consumers by coffee growers is contributing to the fact that the country has a significant portion of its coffee produced according to some certification standard. When considering, for example, the union of the seven main codes of conduct, programs, and certification systems in coffee cultivation (4C, Triple AAA, CAFE, Rainforest Alliance, UTZ, Organic and Fairtrade), around 77% of the certified coffee in the world comes from Latin America, with Brazil, Colombia and Peru being the main supplier countries (VEIGA; BARBOSA; SAES, 2016).

2.4 Specialty Coffee Market

The world market for specialty coffee is relatively important. Approximately 12% of the world coffee market is represented by specialty coffees (TURCO *et al*., 2020). The world market for specialty coffees is growing faster than the market for conventional coffees and there is a significant advantage over the selling price of these coffees.

Globally, the market for specialty coffees has grown by about 15% in recent years (2014 to 2020) (EMBRAPA CAFÉ, 2014; GRÃO ESPECIAL, 2020), while the market for conventional coffees has an almost stable growth of 2% per year (CONSEJO DE EXPORTADORES DE CAFÉ BRASILEÑO, 2019). Specialty coffees have sales prices above 30% to 40%, and there are cases where this difference can be more than 100% (BRAZIL SPECIATY COFFEE ASSOCIATION, 2016).

Brazil can now be considered as a relevant specialty coffee supplier to the world (whereas until recently they were only relevant in the supply of commodity coffee), as about 15% to 20% of Brazilian coffee exports are classified as specialty (ALMEIDA *et al*., 2016). In the 2016 agricultural year, for example, Brazilian exports of specialty coffee generated US$1.57 trillion, a value almost 150% higher than the previous year (AGROANALYSIS, 2017).

In Brazil, the market for specialty coffee is in promising growth (EUROMONITOR INTERNATIONAL, 2017; EUROMONITOR INTERNATIONAL; ASOCIACIÓN

BRASILEÑA DE LA INDUSTRIA DEL CAFÉ - ABIC, 2015; GUIMARÃES *et al*., 2018; MORYA, 2020; SOCIEDADE NACIONAL DE AGRICULTURA, 2016). The consumption of specialty coffees in producing countries, such as Brazil, Vietnam, and Colombia, is growing twice as fast as the consumption of such coffees in countries that also traditionally consume the beverage, such as Italy and the United States (ALMEIDA *et al*., 2016). Between the years 2012 and 2017, for example, the consumption of specialty coffees in Brazil grew by 22.7% (MORYA, 2020). As in the case of fair trade products, the increased purchasing power of the populations of specialty coffee producing countries has also contributed to boosting the domestic market for these coffees.

However, even with the growth of the specialty coffee market, there is still a lack of knowledge among most Brazilian consumers about coffee certification. There are three certifications that are best known to Brazilian coffee consumers: Rainforest, ABIC and UTZ (SPERS *et al*., 2016). However, some facts indicate a possible reversal. Approximately 5% of the country's consumers already consider the environmental and social impacts associated with commercialized coffee in their purchasing decisions (Ariztía *et al*., 2014). For example, in the research of Spers *et al.* (2016), they identified Brazilian consumers who were willing to pay higher prices for coffee whose purchase could contribute to improving the living conditions of coffee farmers, such as Fairtrade. In Brazil, very few coffee consumers are aware of Fairtrade certification (SPERS *et al*., 2016). As a result, only about 1% of Fairtrade certified products produced in Brazil are consumed (ALVARENGA; ARRAES, 2017).

2.5 Internal market of Fairtrade coffee

The investment in internal actions to expand consumption can be an alternative to the over-supply of this coffee in the international market. There is saturation of this market in countries with traditional consumption (CLAAR; HAIGHT, 2015). Worldwide, almost three times less Fairtrade certified coffee is sold than is produced (CLAAR; HAIGHT, 2015; POTTS *et al*., 2014). Other factors that can also contribute to the promotion of the domestic market are associated with understanding the impacts of certification on farmers and tapping into the potential of the national coffee park in producing Fairtrade certified coffee.

In various parts of the world, studies (BLACKMAN; RIVERA, 2011; NELSON; POUND, 2009; NELSON; RUEDA; VERMEULEN, 2018) have been published on the impacts of Fairtrade certification with divergent evidence on the actual outcomes of certification. Research highlights the fact that few have demonstrated significant positive impacts and many studies have found significant negative impacts (BLACKMAN; RIVERA, 2011). In Brazil, the question of the impacts of Fairtrade certification for coffee producers in Brazil has not yet been answered. There is no further research to show whether Fairtrade certification has had a significant positive impact on the reality of Fairtrade coffee producers in Brazil. If negative or negligible impacts are found, the current progress of this certification on coffee production in Brazil may be compromised because of the reflection on its consumer market. On the other hand, if future research shows significantly positive impacts, Fairtrade certified coffee can gain better positions in the external market and advance in the country's domestic market (ALVARENGA; ARRAES, 2017).

In Brazilian coffee production, Fairtrade certification was introduced relatively recently and there is already a relative representation of Brazilian Fairtrade coffee production on the world stage. The first producer organization to receive Fairtrade certification in Brazil was a farmer cooperative, which was certified in 1998 (ALVARENGA; ARRAES, 2017). By 2017, the country had 31 Fairtrade certified coffee producer organizations, which were linked to 11.131 coffee farmers. At that time, coffee producer organizations sold 18.021 tons of Fairtrade coffee. In terms of global representation, Brazil has about 5.3% of the world's coffee producer organizations. Approximately 1.4% of the world's Fairtrade coffee producers are linked to them. Brazil sells almost 8.4% of the world's coffee as Fairtrade and approximately 8.5% of the Premium Faitrade for coffee is destined for Brazil. Hierarchically, Brazil is the fourth country that sells the most Faitrade-certified coffee and consequently also the fourth country that receives the most Fairtrade Premium for coffee (Peru, Honduras and Colombia are first). It is the sixth country with more Fairtrade coffee producer organizations (Peru, Colombia, Mexico, Honduras, and Costa Rica are first). It is the eleventh country with the most Fairtrade coffee producers (Vietnam, Ethiopia, Colombia, Tanzania, Peru, Indonesia, Mexico, Nicaragua, Costa Rica, and Guatemala are first) (FAIRTRADE INTERNATIONAL, 2019b). The commitment to certification by coffee producer organizations in Brazil highlights the recent and growing interest in certification in the country. Fourteen Brazilian coffee producer organizations were certified between 1998 and 2009. The rest were certified between 2010 and 2017 (ALVARENGA; ARRAES, 2017).

Brazil has the capacity to improve its production of Fairtrade certified coffee. Fairtrade International says that Brazil can be the largest supplier of Fairtrade coffee in the world and can offer almost 88,000 tons (Fairtrade International, 2015), compared to current production of approximately 10,000 tons (Alvarenga; ARRAES, 2017). This projection is based on the profile of Brazilian family farmers and their representativeness in the country's coffee production. Family farmers have remarkably close similarities with farmers considered small for Fairtrade International in the following aspects: size of the properties, type of labor used in production, and the producer's predominant income (ALVARENGA; ARRAES, 2017). In Brazil, family coffee farmers have a relevant participation in the country's coffee production (ZYLBERSZTAJN; GIORDANO; VITA, 2016). The majority (85%) of Brazilian coffee properties are owned by family farmers, who grow about 40% of the country's coffee (BRITO, 2013).

3 METHODOLOGY

The research has a participatory methodological approach, which includes the modalities of participant observation and action research (NOVAES; GIL, 2009; ZWICK; BERTOLIN; BRITO, 2019). These two modalities are expressed by the participation of researchers with the object of study - strategic representatives (stakeholders) of organizations involved with the Fairtrade coffee market —and by the gradual alignment of interests between the work theme (market construction)— and the information systematization needs of these representatives and their organizations. To access the trade information, the research was based on information from some stakeholders of Brazilian Fairtrade certified coffee. To answer the research questions, the article was developed through qualitative research. In terms of its objectives, the research is considered descriptive. Since the research has a practical aspect, it can be categorized as a participant in terms of its means of implementation.

The involvement of researchers and building credibility with Brazilian Fairtrade coffee stakeholders occurred throughout the research. Throughout four years, the authors participated in events associated with the theme of Fairtrade coffee to create and maintain relationships with the actors in the chain to position them for the purposes of the research. Meetings with agents in the Fairtrade coffee chain were held at four types of events. Participation in two specific congresses on certification in coffee growing, one national, which took place in 2014 in the city of Vitória, state of Espírito Santo, and the other international, which took place in 2015 in the city of Milan, Italy. Some visits were made to Fairtrade coffee cooperatives/associations in Brazil. There was also participation in the business meetings of Fairtrade coffee stakeholders that took place in the city of São Paulo - SP, in 2013, in the city of Rio de Janeiro - RJ, in 2015, and in the city of Belo Horizonte - MG, in the years between 2014 and 2017, in the meetings of Fairtrade coffee growers that occurred concurrently with the International Coffee Week. In 2015, at the Convention Center of the State University of Campinas - UNICAMP, the authors promoted a forum on Fairtrade certification in coffee cultivation. The network of relationships built during these participations contributed to facilitate access to the data that was collected specifically for the construction of this article. After generating credibility with stakeholders, the research data was collected.

The data collection and analysis procedure were of a qualitative nature. Research data were collected through semi-structured questionnaires and interviews (MAIA, 2020; VERGARA, 2005). Two moments separated the data collection: one associated with the construction of the questionnaires and the other linked to the application of the questionnaires and interviews. Prior to the formulation of the questionnaires, interviews were carried out with some of the agents surveyed here to seek their demands for research on the topic investigated in the article. The interviews were conducted in person, at one of the events mentioned above, and through *Skype*. Once the questionnaires were formulated for the specific purposes of this article, they began to be applied, which occurred between the months of May and November 2017.

Questionnaires were applied and interviews conducted with representatives of the main organizations working with Fairtrade coffee produced in Brazil, namely SEBRAE, Fairtrade Brazil, BRFair, CLAC and Fairtrade coffee cooperatives/associations. To achieve the research objectives, questionnaires and interviews were applied to representatives who hold strategic positions in these organizations, such as the president, managers, or commercial directors. In each of these organizations, questionnaires and interviews were applied to the following number of professionals: Sebrae, national manager, responsible for analysis, consultancy and projects aimed at the market of Fairtrade products; Fairtrade Brazil, market manager, responsible for market strategies for Fairtrade products abroad and in Brazil; BRFair, general manager; CLAC, coffee production and market coordinator, coordinator of Fairtrade producers in Latin America and the Caribbean, development manager of Fairtrade producers in

Latin America and the Caribbean. In addition to these, questionnaires/interviews were also applied to the presidents or business directors of sixteen Fairtrade coffee cooperatives/associations in Brazil. For these, the 32 Fairtrade coffee cooperatives/associations in Brazil were contacted. Since not all cooperatives/associations responded within the time frame for receiving responses, the survey was closed with thirteen of them. To collect the survey data, each organization represented here was contacted by phone. A questionnaire with open and closed questions was then sent by e-mail. The main purposes of each question in the questionnaire sent are shown in Table 1.

Once the questionnaires were received, contact was made through *Skype* and/or in person with the interviewees whose questionnaires contained unanswered or partially answered questions, seeking to clarify doubts about the question and reinforcing the need to complete it.

For the analysis of the data, the answers were transcribed, grouping them by question. This facilitated the separation of the topics to which each answer was inserted, the separation of divergent points (to seek to track in which aspects there was disagreement among the agents surveyed on each topic asked), the union of converging factors on the research objectives (to seek to track in which aspects the agents surveyed agree on each topic asked). This procedure is recommended (ALVES; SILVA, 1992) as a “search for regularities and differences in the answers”, which leads to an “implicit quantification”. Thus, in the answers where quantification of responses was possible, it was also applied to descriptive statistical data (fashion, average, frequency distribution).

4 RESULTS AND DISCUSSION

The results and discussions are presented in 3 sub-headings. In 4.1, the positions of the agents representing CLAC, BRFair, Sebrae and Fairtrade Brazil are presented. In 4.2 the positions of the Faritrade coffee cooperatives/associations are highlighted. In 4.3, the needs for the development of the Brazilian Fairtrade coffee market are emphasized.

TABLE 1 − Main focus of questionnaire questions and main purposes for obtaining responses

Main focus of the questionnaire consultations	Purposes in obtaining the response associated with knowledge, capture:
Object of the organization	The organization’s objectives in the Fairtrade market; volumes produced and sold of Fairtrade coffee, linked coffee farmers (in the case of cooperatives/associations)
Importance of the Brazilian market to absorb foreign trade coffee produced in Brazil	The relevance of the internal market for the organization
Responsible for promoting and developing the national Fairtrade coffee market	Which institution should be personally responsible for being at the forefront of strategies to address the domestic Fairtrade coffee market?
Actions that should be developed to energize the national Fairtrade coffee market	Positioning on what needs to be done for Brazilian foreign trade coffee to be marketed in the country
Characteristics of the potential consumer of Fairtrade coffee	Whether the organizations have a potential target market for Fairtrade coffee in Brazil; the why’s associated with the indication of the mentioned consumer group.
Factors that can support the development of the Fairtrade coffee market in Brazil	What are Brazil’s strengths and weaknesses (structural, technical, logistical, etc.) in producing and marketing Fairtrade coffee?
Difficulties considered in accessing the Brazilian coffee market	Barriers to accessing the domestic Fairtrade coffee market.
Actions that target the internal and external market for Fairtrade coffee	Whether strategies are being developed that focus on the domestic market.
Differences between actions targeting the internal and external market for Fairtrade coffee	The differences between what is done to place Fairtrade coffee on the external market and on the internal market.
Existence of strategies in conjunction with other stakeholders	If there are partnerships between stakeholders of Fairtrade certified coffee in Brazil to place Fairtrade coffee on the domestic market
Prospects for the next five years in the national Fairtrade coffee market	What Fairtrade Stakeholders expect from the future of the Fairtrade coffee market in Brazil

Fonte: authors (2020)

4.1 Fairtrade coffee market: CLAC, BRFair, Sebrae and Fairtrade Brazil Positioning

The positions of the representatives of these organizations are presented in a fragmented way in five sub-themes.

4.1.1 Relevance of the Brazilian Fairtrade coffee market to Fairtrade coffee stakeholders

All the agents linked to all the institutions surveyed considered it important that the Brazilian market absorbs the Fairtrade certified coffee produced in Brazil. For most of the agents surveyed, the development and promotion of the national market for Fairtrade certified coffee should be done by several entities. For the BRFair agent alone, the development and promotion of this market should be the sole responsibility of Fairtrade Brazil. For an international agent from CLAC, the responsibility should be with the coffee cooperatives, BRFair, Fairtrade Brazil and CLAC. For the CLAC Brazil agent, the responsibility must lie with the entities designated by the CLAC international agent, except CLAC. For the SEBRAE agent, these efforts must be carried out by SEBRAE, Fairtrade Brazil, CLAC and the Fairtrade certified cooperatives and associations. As for the Fairtrade Brazil agent, those responsible should be those designated by the SEBRAE agent, also receiving support from government entities, such as the National Secretariat of Fair Trade.

Regarding the necessary actions, most of the agents surveyed mentioned the development of market studies and campaigns aimed at raising awareness of the Fairtrade label among consumers. Some agents (CLAC BRAZIL, CLAC INTERNATIONAL) mentioned the need for a robust market study to develop and implement strategies. In this sense, they pointed out the need to develop strategic relationships and numerous information and awareness campaigns directed to the final consumer (CLAC BRAZIL AGENTS, CLAC INTERNATIONAL, SEBRAE, FAIRTRADE BRAZIL). Among the alternatives for this, it is possible to develop campaigns in social networks and campaigns in alliance with private companies (that have interests in the business of Fairtrade coffee in Brazil) that are committed to provide specific resources for such actions (SEBRAE AGENT).

4.1.2 Potential Brazilian consumer of Fairtrade coffee

As investments in strategies to target the Brazilian Fairtrade coffee market in Brazil must be directed at a specific audience, the agents surveyed indicated who the most likely consumers of Fairtrade coffee in Brazil might be. For most agents, the profile of the likely Brazilian consumer of Fairtrade coffee was close to the profile described by Spers *et al.* (2016). The consumer of Fairtrade coffee in Brazil is likely to be knowledgeable about economic-social-environmental sustainability (AGENTS FROM FAIRTRADE BRAZIL, CLAC INTERNATIONAL, CLAC BRAZIL, SEBRAE, BRFAIR) and possibly willing to act in favor of sustainability through purchases based on three pillars of sustainability as a standard (FAIRTRADE BRAZIL). The potential consumer requires, besides the implicit sustainability in the process of coffee production, also a superior quality of the coffee (BRFAIR AGENT). In addition to traditional domestic consumers, institutional consumers (foundations, NGOs, social organizations, companies, universities) were also considered as potential consumers of Fairtrade coffee in their facilities (CLAC INTERNATIONAL AGENT). The potential Brazilian consumer of Fairtrade coffee has possibly completed higher education, is middle and upper class (CLAC BRAZIL AGENT, CLAC AGENT) and has easy access to information in different channels such as Internet, TV, newspapers, and magazines (CLAC BRAZIL AGENT).

4.1.3 The opportunities and difficulties in accessing the Brazilian Fairtrade coffee market

To reach this potential Brazilian consumer of Fairtrade certified coffee, the agents noted that it is necessary to take advantage of the factors that are already favorable for the development of the Fairtrade coffee market in Brazil and to be aware of the main difficulties that exist. The following factors were raised as favorable: i) the size of the potential market for Fairtrade coffee due to the representativeness that Brazil has, being the second largest consumer of conventional coffee in the world; ii) the possibility that the cooperatives/associations add value to the coffee through the sale of roasted and ground coffee, and not only green coffee, as is usually the case with Fairtrade coffee that is exported; iii) the quality of Brazilian coffee (BRFAIR AGENT) and the existence of a gourmet coffee culture and the growing interest in and appreciation of products with socio-environmental certifications (although the market share of products with these certifications in Brazil is still very small); iv) the possibility of designing specific campaigns for the middle and upper classes, classes that have seen an increase in the number of members in recent years; v) the growth in appreciation for the social and environmental causes associated with production processes

(BRAZIL and SEBRAE FAIRTRADE AGENTS); vi) the Brazilian culture in the commitment to help others, which could be a favorable point when it is emphasized that the Fairtrade product can both improve the living conditions of small producers and provide them with ways to continue working in the field. (FAIRTRADE AGENT BRAZIL); vii) the possibility of using strategies that have been used in other countries to stimulate and consume Fairtrade products, such as the diffusion of the label in schools and universities, for example (CLAC BRAZIL AGENT).

The expansion of business opportunities was also considered favorable. As one CLAC Brazil agent pointed out, the development and promotion of the Brazilian market for Fairtrade certified coffee would represent an opportunity to expand the sale of coffee from small producer organizations to the various qualities of coffee produced. It would also provide an opportunity to bring more small-scale Brazilian coffee producers into the Fairtrade system.

In addition, the following main difficulties in accessing the Brazilian Fairtrade coffee market were mentioned: i) dominance of large groups in the Brazilian coffee market (CLAC INTERNATIONAL AGENT); ii) difficulties for small producers' organizations in accessing major roasters in Brazil; iii) difficulty in gaining a first customer who buys significant volumes of coffee to generate sufficient license value for marketing work (CLAC BRAZIL AGENT); iv) the fact that the Fairtrade system promotes exports to Northern countries and not sales in domestic markets (external prices are usually more advantageous than domestic prices) (CLAC INTERNATIONAL AGENT); v) lack of organization in the Fairtrade production chain to obtain a high quality final product; the need to structure the commercial chain and the distribution channels of coffee in the market; vi) difficulty in relating with commercial representatives in the first years certified because of the low volume of coffee offered; vii) difficulties that cooperatives/associations have in leaving the strict focus of coffee production and not operating a commercial structure capable of offering roasted and ground coffee (SEBRAE AGENT); viii) lack of knowledge of the conventional coffee consumer and of the gourmet coffee consumer under the Fairtrade label (FAIRTRADE BRAZIL and BRFAIR AGENTS).

4.1.4 Actions to develop the Fairtrade coffee market

As for the institutions already working for market development, some were highlighted. Although SEBRAE does not have the capacity to develop markets, this institution acts by supporting the identification of potential coffee markets and by supporting coffee growers in accessing these markets. Specifically, with regard to actions aimed at the external market (current focus of Fairtrade coffee cooperatives/associations in Brazil), Fairtrade Brazil, CLAC Brazil and CLAC International all develop actions aimed at the market for Fairtrade certified coffee abroad. Fairtrade Brazil sometimes acts as an intermediary between the cooperatives/associations (of coffee and other certified products) and potential buyers. CLAC Brazil, on the other hand, frequently participates in international fairs (such as Japan, England, United States, Italy, for example) promoting Brazilian Fairtrade coffee. It participates in a business round. It surveys data on the supply of coffee in other Latin American countries and generates reports on the external market for small producer organizations. It also acts as an intermediary with supermarket chains and industries with possible interest in Fairtrade certified coffee from Brazil. CLAC International acts in a less restricted sense to the Brazilian case, since it promotes coffees from Brazil and other Latin American and Caribbean countries in international fairs such as SCAA (*Specialty Coffee Association of America*) and SCAE (*Specialty Coffee Association of Europe*), for example.

In terms of the market for Fairtrade certified coffee, specifically, the actions developed were aimed more at identifying and studying the Brazilian market for Fairtrade certified coffee than at anything more effective in placing Fairtrade certified coffee on the market. SEBRAE participated in supporting campaigns for the creation of (Poços de Caldas and Rio de Janeiro), being Fairtrade Brazil one of the institutions that led the processes directed to the city of Rio de Janeiro.

The Fairtrade Cities are part of the broad context of the Fairtrade Movement and not the restricted one linked to the Fairtrade certification. The "Fairtrade Towns" are cities recognized for promoting fair trade. This requires that the municipality remains willing, through legal approval by the city council, to meet a list of objectives, including buying, consuming, and selling commercial products from Fairtrade producers (not necessarily Fairtrade certified producers) (SCHENEIDER, 2012). Until 2020, for example, there were 2033 cities in the world recognized as "*Fairtrade Towns*". Most Fairtrade Towns are established in Europe. In Brazil, the municipality of Poços de Caldas has been recognized, since 2012, as a "Fairtrade Town" (FAIRTRADE TOWNS INTERNATIONAL, 2020).

It should be noted that such campaigns (which do not focus only on the Brazilian Fairtrade certified coffee market) aim at the universe of all Fairtrade certified products as well as products causally linked to the actions of groups linked to the Fairtrade Movement. Thus, in a scenario more restricted to the case of Fairtrade coffee in the national market, the actions of CLAC Brazil to work with Fairtrade certified coffee in the national market were two: to be one of the financiers of the "Roasted Coffee Market Study", together with the BSCA (*Brazil Specialty Coffee Association*) and the annual support to small producers' organizations to participate in events of coffee business in Brazil, such as the International Coffee Week, in Belo Horizonte.

In this context, little has been done so far to reach groups in Brazil that are potential consumers of Fairtrade coffee. Simply put, only SEBRAE and Fairtrade Brazil are developing actions that come close to this, as the campaigns of Fairtrade Towns focus on working to raise consumer awareness of the contributions of consumption to sustainability. In fact, neither institution promotes a specific campaign to reach potential consumer groups linked to ethical consumption.

In a similar way, only SEBRAE and Fairtrade Brazil sometimes act in partnership, developing strategies to penetrate the domestic market for Fairtrade (and not specifically coffee) products. The actions of these entities are more focused on Fairtrade Towns. In the specific case of SEBRAE, their developed strategies are more aligned with the committees, as in the case of Fairtrade Towns, for example. In this case, SEBRAE sometimes works by leading and sometimes supporting management committees of local and international entities among non-governmental organizations and national agencies, such as the National Fair Trade Secretariat. In the specific case of coffee, SEBRAE has two regional offices, one in the city of Belo Horizonte and another in the city of Varginha. These offices act more directly to support organizations of Fairtrade certified coffee growers. There are no strategies for the introduction of Fairtrade certified coffee in the Brazilian market that are effectively developed in conjunction with the organizations investigated. Two main reasons were highlighted as not being in line with the strategies aimed at the internal market for Fairtrade coffee: i) the lack of definition of individual strategies at the institutional level aimed at the market for Fairtrade certified coffee; ii) and the lack of human and financial resources.

However, since there is no joint strategy of the institutions investigated in favor of the Brazilian Fairtrade coffee market, all the agents investigated mentioned that it would be particularly important if there was something in this sense. The main justifications for this were associated with the following factors: i) attempt to seek synergy and networking among entities linked to businesses that can be developed in the universe of the Brazilian market of Fairtrade certified coffee (SEBRAE, CLAC INTERNATIONAL, FAIRTRADE BRAZIL AND BRFAIR AGENTS); ii) greater possibilities of working with regional strategic focuses and in broader campaigns directed to all of Brazil (CLAC INTERNATIONAL AND CLAC BRAZIL AGENTS); iii) possibilities associated with strategic alliances that could be formed, since there are many possible interested parties in the business of Fairtrade certified coffee in Brazil (CLAC BRAZIL AGENT).

4.1.5 Expectations regarding the Brazilian Fairtrade coffee market

The agents outlined their expectations for the Brazilian Fairtrade coffee market over the next five years following the implementation of the research. If there are effective actions aimed at the domestic market, then there may be the beginning of significant sales in large chains in the most economically representative centers of Brazil. This can be helped by the development of own brands of Fairtrade certified coffee producers' organizations (CLAC BRAZIL AGENT). However, for something representative to happen, significant support is needed for the Brazilian Fairtrade coffee market to materialize. Coffee cooperatives/associations have had good economic returns from exporting Fairtrade coffee, with virtually no involvement in actions focused on the Brazilian domestic market (SEBRAE AGENT). In this way, the possibilities of the Brazilian Fairtrade coffee market becoming a reality increase if there is harmony between the strategies of the main actors involved in this business (SEBRAE, CLAC BRAZIL, FAIRTRADE BRAZIL AGENTS). To this end, strategies in this sense must be based on and fully address the market segments that are the most likely consumers of Fairtrade coffee in Brazil, such as those linked to ethical and sustainable consumption, for example. Therefore, differentiated products require consumers who value differentiation. In this sense, for the Brazilian Fairtrade coffee market to be a good business, strategies must be implemented that necessarily address consumers who value the aspects that differentiate Fairtrade coffee from others. Such strategies must be developed and implemented at the national level, until the businesses surrounding Fairtrade certified coffee in Brazil develop their own dynamics (SEBRAE AGENT).

4.2 Fairtrade coffee market: positioning of coffee cooperatives/associations

Thus, in addition to the positioning of these agents, there are also those who are associated with representatives of cooperatives/associations. In summary, these represent the cooperatives/associations with the composition profiles described in Table 2.

TABLE 2 − Profile of the Fairtrade coffee cooperatives/associations investigated

Cooperative	Founding Year	Total number of coffee growers (FT and non-FT in 2016)	Total (FT and non-FT) bags (60 kg) sold in 2016
A	2006	16	3539
B	2006	82	12619
C	2009	22	2564
D	2010	62	6000
E	1992	37	2300
F	2001	371	6332
G	1999	28	1500
H	2010	84	1800
I	2009	196	48667
J	2006	125	5500
K	1998	40	1958
L	2014	61	6500
M	1998	141	12285

* Coffee growers in 2017
Fonte: authors (2020)

Similar to the presentation of the results of the other stakeholders, the positions of the representatives of the Brazilian Fairtrade coffee cooperatives/associations are also addressed in a fragmented way.

4.2.1 Relevance of the Brazilian Fairtrade Coffee Market

On the specific side of these Fairtrade coffee cooperatives/associations investigated, the main aspects that were raised as favorable regarding the Brazilian market for taking up Fairtrade coffee are associated with the further expansion of business opportunities by Fairtrade certified cooperatives in Brazil. For the representatives of the cooperatives/associations (A, B, C, F, H, I, K,), the Fairtrade coffee market represents a significant potential. On the other hand (B), the national market for Fairtrade certified coffee should be seen from two commercial perspectives: green coffee and roasted coffee. Representatives of cooperatives that do not see good business opportunities in selling Fairtrade coffee in the national market mentioned that the main reasons are linked to the low (almost non-existent) appreciation of the national market for Fairtrade certified coffee.

In a similar sense, the main difficulties from the point of view of representatives of cooperatives/associations in accessing the domestic market for Fairtrade certified coffee are almost always associated with the lack of knowledge of the Brazilian consumer market about the Fairtrade label, as well as the lack of knowledge of the values represented by the label. For one representative (C), not only is the Fairtrade label not very widespread in Brazil, but also the other certification labels with approximate characteristics, such as Rainforest and UTz, for example. This ends up reflecting the lack of a consumer market for Fairtrade certified coffee, as expressed by representative D. For some representatives (B, J and L), one of the factors that could contribute to the access of Fairtrade coffee in the internal market, would be the effectiveness of the actions that should be promoted by Fairtrade Brazil. According to this, there is so much deficiency in the relationship between Fairtrade Brazil and the cooperatives/associations. According to these representatives, Fairtrade Brazil has not fulfilled its role in developing projects to promote Fairtrade coffee in Brazil.

Other factors that were considered difficult to access to the domestic market were linked to the offer price of Fairtrade coffee in Brazil. According to the representatives (A, B, E, F and L), the prices of Fairtrade coffee in the domestic market would not be incredibly competitive. Certification costs are considered high. This prevents the supply of Fairtrade certified coffee at prices that can compete for price (as is usually the case in the conventional coffee market) in the national market. For some representatives (A, H, K), as most of the coffee consuming market in Brazil does not recognize a sustainable produced product, it would be exceedingly difficult to find consumers willing to pay higher values for certified coffees. In addition to not recognizing the values associated with the seal, the quality of the coffee is not valued as better than conventional coffees, as emphasized by representative E. Since it is not recognized, it is not paid for.

4.2.2 Responsibility for the development of the Fairtrade coffee market

Disagreements were identified over who should be solely responsible for the development of the Fairtrade coffee market in Brazil. Two representatives (B and F) mentioned that the direct responsibility should be only CLAC's. The joint statement of responsibility between Brazil Fairtrade and Fairtrade International was given by representative A. Representative C has already assumed responsibility between these two BRFair's partner institutions. For three representatives (D, E and M), only Fairtrade Brazil should be responsible for the elaboration of the guidelines and the implementation of actions focused on the internal market of Fairtrade certified coffee. For other representatives, the actions in favor of the development of this market should be carried out in a joint action involving the cooperatives/associations of Fairtrade coffee, SEBRAE, Fairtrade International, Fairtrade Brazil, BRFair and CLAC.

4.2.3 Actions to develop the Fairtrade coffee market

Among the strategies expected by the representatives of the cooperatives/associations, the majority (A, B, C, D, F, G, H, I, J, L) pointed to the need for programs aimed at raising consumer market awareness of the values implicit in the Fairtrade label. For representative A, the Brazilian market could absorb Fairtrade certified coffee from the moment the consumer is aware of the purposes of the label. This requires an effective program aimed at developing the Fairtrade coffee market in Brazil and the dissemination of the label in the national market through the main conventional media (TV, radio, newspapers, magazines) (REPRESENTATIVES A, B, C, D, H and J). In addition, for other representatives, other actions that could be taken to promote the market of Fairtrade certified coffee in Brazil, would be i) reduction of certification costs (which would result in the possibility of selling Fairtrade coffee at lower prices in the national market); ii) direct financing from Fairtrade International and CLAC specifically aimed at promoting the internal market; iii) dissemination of the impacts of Fairtrade certification on the lives of coffee growers; iv) holding specific fairs for Fairtrade products; v) redefining the policies and actions of Fairtrade Brazil through a direct and constant inspection by Fairtrade International, since, according to some representatives (B, M, J), Fairtrade Brazil does not meet its purposes.

4.2.4 Few Faitrade coffee cooperatives/associations invest in the domestic market

Thus, based on the positions of the representatives of the cooperatives/associations, it is stated that the majority (A, B, D, E, F, G, H, J, K and L) of the cooperatives/associations investigated did not invest in stocks to sell Fairtrade coffee in the Brazilian market. In order to operate in the domestic market, they consider it necessary to process the coffee themselves and not resort to outsourcing roasting, for example. Therefore, the cooperatives/associations (C, I, M) operating in the domestic market[1] have their own roasting or are investing in building it. Among these three cooperatives/associations, only one (I) has as its market standard the consideration of groups that are more likely to consume Fairtrade coffee in Brazil, such as those specifically linked to ethical consumption, for example. This cooperative/association has sales promoters who market the cooperative/association's coffee (Fairtrade coffee sold in three forms: roasted, roasted and ground, and in capsules) in various establishments (supermarket chains, bakeries, mini and small markets) located in the municipality of the cooperative/association, as well as in neighboring municipalities. Most of the municipalities that the cooperative/association sells Fairtrade coffee belong to the municipalities of the "Route of Towns for Fair Trade", program that is being implemented and that has the SEBRAE as one of the main promoters.

According to the representative of the cooperative/association I, the strategies for the internal market are sometimes outlined with the support of three institutions: SEBRAE, CLAC and BRFair. However, support is not given emphatically. The most common types of domestic market strategies carried out together concern the design of actions for the general context of the Fairtrade Cities program in Brazil, as well as the design of the choice of Fairtrade coffee outlets in Brazil.

4.2.5 Expectations regarding the Brazilian Fairtrade coffee market

Representatives of Fairtrade certified coffee cooperatives and associations outlined their prospects for the Brazilian Fairtrade coffee market in the coming years. Most representatives (A, B, E, F, G and I) mentioned that they expect the market for Fairtrade certified coffee to develop. According to some representatives (F and J), institutions with specific functions in the Fairtrade market in Brazil should act so that soon both the label and Brazilian Fairtrade coffee are known. The representative of the cooperative B, for example, mentioned that he/she hopes that there will be supermarket networks and roasters with lines of Fairtrade certified coffee produced in Brazil. In

[1]Apart from these three cooperatives / associations, there are two other Brazilian cooperatives / associations that sell Fairtrade coffee on the domestic market. These are not part of the list of cooperatives / associations that were analyzed.

addition, another possibility that is considered viable are the types of coffee of the cooperatives that are consumed in the regional markets where the cooperatives/associations of Fairtrade coffee growers are located. On the other hand, two representatives (D and J) mentioned low perspectives on the development of the internal market for Fairtrade coffee. This is because, according to representative (D), the perspectives on Brazilian purchasing power will continue to be similar to the current ones.

To access the internal market, the representatives of the cooperatives/associations mentioned that some points could be favorable to the development of this market. Among the main ones, the following were mentioned, for example: i) quality of Brazilian coffee (REPRESENTATIVES A, B, D , E, F, I and M); ii) volume and standardization of produced coffee (REPRESENTATIVES B, D and H); iii) history of Brazil in coffee production (REPRESENTATIVE C); the fact that Fairtrade certification contributes to the union of small producers, and this fact can be positively absorbed by the consumer market in Brazil (REPRESENTATIVE E); iv) guarantee of origin of Fairtrade certified coffee from Brazil and the fact that certification contributes to improve the living conditions of coffee growers and the environment (REPRESENTATIVE J).

4.3 Need for synergy to develop the Brazilian Fairtrade coffee market

In view of this survey, it was found that the movement towards an effective Brazilian market for Fairtrade certified coffee is still far below the potential that the Brazilian market can offer. In general, Fairtrade certified coffee stakeholders consider the main elements that are associated with the market for Fairtrade certified coffee in Brazil: i) increasing the power of Brazilian consumer interests in the sustainable nature of the products and the market share of specialty coffees; ii) people whose purchasing profiles are linked to ethical consumption as potential buyers of Fairtrade certified coffee in Brazil; iii) the potential Brazil has in producing Fairtrade coffee as a result of its coffee farming profile. However, despite these considerations, there have not yet been any more effective efforts towards understanding how these factors may imply opportunities in Brazil. Therefore: i) there is a lack of efforts to precisely identify the consumer market for Fairtrade coffee in Brazil; ii) there is a lack of harmony among the stakeholders of Fairtrade certified coffee in Brazil; iii) there is a lack of actions to answer questions that could help in the definition of strategies to address the market for Fairtrade certified coffee in Brazil.

There is a need to better understand the consideration of Brazil as a favorable location for the Fairtrade coffee market. It is a fact that: i) Brazil is the largest producer and second largest consumer of coffee in the world; ii) approximately 85% of Brazilian coffee farmers potentially fit the profile of Fairtrade certification; in terms of Brazilian purchasing power, it has increased in recent years and there is a proneness to increased consumption of certified coffee in the country. However, once the impact study of (BLACKMAN; RIVERA, 2011; NELSON, POUND, 2009; NELSON and RUEDA; VERMEULEN, 2018) Fairtrade certification in other parts of the world has shown both positive and negative impacts, it is necessary to also know its impacts on the Brazilian coffee industry. In this context, knowledge of the impacts generated by certification is of strategic importance for Brazilian Fairtrade coffee production. Knowing if certification is fulfilling its purposes in the Brazilian coffee culture is fundamental for actions aimed at both the development of the internal market for certified coffee in Brazil and the increase in the number of certified cooperatives/associations. If certification is fulfilling its purpose, there is room to work this information with forcefulness, which shows that the market conditions to marginalized coffee growers managed to empower and improve their lives due to certification. On the other hand, if the results point in the opposite direction, both investments and actions to put Fairtrade coffee on the Brazilian market, as well as to increase the number of Fairtrade cooperatives/associations in Brazil, should also be better structured. This is because it would be illogical (in view of the purposes of certification) to stimulate both consumption and the continuity and increase of Fairtrade certified coffee cooperatives/associations in Brazil.

5 CONCLUSIONS

Given the context discussed, the conclusions are offered as follows: First, the limitations that existed in carrying out the research are mentioned. Then, the questions that motivated its development are answered.

The data and information collected were obtained by interviewing representatives (presidents and/or managers) of cooperatives/associations and other support institutions (SEBRAE, BRFair, Fairtrade Brazil, CLAC) to Fairtrade in Brazil. No documents associated with the business operations of any of the organizations investigated were accessed. Consequently, as candid as each answer to the questions posed in interviews and questionnaires may have been, there are biases linked to the positions of these third parties. Therefore, future studies with similar purposes may adopt more objective methodologies, based on corporate documents and public sources (which are still scarce now). In addition, the research focused on some links in the production chain of Fairtrade certified coffee. Future research may cover the other links (roasting and grinding, export/import, retail), as well as answering other questions through intervention with the other links in the Brazilian Fairtrade coffee production chain.

With respect to the Brazilian Fairtrade coffee market, few strategies are being developed to sell Fairtrade coffee produced in Brazil. Only four Fairtrade coffee cooperatives/associations sell Fairtrade coffee for consumption in the domestic market. The strategies of these four Fairtrade cooperatives/associations to sell their Fairtrade coffees in the Brazilian market occurred almost in isolation, without the direct interference of other stakeholders (SEBRAE, BRFair, Clac, Fairtrade Brazil or Fairtrade International), of the Brazilian Fairtrade coffee industry. Therefore, there is no guideline developed by all Brazilian Fairtrade coffee stakeholders to operate in the domestic market, although most of these stakeholders consider it advantageous for Brazil to consume its Fairtrade coffee.

Thus, there are as many aspects considered favorable as unfavorable for the commercialization of Fairtrade coffee in the Brazilian market. Among the main difficulties considered by the set of stakeholders of Fairtrade certified coffee to access the national coffee market are: i) lack of knowledge of the Fairtrade label in Brazil; ii) lack of a market study on the strengths and weaknesses of the Brazilian Fairtrade coffee market; iii) lack of recognition by the national market of the values associated with a product with implicit sustainability in its productive system (because they do not recognize it, they do not pay for it). On the other hand, the main aspects considered positive by the actors for the absorption of Fairtrade coffee in the Brazilian market are: i) growth in Brazil (even if small) in the consumption of sustainable products; ii) tradition and volume of production and consumption of coffee in the country; iii) standardization and quality of coffee produced in Brazil.

There is a chance that Brazil is a consumer of Fairtrade certified coffee. Most Fairtrade certified coffee stakeholders believe in the reality of this market which is still only a potential one. Based on the results of this research, it can be said that access to this market can occur more effectively if joint efforts are directed towards its promotion. There must be integration between strategies aimed at this market.

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