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Haute école de gestion
Genève

French-speaking Swiss coffee consumer habits and coffee farmers' living conditions

Bachelor Project submitted for the degree of
Bachelor of Science HES in International Business Management

by

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Geneva, 02/06/2020
Haute école de gestion de Genève (HEG-GE)
International Business Management

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Haute Ecole Spécialisée
de Suisse occidentale

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Acknowledgements

I would like to express my special thanks to Mark Shepherd, mentor of this thesis and lecturer at the Haute école de gestion in Geneva, for his availability, guidance and support.

I am unconditionally grateful to Yvonne de Henseler, Céline Gendron, Charlene Chikono and Dominique Baeriswyl for their precious help and support. I also extend my gratitude to my family and relatives for all their support and encouragement.

Finally, I should also like to take this opportunity to thank all the individuals who participated in the online survey for their input, without whom the research could not have been conducted.

Executive Summary

The coffee industry and particularly coffee producers are facing difficult and challenging times. For years coffee prices have been falling and therefore producers have seen their revenue shrinking. This situation can be somewhat counterintuitive for French-speaking Swiss coffee consumers who have seen the selling price of their caffeine intake increase over time. However, the drop in coffee prices is not to be underestimated. Its consequences are catastrophic for some coffee producers who are no longer able to cover their production costs and are sometimes forced to sell beans at a loss. The goal of this research was therefore to establish whether French-speaking Swiss coffee consumers could benefit coffee farmers' revenue distribution by adapting their consumer behavior. French-speaking Swiss coffee consumers were selected as the population to study mainly because previous research had highlighted their awareness and responsiveness to ethical issues (Stefańska & Nestorowicz, 2015), (Burrows, 2016).

Primary and secondary data were collected and analyzed to gather insight into French-speaking Swiss coffee consumers' relationship with coffee. The primary data was collected through an online survey with three main objectives:

- To assess the awareness of coffee consumers living in the French-speaking part of Switzerland with respect to the coffee price crisis and its impact;
- To evaluate the surveyed population's view of the main fair-trade labels present in the French-speaking part of Switzerland and to determine whether consumers trust them enough to buy labeled coffee;
- To determine to what extent coffee consumers living in the French-speaking part of Switzerland are ready to change their purchasing behavior towards a more sustainable approach.

The results show that overall most of the surveyed coffee consumers living in the French-speaking part of Switzerland are attached to ethical principles and are thus more sensitive to fair-trade coffee. Along with this finding, recommendations are given to coffee companies and certification bodies to more effectively attract fair-trade driven coffee consumers. Finally, the report covers the potential changes the coffee industry and its actors may well have to face in the future as well as recommendations to companies to effectively anticipate and handle change in these uncertain times.

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1. Introduction

1.1 Global situation

Coffee has been for years an international flagship product, in 1824 Thomas Jefferson described it as "*the favorite beverage of the civilized world*"[1], which is still accurate nowadays as coffee ranks as one of the most popular beverages worldwide. Indeed, the number of cups consumed annually at the international level is estimated to be nearly a trillion (International Coffee Organization, 2020). However, even though coffee consumption has been steadily increasing over the years, its industry is currently facing a challenging situation which affects all its actors but most particularly the farmers and producers at the beginning of the value chain, who have seen their standards of living declining and today they face critical financial conditions (Fairtrade Foundation, 2020).

This phenomenon also known as the coffee paradox arises from the discrepancy between what farmers sell for and what consumers pay for. The price paid for coffee in shops and specialty stores is significantly higher than the price received by farmers in producing countries. The price paid by coffee consumers represents the added value coffee companies bring through the marketing attached to the finished product. While the value added by coffee producers to the supply chain, namely quality, origin and intensity, are far less represented in terms of price. This is the reason why multinationals are able to generate more profit every year while farmers' living conditions are declining (Daviron & Ponte, 2005).

2018 was a disruptive year for the coffee industry with a sharp decline in the spot price which in the second quarter of 2020 has still not recovered. The price crash, although less intense than the one in 2000, greatly hit the market and most importantly farmers who due to the critical situation are sometimes forced to sell so low that they actually lose money on the trade, but as farming is their sole source of revenue, they do not have any other choice (Trading Economics, no date). They need to sell independently of the market level which makes them highly vulnerable to price fluctuations.

Being paid too little means that farmers cannot invest in their property nor afford to treat their crops against diseases and parasites and thus lose important parts of their plantations when the latter are infested by insect pests or are simply not as productive as before due to aging (Paul Light, 2019). For some farmers the only alternative to

[1] https://www.monticello.org/site/research-and-collections/coffee

diminishing revenues is to grow unlawful crops or to migrate, most of the time illegally, to more promising countries (Sieff, 2019). Although such strategies might result in extra generated income, it is of course highly risky and can lead to legal action.

These elements are the direct consequences of the coffee price crisis which is characterized by the decrease of the C-price (the Coffee C futures) and a highly volatile coffee spot price. The Coffee C futures work as any futures contracts meaning that they reflect today's prices for future physical delivery i.e. on the date indicated on the futures contract. Moreover, futures contracts are standardized (prices, quantities, qualities, origin…) which facilitates the trade. The Coffee C contract is specific for Arabica coffee and is seen as the international benchmark. The spot price, also known as cash price, reflects the current market situation and is used for instant exchanges and not for future delivery. The C-price is mainly influenced by market fluctuations including the strength of the US dollar, as coffee is traded predominantly in US dollars at the international level, as well as the balance between the supply and demand for coffee worldwide.

1.2 Causes of the coffee price crisis

Booming Brazilian production has flooded the market and Brazil has been since 2008 the major arabica coffee producing country worldwide. This unexpected production increase lead to an oversupply of coffee and consequently to reduced income for farmers (when supply surpasses demand, the price falls).

Moreover, as Brazilian coffee is traded in US dollars the relationship between the Brazilian and the US currency is of great importance. To ensure a constant revenue to coffee farmers, the exchange rate between the US dollar and the Brazilian reals needs to remain as stable as possible. However, in March 2012 the value of Brazilian reals started to plummet going from an exchange ratio of 1.8271 reals for 1 US dollar to 3.8814 reals for 1 US dollar by the end of 2018 (Hodari, 2019). This major depreciation of the Brazilian reals compared to the US dollar tremendously reduced the value of coffee producers' earnings not only in Brazil but also at the international level as Brazil is undeniably the worldwide leader in coffee production with a local harvest accounting for more than a third of the global one (Walton, 2019).

These unexpected market disruptions negatively affected the coffee market which is now in backwardation (known as an abnormal market structure where the spot price of a commodity is higher than its forward price) which creates a difficult business situation for traders who currently lose money on their hedging position and are thus forced to buy at

the lowest possible price to the detriment of coffee farmers' income (FuturesTradingChart, 2020).

Although these advanced economic drivers are beyond coffee producers' range of activities, they are undeniably affected by them. Producers, being highly fragmented throughout the coffee supply chain, are price takers and so cannot influence the selling price of their coffee bags.

1.3 The impact of the coronavirus pandemic on the coffee industry and its actors

As previously mentioned, the world is currently facing an oversupply of coffee which has led to a decrease in its corresponding spot price. The coronavirus pandemic is undeniably impacting the worldwide exchange of commodities including coffee beans and its industry. Indeed, after only a few weeks of economic downturn due to the closing of many companies, most commodities prices have plummeted.

The oil industry was particularly affected by the coronavirus crisis and faced negative prices whereby oil producers were forced to pay customers to take on the crude as no storage spaces were vacant (Ambrose, 2020). Such a drop in the price of oil was driven by the fact that the crude oil futures contracts of West Texas Intermediate (WTI), one of the international benchmarks in crude oil prices, came to expiry. When futures contracts come to expiry, physical delivery of the commodity, which in this case is crude oil, is required.

At the end of April 2020, one of the WTI crude oil futures contracts came to expiry which meant that companies, depending on their futures contractual position, had to physically buy or sell crude oil. However, because of the lack of storing spaces no one was willing to handle such a responsibility and therefore people tried to off-set their position by selling WTI crude oil futures, which led to the drop in prices. The situation eventually recovered after a few days and the WTI crude oil prices came back to a more usual level.

The drop in the crude oil prices was "echoed" onto other commodities' prices. Indeed, as crude oil is essential to international trade and the transportation of commodities, its price movements impact on the prices of other commodities i.e. when the oil prices are low the rest of the commodities' prices tend to follow the trend and vice versa (Federal Reserve Bank of San Francisco, 2007).

This does not foretell positive news for the coffee industry which before the coronavirus pandemic was already facing extremely low prices. If the coffee prices follow the general

trend steered by crude oil prices, coffee farmers will see their income decrease significantly.

In addition to generating price instability, the spreading of the worldwide coronavirus forced big coffee chains such as Starbucks and restaurants to close their sites for health reasons. The direct consequence to coffee retailers such as Starbucks and other cafés having to close their doors to the public, has been a major decline in “out-home” coffee consumption, which according to experts will not be compensated by the in-bulk compulsive buying of consumers who feared the scarcity of food items and rushed into stores to stockpile essential products including coffee (International Coffee Organization, 2020).

During the lockdown as take-away coffee retailers closed their doors to the public and temporarily stopped their commercial activities they also stopped purchasing coffee beans from producers. Consequently, farmers have lost their major buyers and are left with full coffee bags with no one to sell to. The temporary economic downturn caused by the Covid-19 pandemic will thus widen the existing gap between coffee supply and demand worldwide and the direct result will be ever diminishing revenues for coffee farmers.

Moreover, specialty coffee producers who focused their activity on growing high quality beans hoping to get higher revenues, have also seen their sales drop as the establishments selling premium coffees like restaurants or hotels had to close their businesses due to Covid-19. Knowing the unstable situation coffee farmers were in before the coronavirus and the tremendous repercussions the latter has had and will continue to have, many coffee producers fear they will not recover from the pandemic (Nanji, 2020).

1.4 Alternatives to the coffee price crisis

One of the strategies to remedy revenue inequalities which are to the detriment of coffee farmers would be to ensure them a minimum earning per coffee bag sold. The use of certifications and specific business strategies can also ensure better conditions for coffee farmers. For example, a direct sourcing strategy where a company buys coffee beans or cherries directly from farmers instead of going through intermediaries develops a deeper relationship between the producers and the buying entity. Moreover, when coffee beans are directly sourced from coffee producers, i.e. not bought in bulk from a bean aggregator, they are of a better quality. Coffee companies will therefore pay more for the quality premium which in turn means that coffee producers receive more money.

The use of certifications can also secure producers' revenues by imposing a higher selling price to end-consumers. Moreover, another essential aspect which can influence farmers' revenues is the quality and quantity of their harvested crops. Through training and social support, companies and certification bodies can share their knowledge and teach farmers effective resources management and efficient farming methods. This would enable producers to harvest more high-quality cherries and to treat the trees efficiently in order to extend and enhance their production.

For example, Starbucks developed in collaboration with Conservation International, the Coffee and Farmer Equity practices (C.A.F.E) with the aim of ensuring ethical sourcing of coffee. The program surpasses economic goals as it benefits more farmers than Starbucks currently works with and provides the industry with high-quality coffee while promoting farmers sustainable living conditions.

Nespresso, another big name in the coffee industry, also launched its program aiming at ensuring sustainability throughout the supply chain. Their program is called AAA Sustainable Quality Program and has for its main partner the Rainforest Alliance Certification, which enables Nestlé's subsidiary to train and support farmers in their mission by notably offering training sessions, tools and information on efficient farming techniques. The program also puts emphases on eco-friendly actions enabling producers to increase their farming knowledge and know-how.

Besides the big names, many smaller companies or coffee brands are partnering with certification bodies or use direct sourcing to offer sustainable products. Over the years, consumers have surely noticed the increasing number of coffee items bearing a certification or sustainability label available on retail shelves. The theory behind the certifications and different labels is that paying higher retail prices will ensure producers

higher revenues. Therefore, paying a low price for coffee will lead to the growing impoverishment of farmers, which is not only economically unsustainable but also highly unethical.

The issue is that coffee consumers in developed countries such as Switzerland are not paying low prices. Quite the contrary: for the past few years, coffee drinkers have seen prices constantly increasing while the condition of the producers has been deteriorating (RTS, 2018). Such a contrast between consumers paying more and more for coffee (even for uncertified items) and the decreasing revenues of farmers makes it difficult for coffee lovers to fully understand the magnitude of the problem.

Even though the situation is highly paradoxical and thus difficult to understand for coffee drinkers living in Switzerland, studies have shown that consumers are ready to pay an extra price for quality coffee. This means that there could be room in the Swiss coffee market for items combining quality standards and fair sourcing characteristics (Lafargue, 2017) (Daviron & Ponte, 2005). This observation is promising as it offers not only a possibility to deepen an already existing specialty and fair-trade coffee market segment but also to improve producers' living conditions by ensuring that a higher proportion of the coffee value is distributed to them.

Knowing that coffee consumers living in the French speaking part of Switzerland are potential clients for an offer combining elegance in term of sourcing and taste, the number of prospective customers needs to be defined. Therefore, the first objective of this paper will be to assess the awareness of coffee consumers living in the French-speaking part of Switzerland regarding the coffee price crisis and its impact. This will be the starting point towards the identification of fairly sourced and quality coffee potential enthusiasts.

Why is the target population composed only of coffee drinkers living in the French-speaking part of Switzerland? Because even though the main trading exchanges for coffee are located in New York (ICE) and London (LIFFE), the majority of worldwide coffee deals are actually made in Switzerland and more precisely in the French speaking part of Switzerland (El-Shikh, 2015). The proximity of the trading transactions in addition to the coffee appetite of people living in the French-speaking part of Switzerland, make this demographic group the perfect population to survey. In addition, studies have shown that consumers living in developed countries are more sensitive to fair-trade and thus are potentially more open to this matter (Stefańska & Nestorowicz, 2015).

The second objective of the research will be to evaluate the surveyed population's view on the main certifications present in the French-speaking part of Switzerland and on the direct sourcing strategies principle companies may have developed. Such assessment will illustrate people's insight into the current offering on the market and the potential adaptations coffee companies and certifications houses could undertake to attract a larger panel of consumers. This analysis will be focused on the opinion people have of the current offers for sustainable coffee and thus the results can identify elements consumers perceive as sustainable and what they need in order to trust and so buy a certain certification or brand.

The final objective of the research will be to determine consumers openness to adapt their purchasing behavior towards a more sustainable approach and thus to identify drivers and drags on changing coffee consumers buying and drinking habits.

2. Literature review

2.1 Traditional coffee supply chain vs fair-trade coffee supply chain

The major difference between a conventional coffee supply chain and the one used for fair-trade certified coffee is the number of middlemen between the producers at the beginning and the final consumers at the end of the supply chain. Fair-trade coffee supply chains are organized in a way to ensure that most of the extra price paid by consumers goes into fair-trade farmers' pockets. For such transactions to work, small producers are organized as cooperatives, which then sell the coffee beans or cherries as a whole entity to trading companies. Thus, the supply chain of certified coffee should theoretically be organized as shown in the orange section of the following diagram.

Figure 1 - Traditional coffee supply chain vs fair-trade coffee supply chain

Source: The Ohio State University (2015)

The supply chain for uncertified coffee, represented in the blue part of the above scheme, involves many more participants and each of them takes a margin which is then reflected by high coffee prices in developed countries while the farmers are struggling to make ends meet. Such an analogy can be applied to any agricultural commodity and is why the Fairtrade Labeling Organization also known as Fairtrade International was established in 1992. The aim of Fairtrade International is to promote fair trading conditions along with safe and sustainable working conditions for farmers around the globe (Fairtrade International, 2020).

2.2 *Presentation of the Fairtrade Labeling Organization and Fairtrade International*

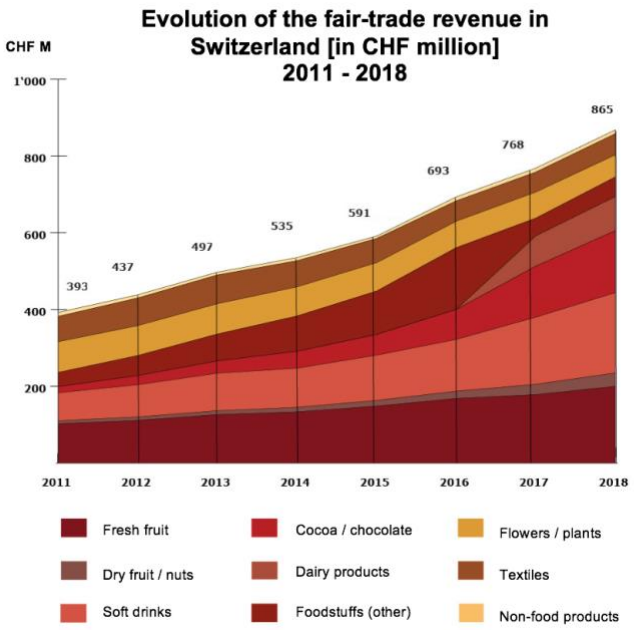
2.2.1 How does it work in Switzerland?

Fairtrade International is active worldwide in producing countries where the organization collaborates with farmers' cooperatives and in consuming countries through its national subsidiaries. To pursue its mission, Fairtrade International decided to follow a strategy whereby each country establishes its national subsidiary, for instance Max Havelaar in Switzerland.

2.2.2 Evolution of fair-trade labels in Switzerland

The Swiss market has over time welcomed various food labels fighting for different causes including fair food trading, which is the research focus of this thesis. Over the years, Swiss consumers seem to have espoused this cause and increased their consumption of fair-trade certified items. The study conducted by the Swiss Fair Trade association reflects an increase of 220% in sales revenues of fair-trade labeled items between 2011 and 2018 (Swiss Fair Trade, 2019). The following graph highlights a consumption increase of fair-trade products in various areas notably in the soft drinks section, here represented in light pink, which includes coffee.

Figure 2 - Evolution of the fair-trade revenue in Switzerland



Source: Translated from Swiss Fair Trade (2019)

The popularity of fair-trade products seems to be spreading around the world and can be reflected through the increase in sales revenue of Fairtrade International over the years. With a revenue growth of 197% between 2011 and 2018 Fairtrade International appears to pursue a significant expansion at the international level (Statista, 2020). Moreover, GlobeScan, a market research firm, conducted a survey on the matter interviewing consumers across 24 different countries and was able to assess that most of the people surveyed recognize and have trust in the Fairtrade International label (GlobeScan, 2011).

2.2.3 Critical appraisal of the fair-trade system

Although the fair-trade philosophy figures appear to be successful, a certain number of actors have started to doubt its efficiency. Some believe fair-trade certifications are not doing enough. Peter Giuliano, who held a position of authority in the Specialty Coffee Association of America for more than 11 years, was initially pro fair-trade labels, but decided to change his purchasing patterns from certified green coffee to uncertified beans. In an interview Mr. Giuliano says he believes in the concept of fair-trade but describes the FLO model as: "*I think the Fair Trade-certified FLO model is not relevant at all and kind of never has been, because they were doing something different than they were selling to the consumer. … That's exactly why I left TransFair [now FairTrade USA]"*[2].

According to the *Stanford Social Innovation Review* more and more coffee professionals including roasters, importers and growers, consider that fair-trade labelled coffee "*is not living up to its chief promise to reduce poverty*"[3]. The principal reasoning behind their doubt is the lack of information and data supporting Fairtrade Labeling Organization (FLO)'s impact on farmers.

Moreover, selling fair-trade certified coffee represents a cost for companies, as they have to pay the license fees to be authorized to use the label. For that reason, some companies prefer to implement inside mechanisms to ensure the sustainability aspect of their products. Such a strategy is used by major coffee companies worldwide. As previously stated, Nespresso and Starbucks, two of the major coffee players worldwide, respectively launched their in-house programs to ensure sustainability throughout their supply chain.

2 https://ssir.org/articles/entry/the_problem_with_fair_trade_coffee#
3 https://ssir.org/articles/entry/the_problem_with_fair_trade_coffee#

However, the implementation of these programs seems quite challenging. Some argue that even though the product itself or its supply chain is claimed to be sustainable, there is no proof that all the actors involved respect the criteria set by the labels or the companies' programs (Stefańska & Nestorowicz, 2015). Many investigations have brought to light that companies are not sticking to their promises and are breaking the rules for the sole purpose of generating more revenue. The Nike scandal was probably one of the most mediatized scandals and lead to the discovery of many other cases of companies using child labor as a way to leverage profit (Boggan, 2001).

More recently, channel 4, a British TV Channel, released a documentary on the working conditions of coffee farmers working for Nespresso and Starbucks. Through the investigation numerous violations of the companies' own codes of conduct were showcased such as children performing physically demanding tasks and working excessive hours (Channel 4, 2020). Discoveries like these highly impact on the credibility of companies but also highlight the lack of control along the coffee supply chain and thus nurture in people disquieting thoughts about the potential inefficiency of fair-trade strategies.

2.2.4 Mixed opinion towards fair-trade

Through the study of current papers and thoughts on fair-trade issues, it appears that there is no common opinion on the topic but mixed feelings. Some believe that the key to reduce inequalities in the coffee industry is to raise consumers' awareness and to charge them higher fees which will then be redistributed to famers' cooperatives (Fairtrade International, 2020). Such belief is not only shared by fair-trade certifications' bodies, but also by The World Bank, who qualified the "*shift in the distribution of incomes*" (which is what fair-trade labels are aiming to achieve) as one of the strategies to reduce poverty (World Bank Group, 2016). While others argue that it is deluding to believe in a system that is not impacted by market forces (for instance the one elaborated by fair-trade organizations). The 2008 financial crisis is the perfect example of disastrous consequences that can arise when actions are not subject to market control and thus potentially working against economic forces (Stefańska & Nestorowicz, 2015).

Although there are dissenting opinions regarding fair-trade, all seem to agree on the gravity and the need for action regarding the coffee price crisis (Prasard, 2019). In this thesis the focus will be on French-speaking Swiss coffee consumers and the goal will be to determine what they could do (whatever their age, gender or social group) to be part of the solution and promote better working and living conditions for coffee producers.

3. Methodology

3.1 General information

The primary goal of the data collection is to gather pertinent information which will be the means and tools to achieve the previously determined objectives. As a reminder, the three objectives of this thesis are as follows:

- First objective: assess the awareness of coffee consumers living in the French-speaking part of Switzerland regarding the coffee price crisis and its impact;
- Second objective: evaluate consumers' view of the main fair-trade labels present in the market in order to assess the extent to which coffee consumers trust them and so are willing to buy certified coffee;
- Third objective: determine to what degree coffee consumers are willing to change their purchasing behaviour towards a more sustainable approach.

The choice of research methodology is of great importance as it directly impacts the quality of the results. To better fulfil the abovementioned three objectives, the collection of coffee consumers' insights into their consumption habits was required. To obtain valuable data from a diversified group of people, an online survey was conducted. The latter was held on the Google platform provided for that purpose.

The survey's concept started with various research on coffee trends adopted by consumers living in the French-speaking part of Switzerland. Such a step enabled the elaboration of multiple-choice questions aiming at getting comparable results. Having analogous data enables a deeper analysis of the results and helps identify specific buying and consuming patterns. Moreover, for the sake of neutrality and objectivity the panel of potential answers presented in the online survey was extensive and non-subjective so as not to influence nor bias the participants and thus obtain the respondents' true opinions.

In parallel to these multiple-choice questions, some open-ended questions were included in the survey. The latter's goal was to obtain more detailed and tailored answers from the respondents. As the data collected from these questions was more detailed and extensive, they required a different method of analysis than the one used for the multiple-choice questions. The technical part of their analysis will be further explained during the presentation of the results.

Before the launch of the survey, a meeting with the thesis mentor was held to share ideas and elect the best strategy to follow in order to get pertinent and valuable results. For example, the order in which the questions would appear as well as some design details were addressed along with some technicalities.

Once enough information regarding the French-speaking Swiss coffee market was collected, the questions were drafted in French and in English, to broaden the range of participants and obtain a larger panel of results. A round of testing of the survey was organized. To do so, the latter was filled-in by a test group which helped to highlight some issues and technical mismatches which needed to be fixed. Once the survey was tested and the required changes were made, the survey was launched and shared via personal connections and the professional social media platform: LinkedIn.

3.2 Covid-19's impact on the research

The survey was put online before the coronavirus pandemic in Switzerland and was closed shortly after the start of the semi-confinement decreed by the Swiss authorities. The decision to do so was mainly driven by the fact that the extraordinary situation of Covid-19 could alter some of the answers in the survey, which would not be in the interest of this research.

It is important to acknowledge that while 94% of the results were collected before the start of the semi-confinement in Switzerland, 6% of the data was gathered during the first week following the official movement restriction order from the government. These 6% did not contain any anomalies and therefore were analyzed and presented with the rest of the pre-coronavirus data.

Moreover, one must note that although the coronavirus pandemic could well impact the coffee industry and its actors, since the results were collected before any economic disruptions occurred, the data presented hereafter is neutral of any effect of Covid-19.

4. Results

4.1 Information regarding the survey

As previously mentioned, the results that will be presented have been collected through an online survey. Although, Google Form, which is the platform chosen to conduct the survey, provides graphs and statistical analysis, the Excel spreadsheet containing the results of the survey was downloaded for further study. The latter was of great use to dig deeper and conduct further analysis of the data collected through the questionnaire. The survey was divided into three main sections. The first part of the survey aimed at sorting respondents. If the latter were not living in the French-speaking part of Switzerland or were not coffee drinkers/buyers themselves, they were redirected to the end of the questionnaire. The middle section was the core of the survey and aimed at getting the following insights from coffee consumers on:

- Their preferences in coffee attributes including:
    - Taste: flavor, aroma, acidity and body
    - Origin
    - Price
    - Harvesting conditions
    - Consumer reviews
- Their views on the various certifications and labels present in the French-speaking part of Switzerland;
- Their reaction to potential unethical behavior of coffee companies;
- Their awareness and understanding of the coffee price crisis.

Finally, the goal of the last section of the survey was to collect regular information concerning the respondents such as the age range to which they belong and their gender identity.

4.2 Presentation of the results

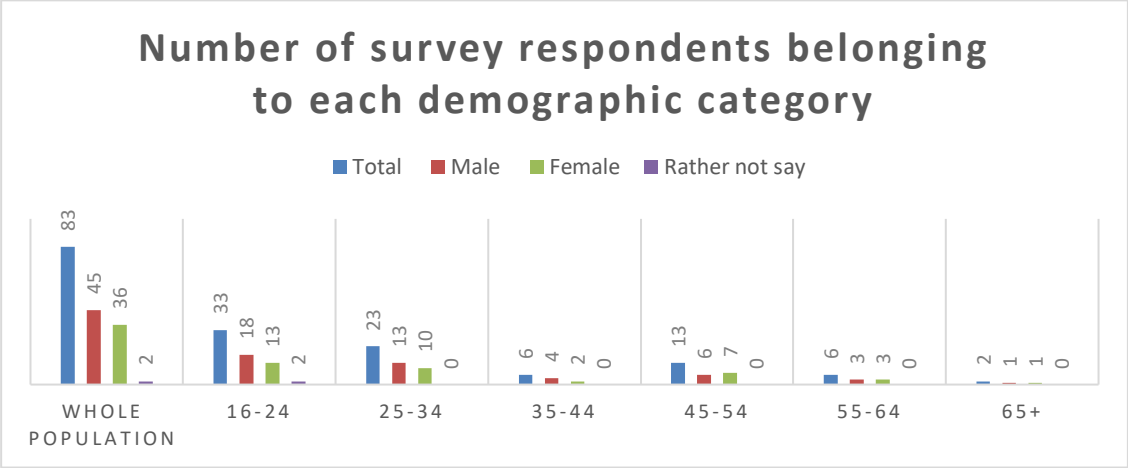
To facilitate the readers' understanding of the results, the data collected through the survey is presented as graphs and illustrations along with commentaries on how to read and understand the information. As the purpose of this section is to present the results on a factual basis, no correlative study will be presented although some links between the questionnaire's results may be highlighted. Moreover, for the sake of clarity, the results presented will be divided into four different sections.

4.2.1 Getting to know the surveyed population

Firstly, the surveyed population itself is presented in more detail. Out of the 134 respondents, 83 met the criteria to complete the entire survey i.e. they were living in the French-speaking part of Switzerland and were coffee drinkers or buyers. The responses from these 83 people are therefore the area of interest and focus for the following part of the report. The 51 participants who were not coffee consumers and/or not living in the French-speaking part of Switzerland were redirected to the end of the questionnaire and thus have not provided any information used or analyzed in this study.

Although the place of residence of the survey participants as well as insights into what hot beverages they drink was assessed in the introductory part of the survey, more information was needed to get properly familiarized with the respondents before taking this study further. The following graphs display the demographic composition of the respondents and set out their age and gender. The graph below also illustrates that the single largest group of surveyed participants belong to the 16-24 age range category. Moreover, one must note that the sample size of the participants in the higher age groups is very low therefore the conclusions and recommendations presented in the following parts of the document are directional only.

Figure 3 - Surveyed population divided into demographic categories

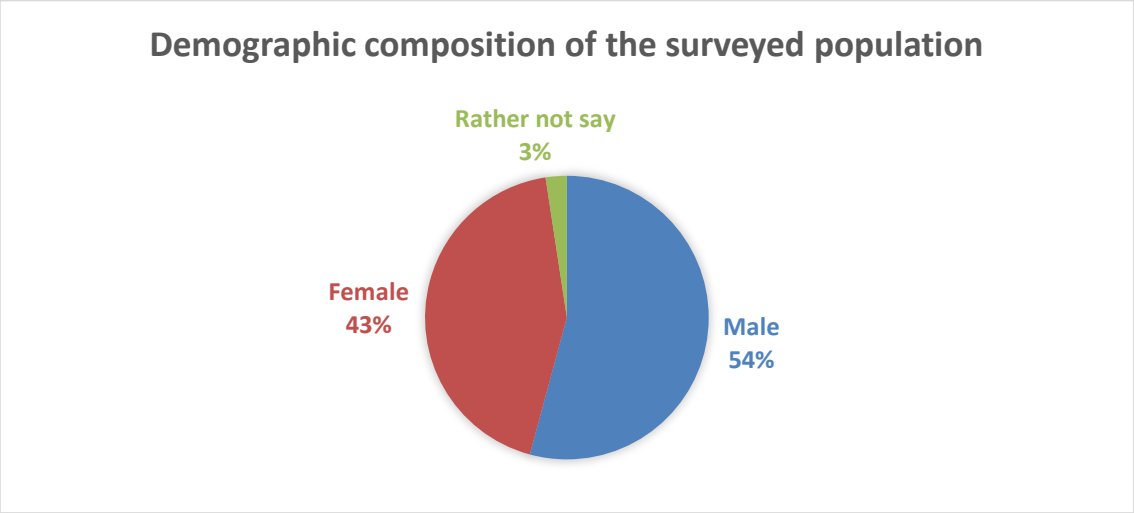


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

The pie chart below showcasing the percentage of respondents allocated to each gender category demonstrates a fair distribution of male and female participants. Only two individuals from the 83 surveyed were not willing to share their gender identity and thus were assigned to the “rather not say” gender category. These two participants have been included in the age range sections but no longer included in the gender categories. The decision to do so is driven by the fact that no trend can be identified from two set of answers and therefore showcasing the responses of these two “rather not say” gender respondents as a sole gender category will not provide pertinent results nor make sense from the standpoint of this research. However, the input from these two “rather not say” gender participants is taken into consideration in the age range categories and is included in the rest of the results.

Figure 4 - Surveyed population divided into gender categories

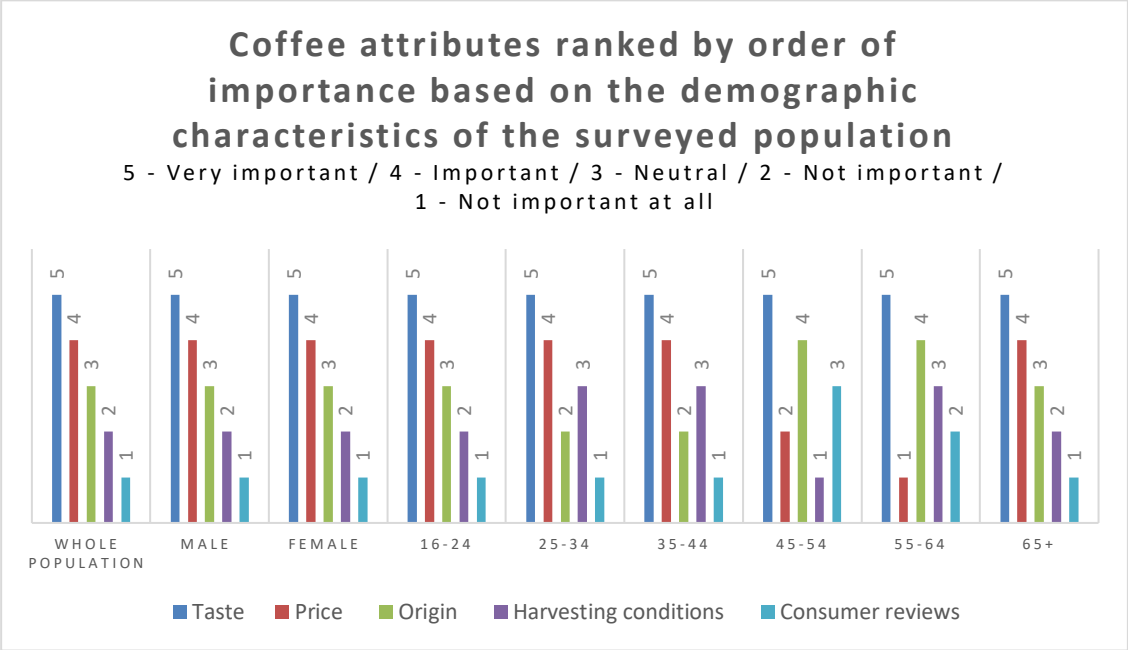


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

Having assessed some demographic characteristics of the surveyed population, their coffee preferences is presented below. The first survey question is aimed at assessing the level of importance coffee consumers place on various coffee attributes which were defined after research on coffee characteristics. The following graph presents the results obtained and illustrates the level of importance surveyed respondents assign to the main coffee features. The quantitative legend (describing the five levels of importance) and the height of the graphic bars represent the level of importance of each coffee attribute, where the higher the number/bar size, the higher the preference.

Figure 5 - Ranking of coffee attributes



Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

The above graph reflects that every participant regardless of their gender or age perceives taste as the most important coffee attribute. Indeed, no other coffee characteristic is ranked unanimously at the same level. The rating of other coffee characteristics depends on the demographic class. For example, it appears that the closer people get to retirement age the less important coffee price is for them while the retired generation considers price as important.

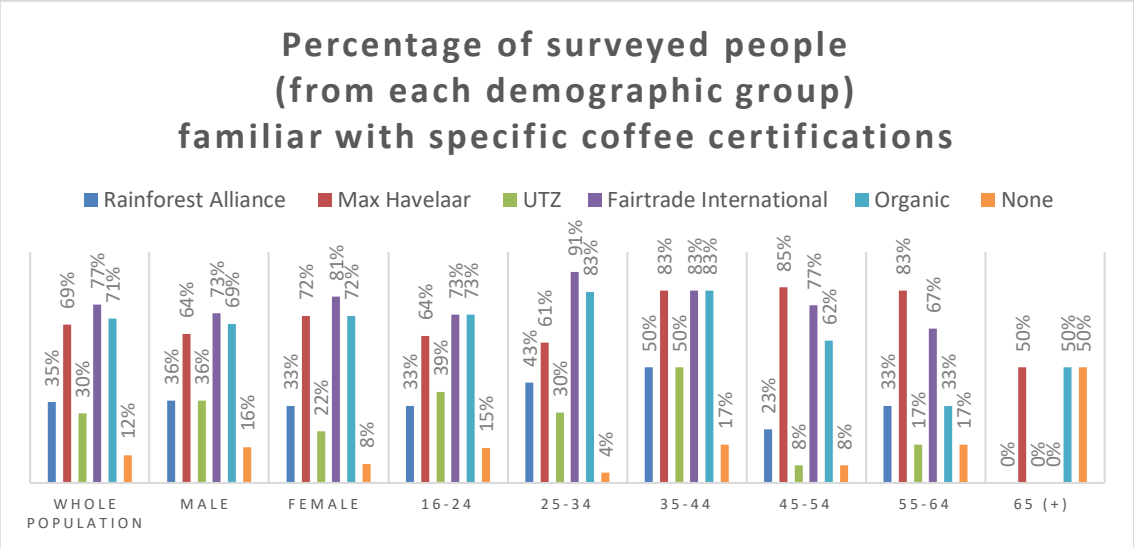
Moreover, consumer reviews seem to be for all surveyed participants of relatively low importance. This can potentially be explained by the fact that taste and flavor are specific to everyone and thus can be difficult to recommend. The graph also highlights that older respondents tend to consider the origin of coffee more than their younger peers.

The graph shows that male and female rating responses are the same and that variations only occur between the age range categories. Finally, it can be seen that harvesting conditions remain at quite a low ranking on the importance scale of each participant.

4.2.2 Assess the respondents' point of view and level of trust regarding the various coffee labels and certifications present in the French-speaking part of Switzerland

The second step of the survey was to assess the perception of French-speaking Swiss coffee consumers of the various certifications present in the French-speaking part of the coffee market in Switzerland. From the data collected the following results can be seen.

Figure 6 - Coffee consumers' level of familiarization with coffee certifications



Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

This graph aims at displaying the range of certifications survey participants are familiar with. Here three elements particularly stand out. Firstly, participants in every class are familiar with labels. Secondly, amongst the different fair-trade labels Fairtrade International and its national equivalent, Max Havelaar, appear to be the most recognized by the public. Finally, the younger generations seem more familiar with the various coffee certifications present in the French-speaking Swiss coffee market. The younger generations' acquaintance with the less famous or less advertised fair-trade labels such as UTZ and Rainforest alliance compared to the older age range is also demonstrated on the above graph.

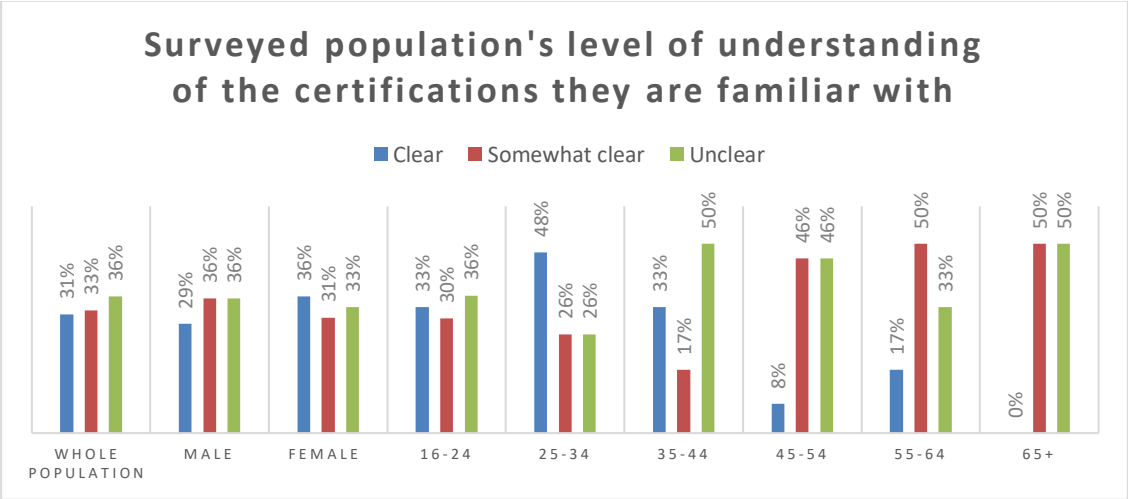
To get more data on people's knowledge of the various coffee labels, the survey respondents were asked to provide in their own words a definition of their understanding of the purpose of the certifications they claimed to be familiar with. In order to get a more detailed understanding of the labels the question was open-ended. As this data was

more specific and diverse, a classification methodology had to be chosen to sort out the answers.

Three categories were created in which the results, depending on their level of detail and pertinence, have been allocated. When the definition provided contained specific details about the certification's purpose it was rated as "clear". If the definition was approximately correct but did not included precise elements, it was classified as "somewhat clear" and when the explanation included wrong elements or clear signs of miscomprehension, it was categorized as "unclear". The three categories were created in order to assess the level of understanding people have of the various coffee certifications present in the French-speaking part of Switzerland.

The results demonstrate that the level of understanding of the certifications varies mostly according to the age range while the male and female level of understanding is quite similar. The 25-35 year old group has the highest level of clear understanding, whereas the older generations seem to have a more ambiguous comprehension of the certifications and their purpose.

Figure 7 - Coffee consumers' level of understanding of coffee certifications



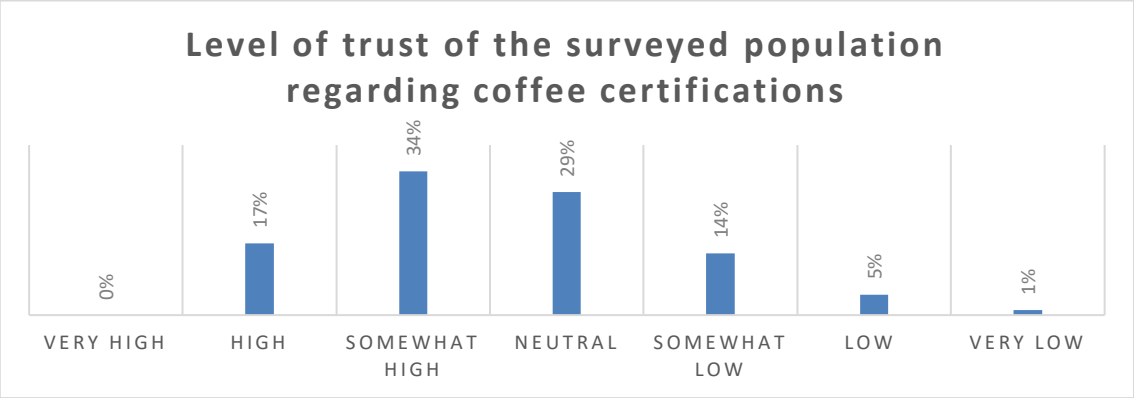
Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

Beside understanding certifications, another element to consider is the extent to which buyers trust them, as a high level of trust is an essential element in the purchase equation. If the sales company or the sales' representatives are not able to establish a trustworthy relationship with the clients, the purchase is unlikely to occur or if so in significantly lower quantity than if trust was built (McLellan Marketing Group, 2012). The graph below illustrates the level of trust people have towards certifications and showcases most of the surveyed population is on the left side of the spectrum meaning that half of the respondents rely on certifications' bodies and their actions. Moreover, the graph also demonstrates that close to zero respondent have neither very high nor very low feelings of trust towards certifications.

Moreover, a significant portion of the survey population has a neutral feeling of trust towards coffee certifications. Since these consumers do not particularly trust the certifications, they may be less likely to purchase labeled coffee products. This highlights an area that certifications bodies could improve on in order to increase their market share.

Figure 8 - Coffee consumers' level of trust towards coffee certifications



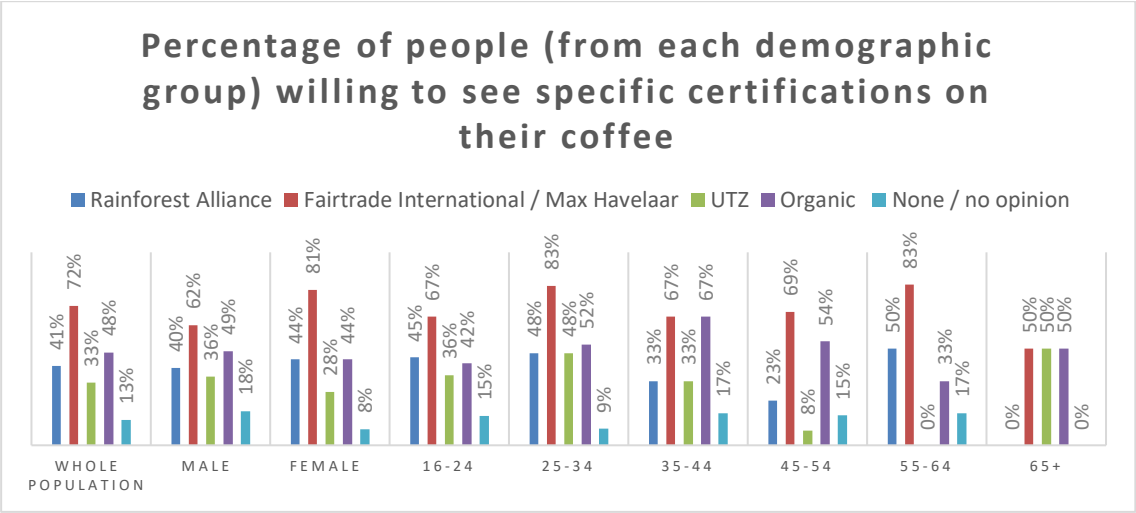
Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

To get further insight into French-speaking Swiss coffee consumers' point of view of the various certifications present in the market and to assess the importance they attach to the various labels, coffee consumers were asked which certifications they want to see on their coffee packets.

The following graph showcasing the results, suggests that consumers seem to be predominantly attracted by the Fairtrade International certification and its national equivalent Max Havelaar. Moreover, the organic label ranks in second position which is consistent with the results collected so far that demonstrate a significantly high level of awareness of the surveyed population regarding organic certification.

Figure 9 - Coffee consumer's willingness to buy specific certifications

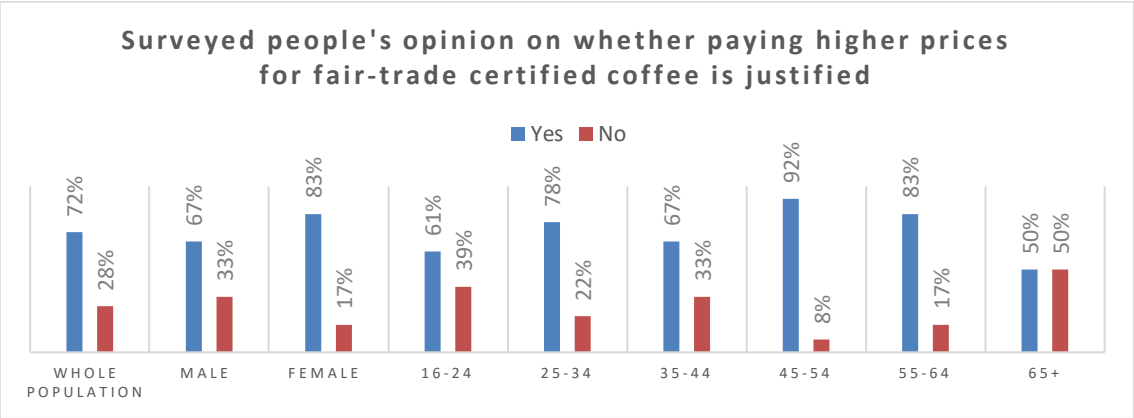


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

One of the characteristics of labeled coffee is a higher selling price which in the case of a fair-trade strategy is the means to ensure higher revenues to coffee producers, as the premium paid by coffee consumers is redistributed to producers' cooperatives to help them pursue and invest in their farming activity. The readiness of coffee consumers to pay more for their caffeine intake is therefore assessed below. The results of which are essential in order to determine whether French-speaking Swiss coffee consumers are willing to help improve the living conditions of coffee producers through buying fair-trade coffee.

Figure 10 - Coffee consumers' opinion on fair-trade coffee and higher prices



Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

The above graph highlights that most of the surveyed population believes it is justified to pay higher prices for fair-trade certified coffee. In order to get deeper insight, participants were further asked to develop their answers and state why they believe paying higher prices for fair-trade coffee is justified or not.

Figure 11 - Why fair-trade justifies higher prices

Source: Adapted from the survey results (2020)

The sample size is of 60 people.

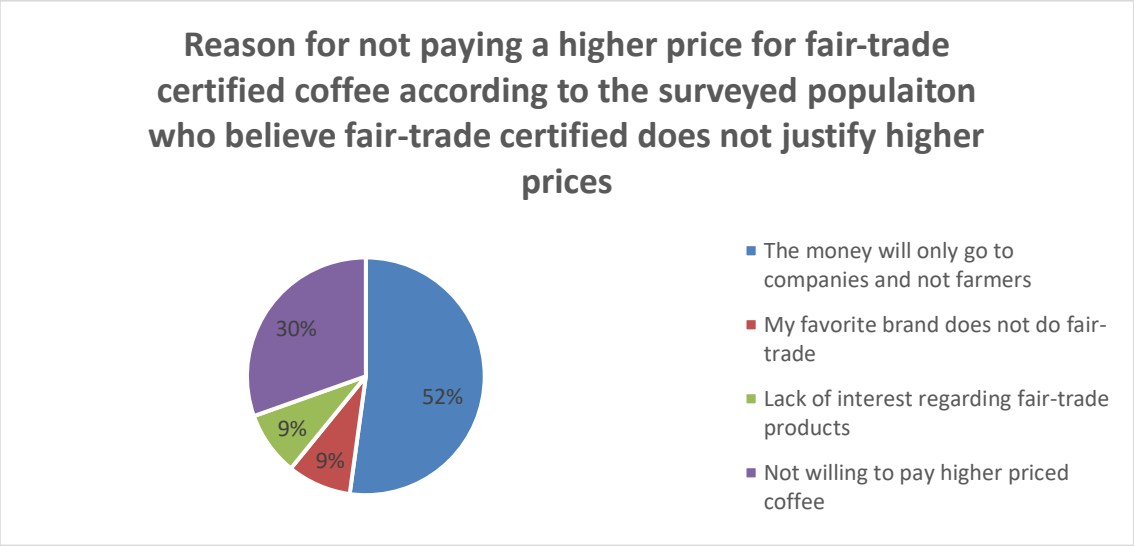
Sixty people in the graph above explained why they were willing to pay higher coffee prices for coffee with a fair-trade certification. Half of the respondents believe that paying extra money for fair-trade labeled coffee is justified because it helps farmers, which is actually the purpose of such certifications, and highlights effective communication and marketing campaigns by the certification bodies. Moreover, the results show that one third of the participants feel that it is part of consumers' responsibility to purchase sustainability which is a promising observation for the certification bodies who wish to increase their market share.

Finally, the fact that most of the surveyed participants consider that paying more for fair-trade labeled coffee is justified because it helps producers or because they feel it is part of consumers' responsibility to adopt a sustainable purchase pattern supports the findings of the ethical purchasing behavior study conducted by the University of Zürich and the Institute for Social-Ecological Research in Frankfurt, whose results established that Swiss consumers possess a "*strong ethical push*"[4] which makes them more responsive to ethical products including fair-trade labeled items (Burrows, 2016).

4https://www.foodnavigator.com/Article/2016/11/18/The-ethical-urge-powers-fair-trade-in Switzerland-Study

The following graph displays the information collected from respondents who believe that a coffee bearing a fair-trade certification does not justify a higher selling price.

Figure 12 - Why fair-trade does not justify higher prices



Source: Adapted from the survey results (2020)

The sample size is of 23 people meaning that out of a surveyed population of 83 respondents, more than 27% share the belief that fair-trade certified coffee does not justify higher selling prices. More than half of these respondents believe fair-trade certified coffee does not justify higher selling prices because they believe the extra money paid will go into the companies' "pockets" and not to the farmers.

27% of the surveyed population has a relatively low level of trust towards certification bodies and their cash management strategies, which is quite consistent with the data previously presented displaying the surveyed population's level of trust regarding certifications and labels present in the French-speaking part of Switzerland.

Moreover, the graph illustrates that one third of the respondents, who believe a fair-trade certified coffee does not justify a higher selling price, are not willing to pay higher prices for coffee and thus will not purchase coffee products bearing certifications or labels aiming at improving producers' living conditions. Respondents simply not willing not pay more for ethical coffee might never adhere to the fair-trade system (involving labels or companies' in-house programs). However, participants who are not buying fair-trade coffee due to lack of trust could potentially shift to ethical purchasing behavior if the trustworthiness of coffee companies (label organizations and others) could be quantified.

4.2.3 Survey participants' relationship with coffee and manufacturing brands

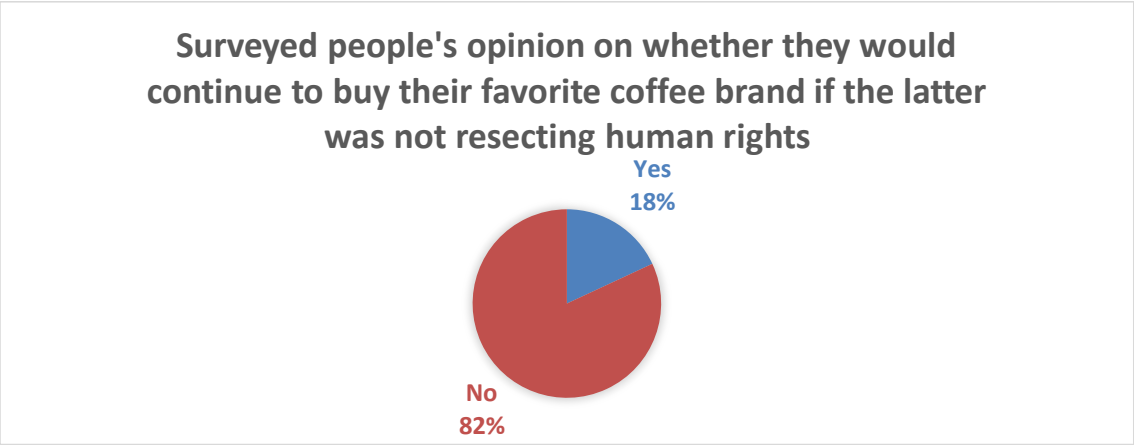
From the first survey results, the importance of coffee taste was highlighted, showing that coffee consumers are highly attached to their caffeine routine and its flavor. To obtain more data on the relationship consumers have with coffee, some challenging questions were asked to the surveyed population to assess their adaptability and flexibility regarding coffee purchasing and consumer behavior. The goal of these questions was to determine consumers' reactions to potential ethical misbehaviors of coffee companies and consequently to identify the sensitivity level of coffee consumers living in the French-speaking part of Switzerland to various ethical matters.

Respondents were asked if they would continue to purchase their favorite coffee brand if the latter was not respecting human rights. The results obtain from that question are displayed on the graph below which demonstrates a high sensitivity level towards human rights as most of the surveyed population would stop buying their favorite coffee brand if the latter was involved in human rights scandals. Such a result goes along with the data collected from previous questions showing that the Fairtrade International certification and its Swiss equivalent, Max Havelaar, were the most sought-after certifications. In the sense that when the surveyed population was asked to indicate which certifications, they were willing to see on their coffee packages, Fairtrade International and Max Havelaar were the labels survey participants selected the most. Although, these two certifications are not specifically focused on respect for human rights, they are implied in the mission pursued by Fairtrade International and its Swiss subsidiary which aims to "*connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives*".[5]

Moreover, these results highlight that although some participants do not trust certifications, most of them are sufficiently sensitive to ethical matters to stop purchasing from coffee companies whose processes do not respect human rights, which means that the French-speaking Swiss fair-trade coffee market could be further exploited. In other words, since there is potential demand for ethical coffee in the French-speaking part of Switzerland, if a coffee company aiming to expand its offer for ethical coffee manages to establish its trustworthiness and sincerity, it will be able to gain market share.

5 https://www.fairtrade.net/about/mission

Figure 13 - Participants' reactions to their favorite coffee brand not respecting human rights

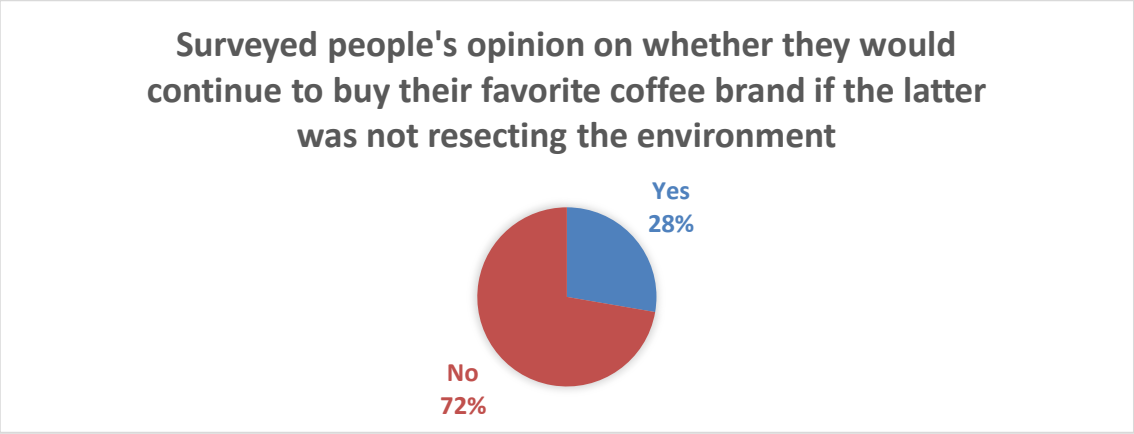


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

After this the respondents were asked if they would continue to buy their favorite coffee brand if the latter did not respect the environment i.e. entering into activities that directly damage the environment or do not take climate change issues into consideration. The survey participants seemed somewhat less concerned by environmental matters than the non-respect for human rights. Indeed, the following graph showcases that in the case of environmental unfriendly behavior by coffee companies, almost one third of the respondents would not change their purchasing behavior and would continue to buy their favorite coffee brand.

Figure 14 - Participants' reactions to their favorite coffee brand not respecting the environment

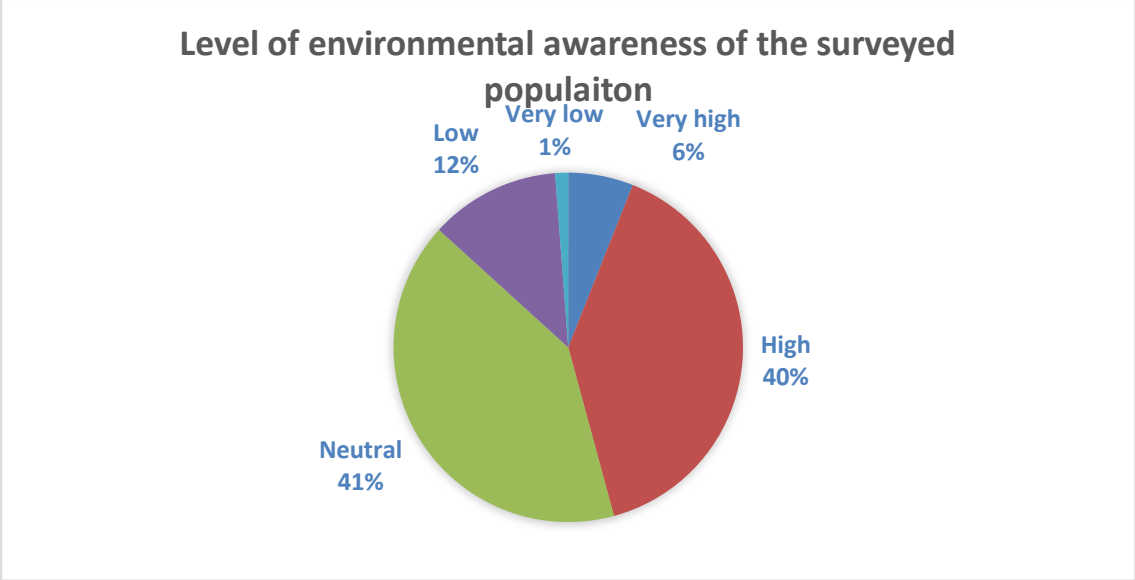


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

The respondent's environmental sensitivity towards coffee production can be compared to their general level of environmental awareness. The survey participants were asked to assess their environmental awareness by rating their feelings regarding the following sentence: "I am environmentally aware" on a five points scale from strongly disagree to strongly agree. The graph presented below illustrates the level of environmental awareness of the survey participants.

Figure 15 - Participants' level of environment awareness



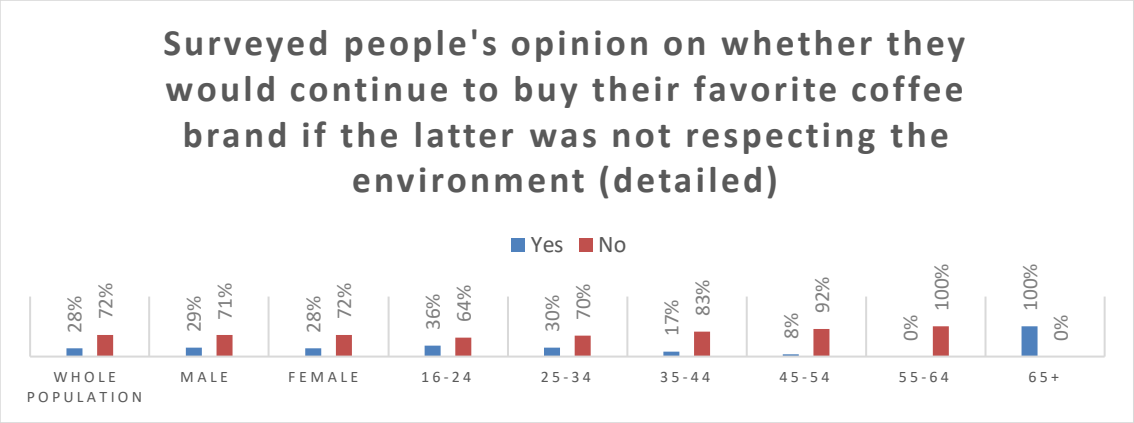
Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

From the above graph one can note that 40% of the surveyed population does not have any particular opinion regarding environmental matters. This result is quite surprisingly when taking into consideration the increase in climate change campaigns that were held in the course of 2019, during which thousands of children and students refused to go to school and chose to demonstrate in the streets around the world to protest against the lack of action taken by governments and/or multinational companies, and demanding significant measures and actions to be put in place to tackle global warming. These demonstrations created so much attention and awareness regarding environmental matters that in 2019 various nations and governments declared the climate state of emergency.

Therefore, one could have expected a different ranking or expect younger participants to be more sensitive to coffee companies whose actions have harmful repercussions on the environment. However, when taking a closer look at the participants' answers, one can note that the youngest generation seems quite unmoved by the environment, as more than one third of them would continue to buy their favorite coffee brand even if it was not respectful of the environment. While older generations, except for retired people, seem to be more receptive to companies' involvement in global warming.

Figure 16 - Participants' reactions to their favorites coffee brand not respecting the environment (detailed)



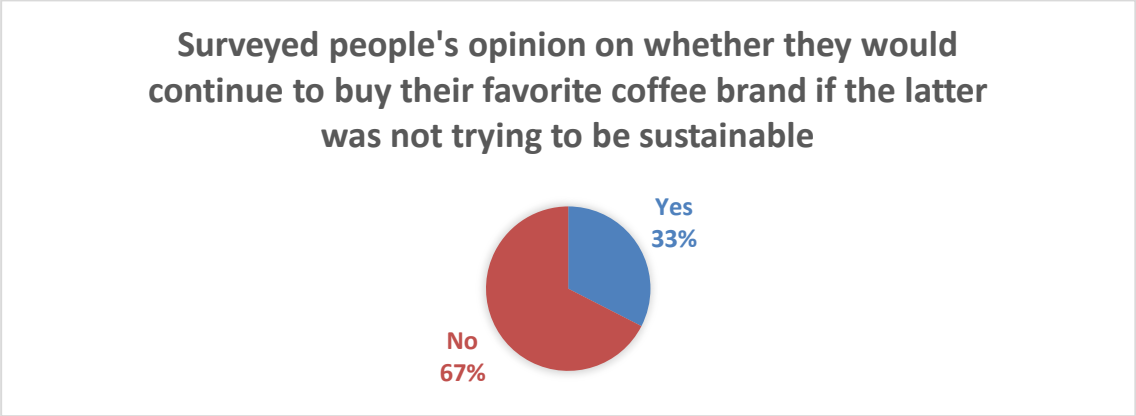
Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

The last question aiming to assess the sensitivity of coffee consumers in the French-speaking part of Switzerland was focused on consumers' reactions to companies not making sufficient effort to pursue sustainable behavior.

For an action to be qualified as sustainable, it is based on three pillars: economic, environmental and social (Grant, 2020). Consequently, when companies are described as sustainable it means that they not only pursue economic objectives but also to have a positive impact on the communities around them as well as the environment.

Figure 17 - Participants' reactions to their favorite coffee brand not trying to be sustainable



Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

Here the data demonstrates that non-compliance with sustainability standards is the least important criteria for the surveyed population as this question had the most favorable answers for continuing to purchase the same coffee brand. Therefore, from the above results, the following ranking of importance can be drawn:

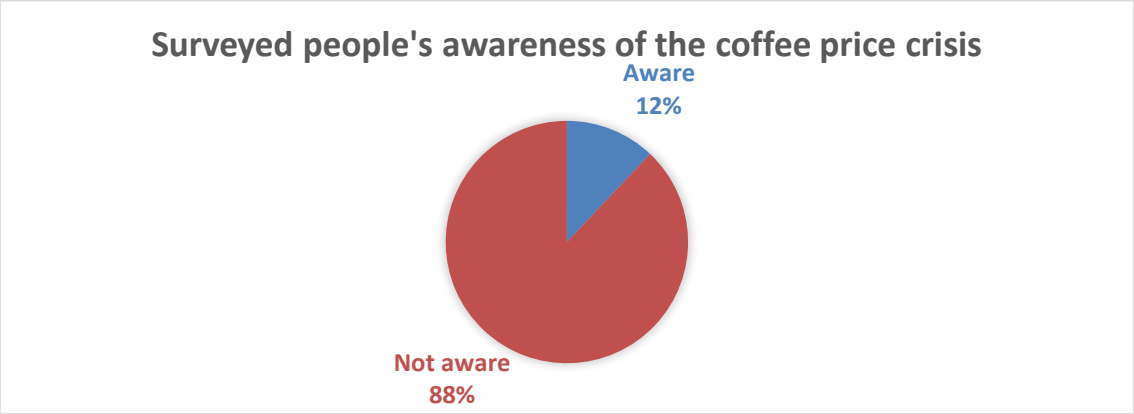
- Respect for human rights
- Environmentally friendly behavior
- Doing business with a sustainable mind-set

The fact that the sustainability factor ranked at the bottom of the scale is somewhat surprising as it englobes social, economic and environmental factors and consequently regroups human welfare and environmentally friendly behavior.

4.2.4 Survey participants' awareness of the coffee price crisis

The final objective of the research was to assess the awareness of coffee consumers living in the French-speaking part of Switzerland regarding the coffee price crisis and its impact. Out of the 83 people surveyed only 10 of them were familiar with the topic. Their understanding of the situation was assessed through the analysis of the definition they gave of the coffee price crisis. Each of them was able to provide a clear and concrete definition of the coffee price crisis, while the others 73 respondents had never heard about it, which can be illustrated as follows:

Figure 18 – Participants' awareness of the coffee price crisis



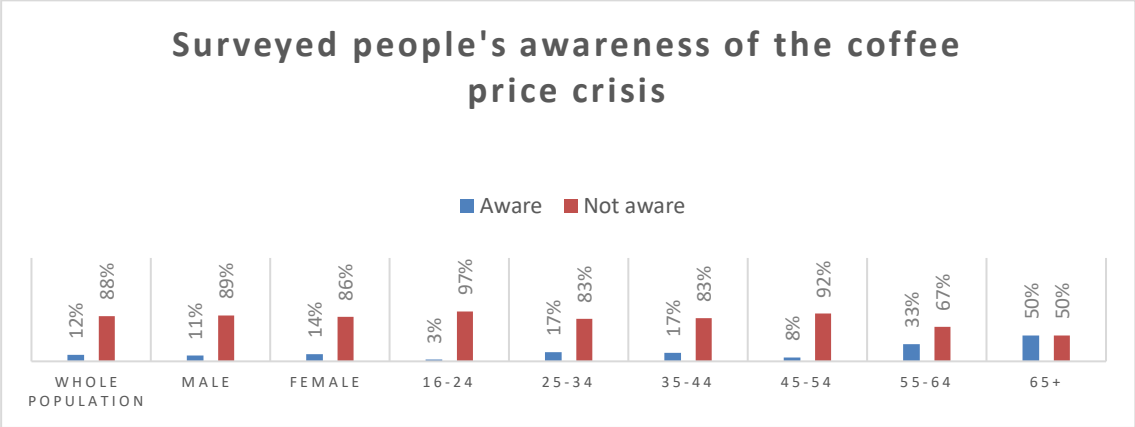
Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

As previously mentioned, coffee consumers living in the French-speaking part of Switzerland have seen the price of coffee increase over the years and therefore they might well believe that while they are paying more for the coffee they consume, coffee producers are receiving more money as well, which is actually not the case.

Such a contrast between the price paid in Switzerland for coffee and the proceeds of coffee sales received by farmers in producing countries can be one of the factors why the large proportion of coffee consumers in the French-speaking part of Switzerland are not aware of the coffee price crisis. Moreover, a lack of awareness about the coffee price crisis does not seem to be a factor of age, as the proportion of people being unfamiliar with it is uniformly spread over the different age range categories.

Figure 19 – Participants' awareness of the coffee price crisis (detailed)

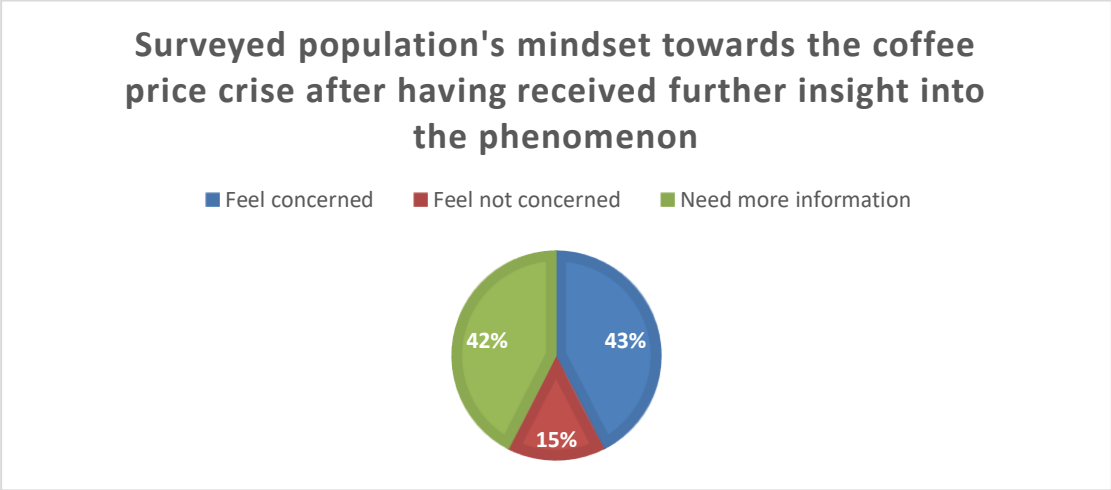


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

To get a deeper insight into consumers' perceptions and potential reactions regarding the situation of the coffee industry participants were asked, after being given an explanation of the crisis and its impact on producers, if they felt concerned by the coffee price crisis.

Figure 20 - Participants' opinion on the coffee price crisis

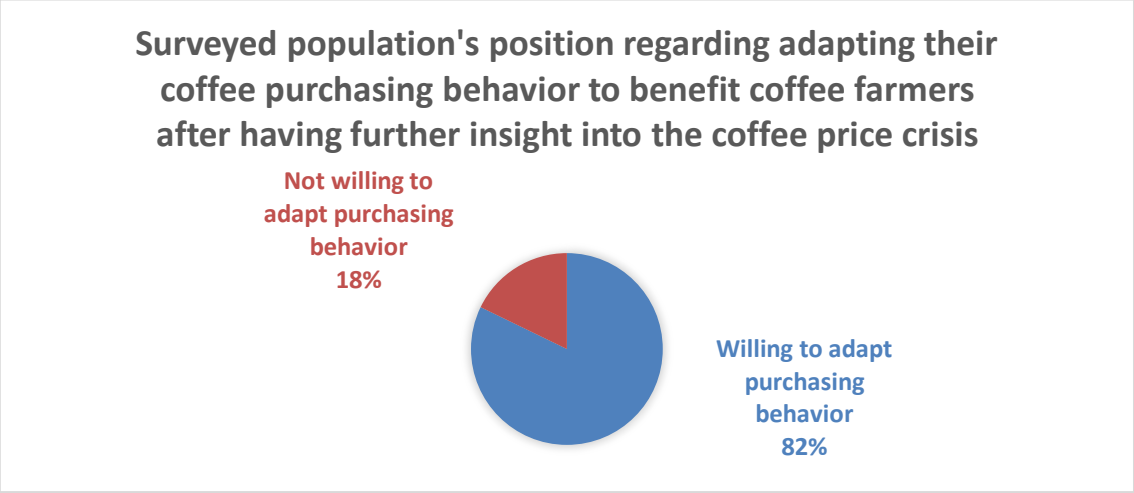


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

The data collected from the participant's answers which is presented above does not highlight a specific trend. Therefore, to ascertain more information, the survey participants were then asked if they would adapt their purchasing and consuming coffee behavior to benefit coffee farmers.

Figure 21 - Participants' willingness to adapt purchasing behavior to benefit coffee farmers after having become aware of the coffee price crisis

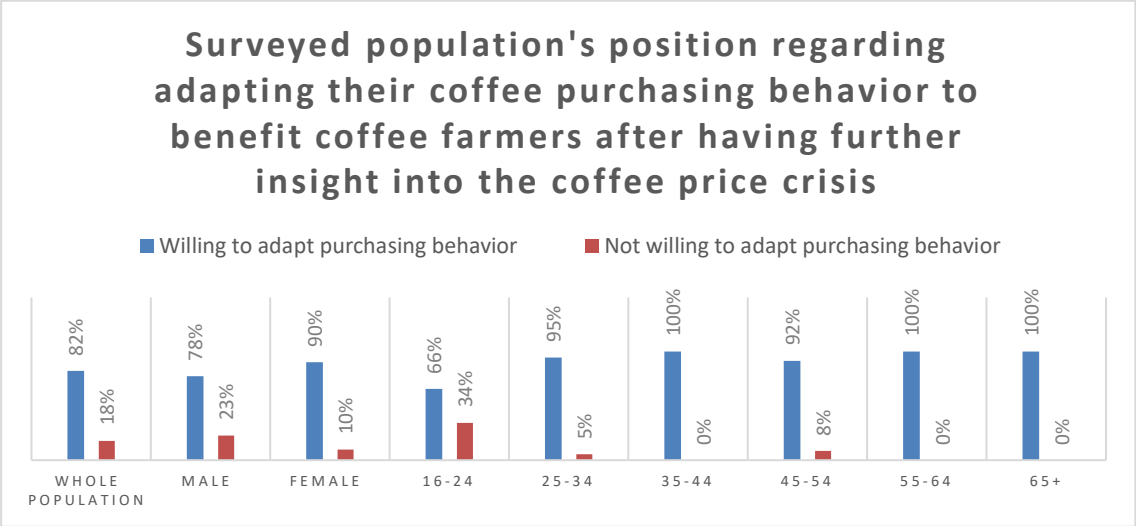


Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

Here even though the above graph highlights that most of the respondents positioned themselves as willing to adapt their purchasing behavior, a significant difference in answers occurred. While the general trend tends towards a willingness to adapt purchasing behavior, in one of the age range categories there is an important difference with a larger number of participants being not ready or unwilling to adapt their purchasing behavior to benefit coffee farmers.

Figure 22 - Participants' willingness to adapt purchasing behavior to benefit coffee farmers after having become aware of the coffee price crisis (detailed)



Source: Adapted from the survey results (2020)

The sample size is of 83 respondents.

In the above graph, the percentage of people not in favor of adjusting their purchasing behavior in the 16-24 age range stands out. Indeed, this group is the most reluctant to modify their buying habits.

The variation in the results might be explained by the fact that the 16-24 age range is composed mainly of students or people holding junior positions and thus have lower incomes. This hypothesis could explain a higher price sensitivity and consequently a higher proportion of people preferring to stick to their current purchasing habits.

On the other hand, participants belonging to the 16-24 age range also known as part of generation Z, are known for their sustainability “appetite” and willingness to interact with and purchase from sustainable companies even if it means paying higher prices (Petro, 2020). Therefore, one could have expected participants within the 16-24 years old age range to be more disposed to adapt their purchasing behavior towards a more sustainable approach. A more in-depth study into generation Z’s purchasing principles and behavior would merit further investigation.

5. Discussion

5.1 Key points in the introduction and literature review

The literature review describes studies and research results into fair-trade and ethical purchasing behavior in different countries. They show that consumers' perception of or attitude towards fair-trade labels, issued by certifications bodies or originating from companies' in-house strategies, will vary depending on their home country and financial situation. This is explained by the fact that nations with a higher GDP tend to have a more developed market for fair-trade products which is correlated to a higher consumers' awareness towards ethical purchasing behavior. Such an observation is supported by Maslow' theory on the hierarchy of needs explaining that individuals have to satisfy their primary basic needs before being willing to fulfill secondary needs. In this case, drinking coffee is the primary need while benefiting coffee producers' living conditions by purchasing fair-trade labeled coffee is the secondary need. Moreover, fair-trade certified products, including coffee, are generally speaking higher priced than non-certified items, and therefore labeled coffee tends to be more appealing to financially secure consumers.

However, not every financially stable coffee consumer will necessarily purchase fair-trade certified coffee because a high purchasing power only represents a fraction of the factors favoring fair-trade consumption. The other characteristic that a fair-trade buyer possesses is a strong ethical awareness and a willingness to positively impact the supply and value chain of the purchased item. According to the research conducted by scientists at the Institute for Social Ecological Research in Frankfurt in collaboration with the University of Zürich, ethical awareness and a desire to have a positive impact are highly pronounced in the Swiss consumers' mindset (Burrows, 2016). Such an observation is promising for the development of fair-trade coffee consumption in Switzerland through the use of labels or sustainable strategies developed by coffee companies.

Most of the research results portray Fairtrade International as one of the certification references worldwide for ethical matters. However, some studies demonstrated that the concept of the fair-trade system, as we know it today, may not be as appealing to coffee consumers as one could expect. Many share the belief that the level of efficiency of the fair-trade system created by Fairtrade International is no longer satisfactory and some consumers have simply stopped purchasing fair-trade labeled coffee. Indeed, some professionals working in the procurement of coffee beans in large quantities who initially chose to buy fair-trade certified items, eventually gave up as the labels did not fulfill their expectations.

Moreover, many multinational coffee companies have decided to not collaborate with certification bodies, but rather to develop in-house programs promoting fair-trade coffee procurement methods. The cornerstone of these in-house strategies, often called direct sourcing programs, is to purchase coffee beans directly from the local producers in order to ensure that the working conditions of the farms are respected.

The direct sourcing concept enables coffee companies first, to track the beans' movements from the harvest stage to the retail stores as well as to obtain higher quality coffee cherries and finally to supposedly pay farmers more since many intermediaries are cut out of the supply chain. However, over the years many scandals have come to light showing various multinational companies involved in unethical production processes where workers, sometimes children, have been working excessive hours in unsafe conditions.

Such practices are also common in the coffee industry, as a recently released TV documentary revealed similar kinds of misconduct by two of the major coffee retailers worldwide, who claimed to have implemented highly efficient in-house sustainable programs to ensure a fair sourcing of coffee beans and the well-being of its farmers. The TV investigators revealed that such programs or strategies were actually not fulfilling their commitments on more than one of their coffee farms (Channel 4, 2020).

The direct consequence of similar scandals regarding ethical or environmental claims of multinational companies and major commercial players is that consumers have started to doubt the efficacy of these strategies. Some people who initially may have wanted to adopt ethical purchasing behavior will desist as they lack the guarantee and trust that companies will abide by their promises. Consequently, consumers who have initially had a strong ethical mindset will tend to be restrained, even though it represents a key element in the continuation and sustainability of labels and companies' strategies aiming to support coffee farmers' living conditions.

Although some consumers doubt the honesty of companies or certifications bodies regarding the implementation or efficiency of the strategies, they have implemented to enhance coffee producers' living and working conditions, all seem to agree that falling coffee prices are no longer viable for producers. Coffee farmers need to obtain more revenue from the sales of their coffee beans in order to be able to maintain their activity. The purpose of this research was therefore to determine the willingness and ability of coffee consumers living in the French-speaking part of Switzerland to have an impact on better revenue distribution benefiting coffee farmers.

To that aim the primary data collection, done through an online survey, had for objective to gain insight into French-speaking Swiss coffee consumers' purchasing and consuming habits as well as their view of the main coffee labels.

5.2 Key findings of the survey analysis

This part of the report aims to highlight the key points assessed through the analysis of the survey responses and to present some recommendations coffee companies and labels organizations could adopt to encourage the consumption of fair-trade coffee in the French-speaking part of Switzerland.

5.2.1 Price sensitivity

When the surveyed participants were asked to rank in order of importance coffee characteristics, all unanimously classified taste as the most important coffee feature. Taste was the only coffee characteristic that appealed to every survey respondent on the same level, meaning that they all classed taste as a "very important" aspect.

Moreover, there was a surprising result regarding the importance people attach to coffee prices. While survey participants belonging to age ranges 16-24, 25-34, 35-44 and 65+ ranked coffee prices in second position i.e. they consider price as an important coffee attribute, respondents aged between 45 and 64 favor other coffee aspects over price. Such a finding may interest coffee certifications bodies and coffee companies, who might, as a result, be willing to adapt their coffee proposition to a tailored offer specifically targeting the 45-64 customer segment.

Indeed, since respondents belonging to this age category are highly attached to coffee taste and are flexible regarding prices, they would certainly be interested in specialty coffee, which has the characteristic of combining a rich taste and a more ethical supply chain because contrary to regular coffee which is produced in bulk, specialty coffee is produced in lower quantities and more care is given to the cherries to ensure their premium taste and quality. Specialty coffee seems like a win-win situation for coffee producers, label organizations, companies and less-price-sensitive consumers, as it fulfils consumers' expectations regarding taste, enables coffee farmers to get higher revenues and expands coffee companies and certification bodies' marketing offers.

There was a third wave coffee movement some 30 years ago characterized by the introduction of specialty coffee. This innovation introduced a whole new approach whereby the coffee was made from similar beans all with the same origin, whereas before that one cup of coffee could well have been made from different beans originating

in different countries. The third wave coffee movement marked a shift in consumers' relationship with coffee. As a result, an increasing number of coffee consumers wanted to know more about what they drank, and so wanted their caffeine intake to be meaningful and nowadays many coffee enthusiasts want to know the story behind every bean. The key to the development of specialty coffee is a tracking mechanism and a transparent coffee supply chain. Initially such a product was found in cafés and restaurants and therefore this offer was only applicable to "out-home" coffee consumption. This trend eventually expanded, and nowadays French-speaking Swiss coffee consumers can find specialty coffee capsules in specialized stores such as Nespresso or Starbucks as well as in supermarkets. However, this offer does not seem to have been greatly extended to other coffee categories such as coffee beans or instant coffee. The products found in supermarkets often bear certifications such as organic or fair-trade, but no particular emphasis is on their place of origin. This observation could provide an opportunity for coffee companies already selling their coffee products through retailing channels such as Migros or Coop, to expand and extend their current offer. The economic incentive for companies to do so, is the potential extra margin similar coffee items can generate.

5.2.2 Certifications: understanding and trust

Another point raised by the survey results, is the relatively high proportion of respondents (one third) whose understanding of coffee certification is unclear. This might suggest a lack of clear communication by the certification bodies or at least an area for improvement. As stated previously, one of the components of ethical purchasing behavior is consumers' awareness. Therefore, if certification bodies were to invest in more effective campaigns to communicate their mission and objectives, they could potentially increase their market share by up to 30%, which represents the proportion of survey participants whose understanding of certification was not clear. This kind of initiative could also be undertaken by coffee companies themselves as it would be in their interests to have one single market certification that is well recognized and understood by Swiss coffee consumers. Indeed, if their coffee products were to bear such a label, coffee companies might certainly increase their sales. Moreover, from a Corporate Societal Responsibility (CSR) perspective, collaborating with fair-trade labels, can enhance a coffee companies' reputation, and this too could result in increased sales.

If any coffee actors active in the French-speaking part of Switzerland intend to launch marketing campaigns aiming to improve coffee consumers' understanding of labels (actions and missions), they could take into consideration a finding in the research

whereby the level of certification understanding and consumers' ages were inversely correlated. This means that the older coffee consumers are, the less clear is their understanding of the purpose of fair-trade certifications. Therefore, future marketing campaigns launched with the purpose of enhancing French-speaking Swiss coffee consumers' understanding of labels could be designed so as to win the hearts of older consumers.

In addition to unclear understanding of certifications' missions, the primary data highlighted that some survey participants do not trust certifications bodies' cash management strategies and believe the extra amount of money paid for fair-trade labeled coffee is not transferred to coffee producers but rather used by coffee companies to increase their profits. This observation could provide coffee companies and coffee labels with an opportunity to propose a new service to coffee consumers living in the French-speaking part of Switzerland as follows: to assure consumers that the extra price they pay for fair-trade labeled coffee is fully redistributed to producers, QR codes could be printed on coffee packaging directing coffee consumers to short documentary videos of coffee producers telling their stories and explaining how fair-trade is benefiting their activities. By getting direct feedback and evidence of the positive impact their purchasing choice has, coffee consumers might be more motivated to purchase sustainable coffee. Implementing this simple feature on coffee packaging could be a way to narrow the gap separating coffee producers from coffee consumers.

Distance is known to be an important factor in the way people perceive a situation and its gravity. Two university professors also pointed out in their book entitled Global Health and Global Health Ethics that the further away a tragic event happens, the less moved people will be and even though it seems like a cruel thinking pattern, it is a psychological trait common to everyone (Benatar & Brock 2011). Coffee companies and certifications bodies could take advantage of this characteristic to make coffee consumers living in the French-speaking part of Switzerland care more about coffee farmers across the globe by spanning the distance between coffee consumers and producers and thus encouraging ethical consuming behavior.

5.2.3 Unethical actions

One section of the survey assessed French-speaking Swiss coffee consumers' sensitivity to unethical behavior. From the survey results the following ranking has been established:

- Respect for human rights
- Environmentally friendly behavior
- Doing business with a sustainable mind-set

This ranking shows that coffee consumers are highly concerned with human rights which would suggest that a large proportion of the surveyed population would stop purchasing coffee from their favorite brand if the latter's business activities entail non respect of human rights.

Coffee companies may be advised to adapt their strategies in order to avoid any ethical scandals as this kind of press coverage is by no means positive for a company's business activity and reputation, and it can also lead to consumers or organizations boycotting the company. Indeed, over the years, many large multinational companies have faced boycotts from associations and organizations after serious shortcomings have been revealed to the public through documentaries, articles, news etc. (Ethical consumer, 2018).

Moreover, it appears from the responses that coffee consumers living in the French-speaking part of Switzerland would react more severely to coffee companies' non-compliance of human rights than if the latter's business activity harmed the environment or had adverse effects regarding sustainability. As stated previously, it is a rather strange pattern to rank sustainability at the bottom level of the scale as since it englobes environmental, social and economic aspects and it englobes de facto respect of human rights and environmentally friendly behavior.

This seeming incoherence may potentially be explained by the fact that coffee consumers living in the French-speaking part of Switzerland might not have a clear understanding of what sustainability actually means. The extensive use businesses have made of the term "sustainable", to describe their actions as well as to promote their products, may have distorted consumers' understanding of it. This may also lead to coffee consumers not being as responsive as expected to companies' in-house sustainable programs and advertisements.

On one hand, it would seem that coffee companies have room for improvement when it comes to communication and transparency and could gain more market share by being clearer and more transparent notably in their relationships with coffee farmers or procurement mechanisms. On the other hand, keeping information 'in the dark' might enable coffee companies to protect themselves from potential scandals.

5.2.4 Fair-trade reluctant consumers

Finally, the survey results demonstrated that French-speaking Swiss coffee consumers belonging to generation Z stand out as the least willing to adapt their coffee purchasing behavior towards benefiting coffee farmers. In the results section of the thesis, the paradox between this observation and the fact that generation Z is known for its commitment to sustainability was pointed out along with the fact that further investigation would be necessary to explain this disparity.

5.3 Recommendations based on the survey results

Most of the recommendations presented above involve certification bodies or coffee companies implementing marketing campaigns or programs to enhance communication with coffee consumers living in the French-speaking part of Switzerland about ethical coffee. Although such actions might seem insufficient to address the issues caused by the coffee price crisis (as they only involve interaction between consumers and coffee companies located in consuming countries), such initiatives should increase coffee consumers' awareness, which seems essential when taking into consideration the extremely low ratio of surveyed people being aware of the coffee price crisis.

Moreover, the fact that a large proportion of survey respondents, initially not aware of the coffee price crisis, declared themselves willing to adapt their coffee purchasing behavior towards benefiting coffee farmers' living conditions after having the situation explained to them, supports the idea that marketing campaigns aiming to raise consumer awareness of the coffee price crisis could well have successful outcomes.

In light of the elements previously stated, it would appear that coffee companies have both economic and social incentives to pursue ethical business strategies in countries such as Switzerland where the market for fair-trade certified products, including coffee, is well developed and consumers familiar with labeled coffee albeit their understanding is quite blurry.

Coffee companies launching such market programs must bear in mind the moral distance phenomenon, previously discussed. From this theory one can draw the conclusion that in order to encourage French-speaking Swiss coffee consumers to adopt purchasing behavior that benefits coffee farmers, they would need to be regularly exposed to the coffee price crisis and its impact through, for example documentaries, articles or advertisements. Therefore, if a coffee company promotes transparency and ethical coffee procurement to boost consumers' responsiveness, it would have to regularly remind consumers why buying fair-trade coffee is essential to the well-being of all actors involved in the coffee value chain.

5.4 Innovation in the label industry

This research was organized and conducted before the coronavirus pandemic outbreak and thus its impact on the French-speaking Swiss coffee market and its consumers was not taken into consideration, but it is undeniable that Covid-19 will have lasting after-effects. Indeed, as a result of the pandemic, many industries and economic sectors have had to significantly reduce their activities. It will not be an easy task to resume commercial activities at the same level as before the pandemic; some sectors fear that there will be a before and an after Covid-19 way of doing business.

In order to reduce the financial burden of the coronavirus pandemic on Swiss tourism, hotel managers and restaurateurs are considering hygiene labels to guarantee and reassure tourists of the cleanliness and sanitizing level of their establishments. For some the development of such labels is a key element to the survival of tourism related activities and could as well be expanded to other institutions (Visseyrias, 2020).

The weeks following the end of the confinement order are indeed economically difficult for most companies, especially for those whose activities revolve around tourism. Therefore, in Switzerland various entities whose survival depends on tourism such as hotels, restaurants, ski resorts and public transportation have joined forced to launch the "Clean & Safe" label ensuring security and hygiene (RTS, 2020).

5.4.1 How a new label can revolutionize the coffee market

While some countries are slowly lifting confinement restrictions in key sectors and economic activity is starting to come back, there seem to be two types of responses. Some people want to make up for the time and opportunity lost during the quarantine by going out to restaurants, cafés and partying as much as possible. While others prefer to be more careful and follow the safety measures for a more extended period of time (Friedman, 2020).

Coffee shops and specialty coffee stores, whose activity has been put on hold during the pandemic, will start to reopen their stores and will certainly face a decreased number of customer visits, as some of their usual clients might belong to the second category described above and will prefer to adhere to social distancing. Therefore, some establishments might be willing to adopt a hygiene certification label to reassure local customers as well as tourists who might otherwise be reluctant to go into busy coffee shops. Such a certification would assure clients that in addition to regular pre-coronavirus measures, the establishment has put in place procedures to limit the spreading of the virus, by for example disinfecting the common areas more regularly or increasing the distances between seating places.

To a larger extent such certification could be applied to food items whose value chain actors have put in place top hygiene measures. Some coffee packaging could bear hygiene certification to assure consumers that it has been harvested, processed and transported according to specific sanitary regulations.

Items bearing such a certification would undeniably stand out on supermarket shelves and possibly attract more than just consumers who are concerned about hygiene and potential virus transmission through food products. Obviously, the Swiss authorities, more precisely the Federal Food Safety and Veterinary Office, have already established hygiene rules checking the origin and conformity of food products such as coffee to ensure the sanitary protection of Swiss consumers. However, one can see the potential for the development of additional labels aiming to ensure further, and even more meticulous hygiene requirements.

Hotels, restaurants and cafés interacting directly with coffee consumers or even coffee brands selling to consumers via supermarkets could use such labels to increase consumers' reliance on their products and thus gain more market share. Indeed, labeling and the use of certifications is already a powerful marketing tool used by coffee companies to enlarge their client base. Hence the accreditation of a new label, if well communicated and understood by the public might boost coffee companies' sales.

Another element that could as well drive coffee sales up, would be for restaurants and cafés to indicate on their menus the origin of the coffee beans. Indeed, such practice is common for meat or fishery products but could as well be extended to coffee beans. This would undeniably strike the attention of coffee consumers who are not used to see the origin of coffee put into light on restaurants' menus.

5.4.2 The future of the coffee industry

This research and report were motivated by the paradox of on the one hand coffee producers who for years have been facing constant decrease in revenue and on the other hand in countries such as Switzerland who have over the years been paying higher coffee prices.

Labeling organizations along with certain coffee companies have launched programs to address disparities in coffee farmers' revenues. However, in the light of interviews and declarations made by coffee farmers, although some measures have been put in place by certification bodies and coffee companies, there is still much room for improvement.

Moreover, the coffee industry which faced extremely low prices and volatility before the coronavirus has been damaged to the point that some coffee farmers fear they will never recover (Nanji, 2020).

This would mean that there is no way the coffee industry will be able to survive if its supply chain actors do not adapt their activities. This has been clearly understood by a Dutch coffee importer, who decided to go the extra mile and not permit any individual in their supply chain to abuse the system. From now on, their coffee will be more transparent that it has ever been. Trabocca, a Dutch coffee importer, has developed in collaboration with Fairfood, a national organization promoting sustainable action in the food industry, a platform enhancing transparency throughout the coffee supply chain. To avoid any potential human abuse, the platform called Trace, uses blockchain technology to track coffee from the farms to the shops. The system has shown promising results during its trial phase as coffee farmers were able to triple their revenues when selling

their coffee cherries through the platform Trace instead of their regular intermediary (Brown, 2020).

Such a project could totally revolutionize the way coffee is traded not only for farmers who would be able to receive fairer revenues, but also for coffee companies who would be able provide indisputable proof of the ethical ingredient embedded in their coffee beans and therefore gain the heart of coffee consumers who are strongly attached to sustainable food but still doubtful of the veracity of coffee companies' claims. Moreover, if coffee companies decide to implement a similar system, they will no longer need to pursue their costly collaboration with certifications bodies to ensure coffee consumers of their fair-trade activities. If such a project is extended on a larger scale, fair-trade labeling organizations may see their activities disrupted.

It would appear that the key to enable a fairer revenue distribution along the coffee supply chain seems to be transparency because coffee consumers, even those with a strong ethical mindset, need proof of fair-trade claims. So far to date fair-trade certifications have been sufficient proof of coffee companies' fair-trade mission. However now that consumers are more exposed to documentaries and/or articles demonstrating the lack of infrastructure or respect on some coffee farms, coffee consumers increasingly need more than a label to justify a higher selling price. Therefore, the future of ethical coffee consumption does not necessarily rime with fair-trade certifications, but could be undertaken by coffee companies themselves through the elaboration of tracking systems such as Trace, the platform created by Trabocca and Fairfood, which enables a fully transparent vision of the coffee journey from its harvested plants to the supermarket shelves thanks to blockchain technology.

Conclusion

The research conducted had three major objectives. Firstly, to assess the awareness of coffee consumers living in the French-speaking part of Switzerland regarding the coffee price crisis and its impact. Secondly, to evaluate French-speaking Swiss coffee consumers' view of the main fair-trade labels present in the market in order to assess whether consumers have sufficient trust in them to buy labeled coffee. The final objective was to determine to what extent coffee consumers living in the French-speaking part of Switzerland are ready to change their purchasing behavior towards a more sustainable approach.

The data collected through the online survey provided the following answers to the three objectives. Coffee consumers living in the French-speaking part of Switzerland are predominantly not aware of the coffee price crisis or any difficulties encountered by coffee producers. Coffee consumers have a rather blurry understanding of the certifications present in the French-speaking Swiss coffee market and most of them are in between a somewhat high and a neutral level of trust regarding the coffee certification bodies and their actions, but some survey participants highlighted their concern as to how the extra amount of money paid for fair-trade coffee is redistributed along the coffee value chain. Such an apprehension seems quite legitimate knowing the number of scandals involving companies, not necessarily involved in the coffee industry, in terms of misconduct regarding employees' working conditions and remuneration. From that observation the remaining question was whether coffee consumers living in the French-speaking part of Switzerland are willing to purchase coffee on a more sustainable approach and if yes, to what extent are they ready to adapt their consumption habits. When directly asked the question, most of the survey participants say that they are willing to adapt their purchasing behavior to improve coffee farmers' living conditions. However, when French-speaking Swiss coffee drinkers were initially asked that question under a different more disguised form their response was different.

Indeed, when survey participants were asked to classify certain coffee attributes according to their own preference and perception of importance, harvesting conditions was ranked as not important. Whereas such an observation may seem to contradict some research results stating that Swiss consumers are particularity responsive to ethical matters, it can also be explained by the lack of consumers' awareness regarding difficulties encountered by coffee farmers. Indeed, when the coffee price crisis was explained to the survey respondents, most claimed to be willing to be part of a solution by adapting their coffee purchasing behavior.

It appears that coffee consumers living in the French-speaking part of Switzerland do possess a strong ethical mindset, but for the latter to be stimulated, they need to be regularly reminded of the situation. Therefore, the ultimate recommendation for coffee companies or certification bodies to boost ethical coffee consumption (which is economically beneficial for coffee companies and the whole purpose of label organizations) is that they periodically explain to coffee consumers the positive impact their purchase can have on coffee producers. This can be undertaken, as previously stated, through the implementation of QR codes on coffee packaging directing coffee consumers to documentary videoclips in which coffee farmers explain how the extra income generation has benefited their activity. On the same basis coffee companies could decide to initiate projects similar to the one of the Dutch coffee importing company, Trabocca in conjunction with Fairfood, aiming to enable a fully transparent coffee supply chain, which contrary to some companies' in-house strategies would be less subject to fraud and thus more reliable. The elaboration and implementation of blockchain technology tracking systems will potential disrupt the coffee industry as we know it today and most particularly the work of certification bodies. The latter seem to be already taking actions to remain competitive within the industry. Indeed, Rainforest Alliance and UTZ recent merger supports the previously mentioned demise of certification bodies as intermediaries or certifier of coffee companies' ethical behaviors.

To conclude, French-speaking Swiss coffee consumers do possess the ability and willingness to have an impact on a better revenue distribution benefiting coffee farmers, but their means to do so are still subject to improvement. If the project of integrating blockchain to the coffee supply chain to ensure transparent actions by all its actors is developed on a larger scale, fair-trade coffee consumption could well expand as the non-trusting coffee consumers will have the proof, they need in order to make the leap. The elaboration of such systems could be the key element to ensure fair revenue distribution to coffee farmers.

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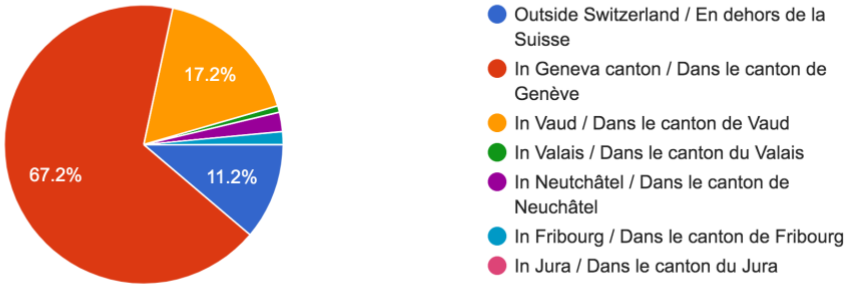
Appendix 1: Survey questions and answers (Google Form)

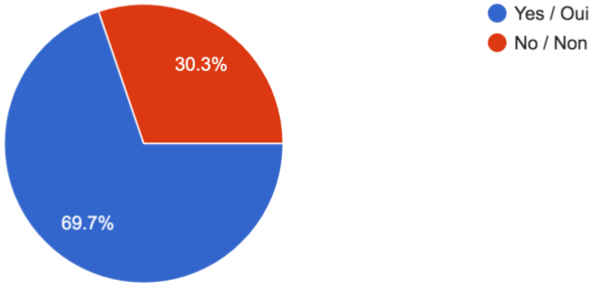
Where do you live? Où habitez-vous?

134 responses

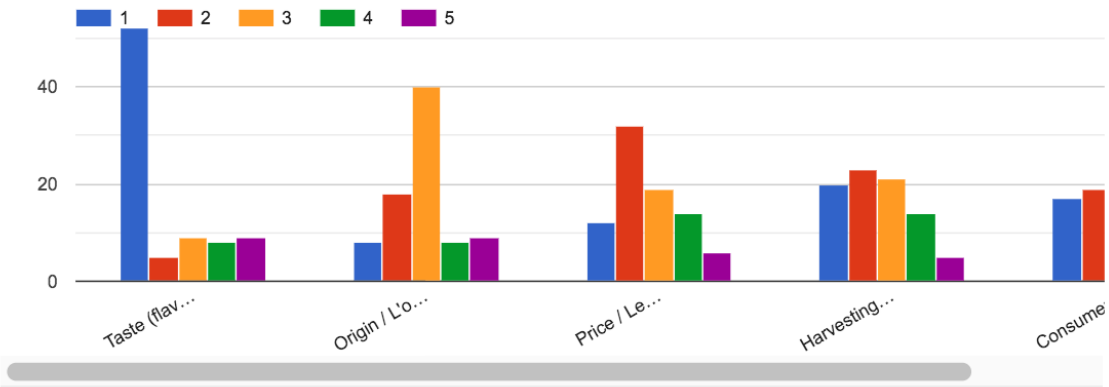


Do you drink or buy coffee ? Buvez-vous ou achetez-vous du café?

119 responses



Please rank in order of importance (according to your preferences) the following coffee attributes (1 being your favorite) / Selon vos préférences personnelles, veuillez classer les éléments suivants caractérisant le café du plus important au moins important (1 étant le plus important)



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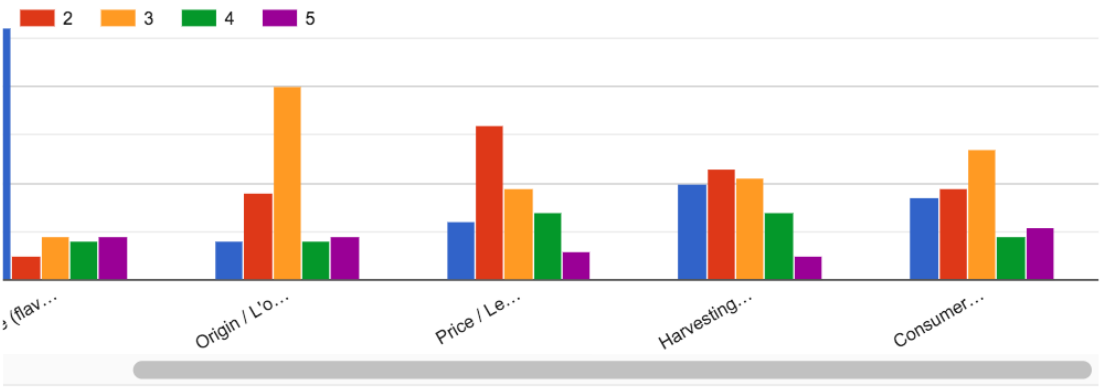
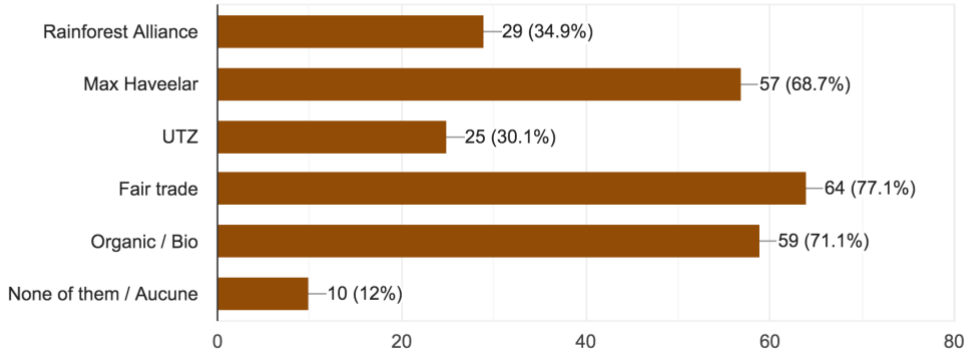


Which of these certifications do you know ?/ Veuillez sélectionner les certifications/labels que vous connaissez

83 responses



Please define your understanding of the certifications you have previously selected / Veuillez indiquer ci-dessous votre définition des certifications/labels que vous avez sélectionné à la question précédente

83 responses

Commerce équitable

.

Ils attestent de certains critères

Proof that the coffee is harvested in a socially and environmentally friendly way.

Label de qualité et d'équité

protect the producer (especially the little ones) and bio confirms the quality of the products without pesticides known

Ces sont des labels qui prouvent les respects des conditions de travail

Bio

NA

Aucune idée, ce ne sont que des noms que j'ai entendu.

Max haveelar - commerce équitable/ bio - agricultur biologique

Respectueuses de l'environnement et des travailleurs

It is about making sure that the coffee used comes from natural and legal sources and still roasted and blended in the most optimal way

Aucune

Certification internationale

Ensemble de règlements visant à assurer la qualité des produits ainsi que les conditions de production de celles-ci.

?

Respect de la nature et des personnes récoltant le café

Écho responsable

Le label signifie que le produit a été contrôlé et validé par ce même label respectant le produit ou bien les employés

Les cultivateurs sont payés un prix acceptables qui leur permet de gagner leur vie décemment.

...

Rainforest: Protection des terres et préservation des biodiversités
Fair trade: égalité dans les commences
Bio: production biologique sans produit chimique

Respect des conditions de travail, travail population locale

-

Les producteurs ne mettent pas de pesticides... que les employés sont bien rémunérés

Je ne sais pas

Un commerce équitable et naturel qui prend en compte le développement durable et la protection des producteurs.

arnaque

RAS

Bio

UTZ (no clue); fair trade (the trading of the raw material was made by taking regulations into account); organic (the product was harvested without pesticides)

Certificat qui assure que les producteurs ne soient pas surexploités

Commerce equitable

Protection environnement et salariés, qualité

Aucune idée

Fair trade, means that the producers get a bigger share than before, and bio that it has no artificial additives

Traçabilité et bonne conditions de travail des travailleurs locaux.

Certifié sans pesticides

It's for fair trade and respecting workers.

Sans pesticides / cafe equitable

Des labels garantissant un revenu plus equitable entre tous les participants, non endommagement de la

Bio, respect des petits producteurs, en lien avec le développement durable

Un certificat / label contient des normes/règle qu'il faut respecter pour pouvoir l'obtenir

Je les connais tous de vue mais pas vraiment en détail sauf le Bio Suisse
I know all of them briefly but not in details except for the Bio of Switzerland which I believe is really reliable, has a strong controlling system and really makes a difference.

Made limiting negative externalities

Max Haveelar: gives farmers their rights, makes production planning for them and gives opportunities for different farms. Fair trade: is where the sector of agriculture is protected by preventing child labor, low wages, abuses etc.....
Bio: is where plants are not forced into one place and no chemicals are used in the process of growing, planted in a normal environment, no chemicals used to prevent rooting etc...

Aucune

Respect

Utz = bon café

Bon pour la santé

Pour le café on s'assure qu'il soit récolté dans de bonnes conditions

ensemble internationalement reconnu de critères économiques, sociaux et environnementaux pour la production responsable de café

No child labor or abuse

Méthodes de production, produits chimiques utilisés ou pas, revenu des producteurs

garantit aux producteurs de meilleures conditions de travail et rémunération, répond à certains critères sociaux, écologiques et économiques.

They provide the opportunity for farmers to be paid a fair wage for their produce. Their aim is also to improve the working conditions in the farms where the plants are grown and harvested.

Ne sait pas exactement.

Bon pour la santé et un certain engagement pour les communautés

CSR programs

The importance of remunerating producers and how coffee is produced.

Fair trade: guaranteeing remuneration for producers

Organic/Bio : production condition using fewer chemicals

It's pretty confusing and unclear in my mind

Max Haveelar : qualité supérieure
Fair trade : qqch d'éthique
Bio : qualité pour la santé

Max Havelaar+Fair trade = prix "justes" pour le producteur, UTZ = on all Migros chocolates (Idk more about it), Organic/Bio = no pesticide & eco-friendly approach

All of them are mostly office businesses validating and certifying businesses with some level of on-field inspections

Bio: progrès pour les consommateurs car moins de chimie
Max Haveelar: respect de l'humain dans la récolte du coton

Difficult to say... Sustainability and equitable commerce

Labels permettants de certifier l'agriculture eco responsable.

Max Haveelar & Fair trade: Commerce équitable
Bio: production sans pesticide.

These are certifications that the producer meet standards and point of controls regarding trade conditions for farmers, labour conditions for workers, ensuring the products are made, imported and exported in a fair, democratical and ethical way. It's also a certification business aimed at making money.

Assure un commerce équitable, protège la biodiversité et respect de tous les acteurs de la chaine logistique du produit

They all include certain environmental and social criteria, but differ and hence are difficult to assess

Conus via la prese et dans Les magasins

Fair trade is a fair label which certificates the fairness of the product. By this, we understand that the product's company respect the environment and doesn't apply children labor in overall, respecting the human rights.

No child labour, fair salary and work conditions for coffee farmers

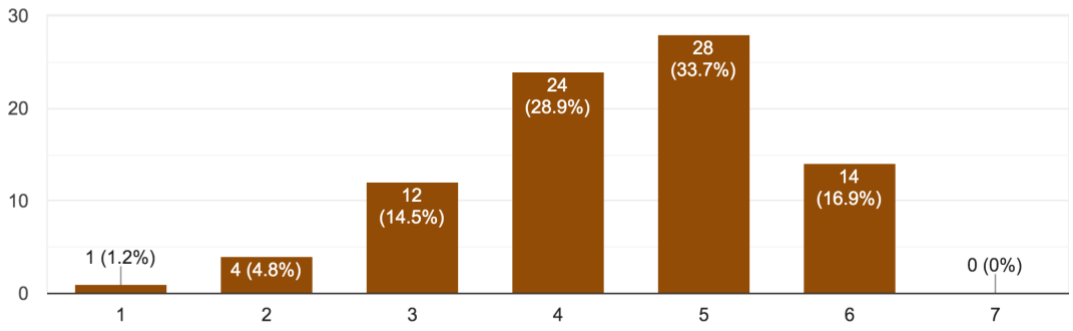
Qualité; Bio; éthique; part des producteurs

Ils doivent apporter la garantie que les travailleurs bénéficient de bonnes conditions salariales/sociales/sanitaires et que la production remplit les critères de développement durable

Respect de l'environnement et de l'humain

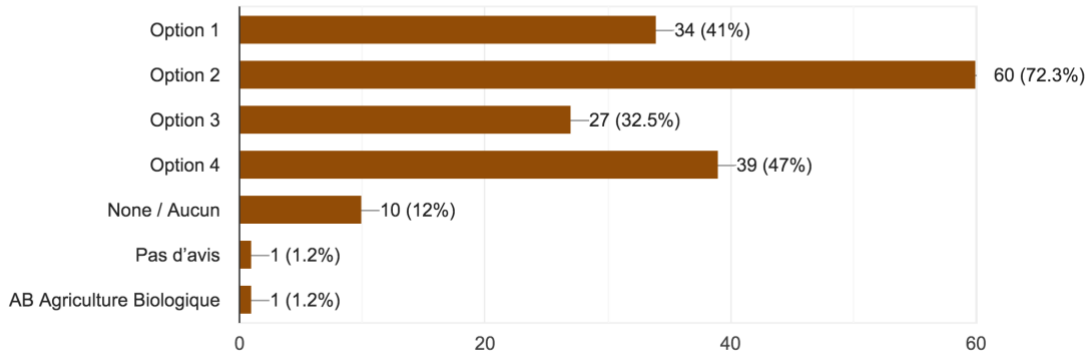
How would you qualify your trust for labels / Comment qualifieriez-vous votre niveau de confiance vis-à-vis des certifications/labels alimentaires?

83 responses



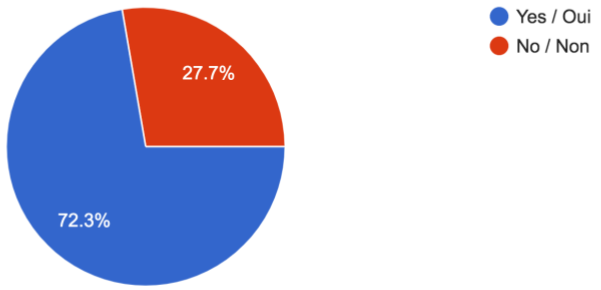
Which of these labels do you want to see on packaging of your coffee ? / Sélectionnez les certifications que vous voudriez voir apparaître sur votre paquet de café

83 responses



Do you think that it is justified to pay a higher price for a fair trade labeled coffee ? Pensez-vous que le fait qu'un café soit certifié "Fairtrade" justifie un prix d'achat plus élevé?

83 responses



Why do you believe a fair trade coffee does justify a higher selling price ? Pourquoi pensez-vous qu'un café certifié justifie un prix d'achat plus élevé?

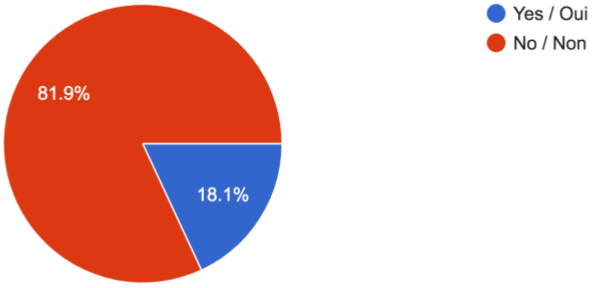
60 responses

Why do you believe a fair trade coffee does not justify a higher selling price ? Pourquoi ne pensez-vous pas qu'un café certifié ne justifie pas un prix d'achat plus élevé?

23 responses

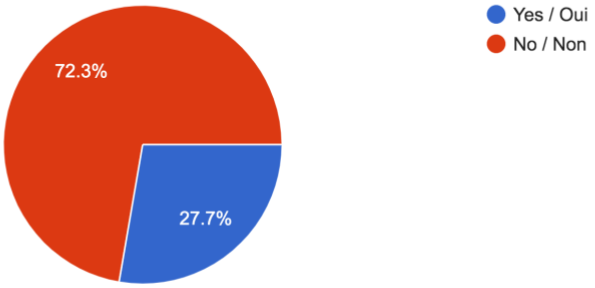
If you discovered that your favorite coffee brand was not respecting human rights, would you continue buying/drinking it? Si vous appreniez que ...e l'Homme, continueriez-vous à l'acheter/le boire?

83 responses

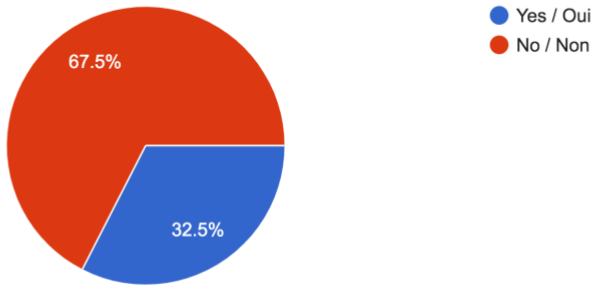


If you discovered that your favorite coffee brand was not respecting the environment, would you continue buying/drinking it? Si vous appreniez que...ronnement, continueriez-vous à l'acheter/le boire?

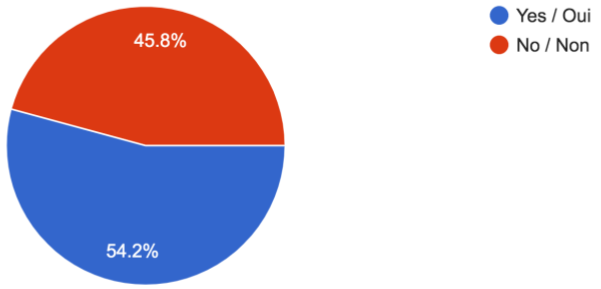
83 responses



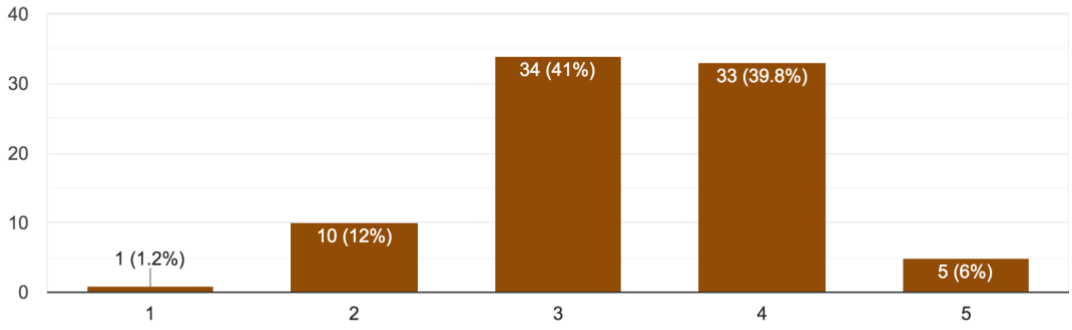
If you discovered that your favorite coffee brand was not trying to be sustainable, would you continue buying/drinking it? Si vous appreniez que l...nt durable, continueriez-vous à l'acheter/le boire?
83 responses



Have you already heard about some companies strategies to promote coffee producers' living condition such as direct sourcing? / Avez-vous dé...me par exemple l'approvisionnement à la source ?
83 responses

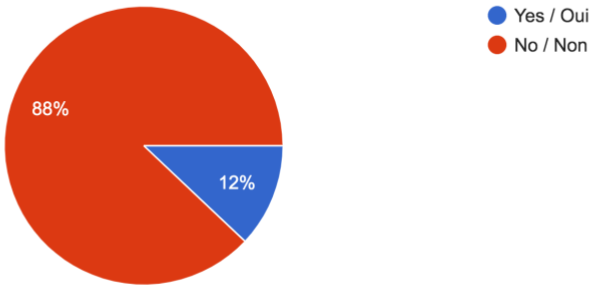


How do you feel about this statement "I am environmentally aware" / Comment vous positionnez-vous par rapport à cette affirmation "J'ai une conscience écologique"
83 responses



Have you heard about the coffee price crisis ? / Avez-vous entendu parler de la "crise des prix du café" ?

83 responses



If you have heard about the coffee price crisis, please describe your understanding of it / Si vous avez entendu parler de la "crise des prix du café", veuillez l'expliquer en quelques mots

10 responses

La crise du prix du café touche surtout l'amerique latine dont la colombie. En une année le marché du café génère environ 200 milliards de dollars, et les producteurs n'en touche que 10%.

Price instability threatening coffee industry

Forte augmentation de la demande en café qui fait augmenter les prix

It's to confront price volatility

Forte demande + spéculation = gros investissements reçus pour augmenter la production couplés à une bonne récolte + stagnation demande = crash

révolute des producteurs sous payé et mal traité

Crise qui affecte l'industrie du café à cause des prix très volatiles qui se retrouve souvent en dessus des couts de productions de l'agriculteur

There is an overproduction and hence prices are going down

Forte augmentation de la demande en café qui fait augmenter les prix

It's to confront price volatility

Forte demande + spéculation = gros investissements reçus pour augmenter la production couplés à une bonne récolte + stagnation demande = crash

révolute des producteurs sous payé et mal traité

Crise qui affecte l'industrie du café à cause des prix très volatiles qui se retrouve souvent en dessus des couts de productions de l'agriculteur

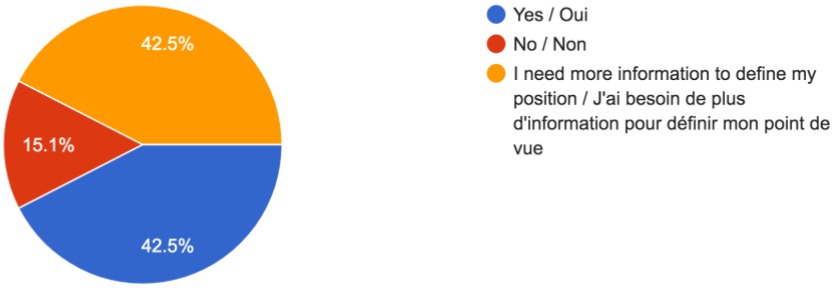
There is an overproduction and hence prices are going down

There is significant decrease in coffee price due to the oversupply and geo -political situation of producing countries.

Fluctuations du prix du café selon offre et demande. Problèmes de fortes baisses du prix du café et en conséquence des revenus des petits producteurs.

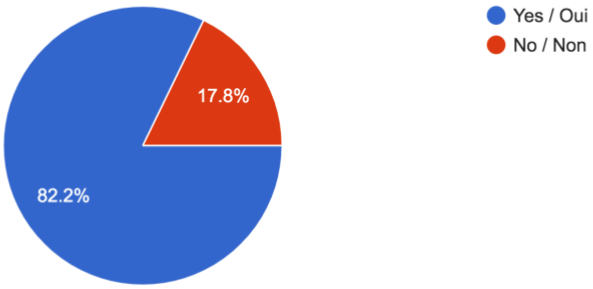
Having further insight on the coffee price crisis, do you feel concerned by this phenomenon? / Ayant désormais plus d'informations sur la "crise...é", vous sentez-vous concerné par ce phénomène ?

73 responses



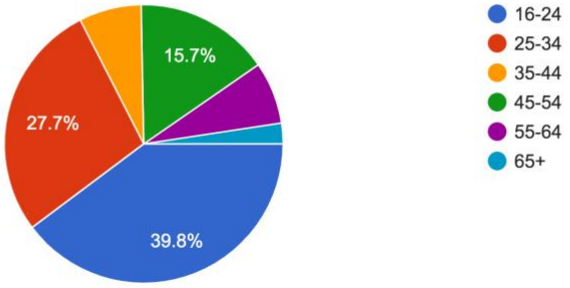
Having further insight on the coffee price crisis, would you adapt your coffee purchasing behavior to benefit coffee farmers? / Ayant désormais plus ...'améliorer les conditions de vie des producteurs ?

73 responses



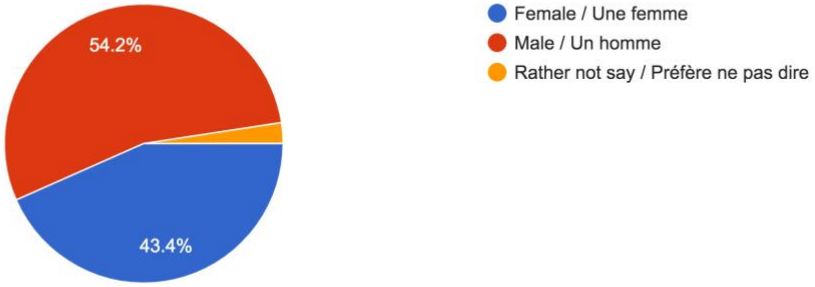
To which age range do you belong? / Dans quelles tranches d'âges vous situez-vous ?

83 responses



What is your gender? Êtes-vous ?

83 responses



Appendix 2: Survey questions and answers (Excel)

Respondent n°	Where do you live?	Respondent n°	Where do you live?	Respondent n°	Where do you live?
1	In Vaud	39	In Vaud	75	In Geneva canton
2	In Geneva canton	40	In Vaud	76	In Vaud
3	In Vaud	41	In Geneva canton	77	In Geneva canton
4	In Geneva canton	42	In Geneva canton	78	In Geneva canton
5	In Geneva canton	43	In Geneva canton	79	In Geneva canton
6	In Neutchâtel	44	In Geneva canton	80	In Geneva canton
7	In Neutchâtel	45	In Geneva canton	81	In Geneva canton
8	Outside Switzerland	46	In Geneva canton	82	In Geneva canton
9	In Geneva canton	47	In Geneva canton	83	In Geneva canton
10	In Geneva canton	48	In Geneva canton	84	In Geneva canton
11	In Geneva canton	49	In Geneva canton	85	In Geneva canton
12	In Geneva canton	50	In Geneva canton	86	In Geneva canton
13	In Geneva canton	51	In Geneva canton	87	In Geneva canton
14	In Geneva canton	52	In Geneva canton	88	In Geneva canton
15	Outside Switzerland	53	In Geneva canton	89	In Geneva canton
16	Outside Switzerland	54	In Geneva canton	90	In Geneva canton
17	In Geneva canton	55	In Geneva canton	91	In Geneva canton
18	In Vaud	56	In Geneva canton	92	Outside Switzerland
19	In Geneva canton	57	In Geneva canton	93	Outside Switzerland
20	In Geneva canton	58	In Vaud	94	In Geneva canton
21	In Geneva canton	59	In Geneva canton	95	In Geneva canton
22	In Geneva canton	60	In Geneva canton	96	In Geneva canton
23	In Geneva canton	61	In Geneva canton	97	In Geneva canton

24	In Geneva canton	62	In Valais	98	In Geneva canton
25	In Geneva canton	63	In Geneva canton	99	In Fribourg
26	In Geneva canton	64	In Geneva canton	100	In Geneva canton
27	In Geneva canton	65	In Geneva canton	101	In Vaud
28	In Vaud	66	In Fribourg	102	In Geneva canton
29	In Geneva canton	67	In Geneva canton	103	In Geneva canton
30	In Geneva canton	68	Outside Switzerland	104	In Geneva canton
31	Outside Switzerland	69	In Geneva canton	105	In Geneva canton
32	In Geneva canton	70	In Geneva canton	106	In Vaud
33	In Geneva canton	71	In Geneva canton	107	In Vaud
34	In Geneva canton	72	In Geneva canton	108	In Geneva canton
35	In Vaud	73	In Vaud	109	Outside Switzerland
36	In Geneva canton	74	In Geneva canton	110	In Vaud

Respondent n°	Where do you live?
111	In Geneva canton
112	In Geneva canton
113	Outside Switzerland
114	In Geneva canton
115	Outside Switzerland
116	In Vaud
117	Outside Switzerland
118	Outside Switzerland
119	In Vaud
120	In Geneva canton
121	In Vaud
122	In Geneva canton
123	Outside Switzerland
124	In Vaud
125	Outside Switzerland
126	In Vaud
127	In Geneva canton
128	In Geneva canton
129	Outside Switzerland
130	In Vaud
131	In Geneva canton
132	In Vaud
133	In Vaud
134	In Neutchâtel

Respondent n°	Do you drink or buy coffee?	Respondent n°	Do you drink or buy coffee?	Respondent n°	Do you drink or buy coffee?
1	Yes	51	No	100	Yes
2	No	52	No	101	Yes
3	Yes	53	Yes	102	Yes
4	Yes	54	Yes	103	Yes
5	Yes	55	Yes	104	Yes
6	Yes	56	No	105	Yes
7	No	57	No	106	Yes
9	Yes	58	Yes	107	Yes
10	Yes	59	Yes	108	Yes
11	No	60	Yes	110	Yes
12	No	61	Yes	111	Yes
13	No	62	Yes	112	Yes
14	No	63	Yes	114	No
17	Yes	64	Yes	116	No
18	Yes	65	Yes	119	Yes
19	No	66	Yes	120	Yes
20	No	67	Yes	121	Yes
21	Yes	69	Yes	122	Yes
22	Yes	70	Yes	124	No
23	Yes	71	Yes	126	Yes
24	Yes	72	Yes	127	Yes
25	No	73	Yes	128	Yes
26	Yes	74	Yes	130	Yes
27	Yes	75	Yes	131	No
28	Yes	76	Yes	132	Yes
29	No	77	No	133	No
30	Yes	78	No	134	Yes
32	Yes	79	No		
33	Yes	80	No		
34	Yes	81	No		
35	Yes	82	Yes		
36	Yes	83	Yes		
37	Yes	84	Yes		
38	Yes	85	Yes		
39	No	86	Yes		
40	Yes	87	No		
41	No	88	Yes		
42	No	89	No		
43	No	90	No		
44	No	91	Yes		
45	No	94	No		
46	Yes	95	Yes		
47	No	96	Yes		
48	Yes	97	Yes		
49	No	98	Yes		
50	Yes	99	Yes		

Respondent n°	Please rank in order of importance (according to your preferences) the following coffee attributes (1 being your favorite)				
1	4	2	4	3	1
3	1	3	4	1	3
4	1	3	4	2	5
5	5	3	4	2	2
6	1	3	2	2	2
9	1	2	3	3	3
10	1	3	2	4	5
17	1	3	2	3	3
18	1	5	3	2	5
21	5	5	5	5	4
22	1	1	3	1	1
23	5	4	5	4	1
24	3	1	2	2	3
26	2	3	1	3	1
27	1	2	2	2	3
28	3	3	3	4	4
30	4	5	3	5	4
32	4	3	2	4	2
33	3	1	1	3	1
34	5	5	4	4	3
35	1	3	1	1	2
36	1	3	1	1	3
37	1	3	2	2	2
38	1	2	1	1	3
40	3	1	3	3	1
46	1	3	2	2	3
48	1	3	2	1	2
50	5	3	4	3	3
53	1	2	3	1	3
54	4	2	5	4	1
55	3	3	2	3	2
58	1	5	2	4	3
59	1	4	2	5	3
60	1	2	1	1	2
61	3	2	3	2	1
62	1	2	2	1	1
63	1	3	2	3	3
64	1	3	2	4	5
65	1	3	2	2	2
66	1	3	2	3	2
67	1	3	1	2	1
69	3	2	3	2	1
70	2	4	3	4	5

71	1	3	3	1	3
72	5	3	3	4	3
73	2	4	4	3	5
74	1	2	3	5	4
75	1	4	2	1	4
76	1	2	2	2	3
82	1	1	1	3	1
83	3	1	2	1	1
84	4	2	3	1	2
85	1	5	4	3	2
86	1	1	2	2	2
88	2	4	1	3	5
91	1	2	3	1	2
95	1	5	2	4	3
96	4	1	4	3	1
97	1	3	2	2	3
98	4	3	5	3	3
99	1	2	2	1	3
100	1	5	3	2	4
101	1	3	2	3	3
102	1	5	3	2	4
103	3	4	1	3	3
104	1	3	4	2	5
105	1	3	4	2	5
106	4	3	4	4	3
107	1	3	5	2	4
108	5	3	5	4	1
110	1	3	1	5	5
111	5	3	2	4	1
112	1	3	2	3	3
119	1	3	4	2	5
120	1	3	2	1	3
121	5	4	4	3	2
122	1	2	1	1	2
126	1	3	3	1	2
127	1	3	2	1	4
128	1	3	2	1	2
130	1	3	2	3	2
132	1	2	2	2	3
134	2	2	3	2	1

Respondent n°	Which of these certifications do you know ?
1	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
3	Max Haveelar, Fair trade, Organic / Bio
4	Max Haveelar, UTZ, Fair trade, Organic / Bio
5	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
6	Max Haveelar, UTZ, Fair trade, Organic / Bio
9	None of them / Aucune
10	Max Haveelar, Organic / Bio
17	Max Haveelar, Organic / Bio
18	Max Haveelar, Fair trade, Organic / Bio
21	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
22	None of them / Aucune
23	Max Haveelar, Fair trade, Organic / Bio
24	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
26	Max Haveelar, UTZ, Fair trade
27	None of them / Aucune
28	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
30	None of them / Aucune
32	Max Haveelar, Organic / Bio
33	Max Haveelar, UTZ, Fair trade, Organic / Bio
34	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
35	Max Haveelar
36	Max Haveelar, UTZ, Fair trade, Organic / Bio
37	Rainforest Alliance, Fair trade, Organic / Bio
38	Rainforest Alliance, Max Haveelar, Fair trade
40	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
46	Max Haveelar, Fair trade, Organic / Bio
48	None of them / Aucune
50	Fair trade, Organic / Bio
53	Max Haveelar, Fair trade
54	None of them / Aucune
55	Max Haveelar, Fair trade
58	UTZ, Fair trade, Organic / Bio
59	Max Haveelar, Fair trade
60	Max Haveelar, Fair trade, Organic / Bio
61	Max Haveelar, Fair trade, Organic / Bio
62	Max Haveelar, Fair trade, Organic / Bio
63	None of them / Aucune
64	Fair trade, Organic / Bio
65	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
66	Organic / Bio
67	Max Haveelar, UTZ, Fair trade, Organic / Bio
69	Fair trade, Organic / Bio

70	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
71	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
72	Max Haveelar, UTZ, Fair trade, Organic / Bio
73	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
74	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
75	Max Haveelar, Fair trade, Organic / Bio
76	Max Haveelar, Fair trade, Organic / Bio
82	None of them / Aucune
83	Max Haveelar, Organic / Bio
84	None of them / Aucune
85	UTZ, Organic / Bio
86	None of them / Aucune
88	UTZ, Fair trade, Organic / Bio
91	UTZ, Fair trade, Organic / Bio
95	Fair trade
96	Rainforest Alliance, UTZ, Fair trade, Organic / Bio
97	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
98	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
99	Rainforest Alliance, Max Haveelar
100	Rainforest Alliance, Max Haveelar, Fair trade
101	Max Haveelar, Fair trade, Organic / Bio
102	Rainforest Alliance, Max Haveelar, Fair trade
103	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
104	Fair trade, Organic / Bio
105	Fair trade, Organic / Bio
106	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
107	Max Haveelar, Fair trade, Organic / Bio
108	Max Haveelar, UTZ, Fair trade, Organic / Bio
110	Max Haveelar, Organic / Bio
111	Rainforest Alliance, Max Haveelar, Fair trade, Organic / Bio
112	UTZ, Fair trade, Organic / Bio
119	Max Haveelar, Fair trade, Organic / Bio
120	Max Haveelar, Fair trade, Organic / Bio
121	Rainforest Alliance, Max Haveelar, Fair trade
122	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
126	Rainforest Alliance, Max Haveelar, Fair trade
127	Fair trade, Organic / Bio
128	Rainforest Alliance, Fair trade, Organic / Bio
130	Rainforest Alliance, Max Haveelar, Fair trade
132	Rainforest Alliance, Max Haveelar, UTZ, Fair trade, Organic / Bio
134	Max Haveelar, Fair trade

Respondent n°	Please define your understanding of the certifications you have previously selected
1	Proof that the coffee is harvested in a socially and environmentally friendly way.
3	Label de qualité et d'équité
4	protect the producer (especially the little ones) and bio confirms the quality of the products without pesticides known
5	Ces sont des labels qui prouvent les respects des conditions de travail
6	Bio
9	NA
10	Aucune idée, ce ne sont que des noms que j'ai entendu.
17	Max haveelar - commerce équitable/ bio - agricultur biologique
18	Respectueuses de l'environnement et des travailleurs
21	It is about making sure that the coffee used comes from natural and legal sources and still roasted and blended in the most optimal way
22	Aucune
23	Certification internationale
24	Ensemble de règlements visant à assurer la qualité des produits ainsi que les conditions de production de celles-ci.
26	Commerce équitable
27	?
28	Respect de la nature et des personnes récoltant le café
30	.
32	Écho responsable
33	Le label signifie que le produit a été contrôlé et validé par ce même label respectant le produit ou bien les employés
34	.
35	Les cultivateurs sont payés un prix acceptables qui leur permet de gagner leur vie décemment.
36	...
37	Rainforest: Protection des terres et préservation des biodiversités Fair trade: égalité dans les commences Bio: production biologique sans produit chimique
38	Respect des conditions de travail, travail population locale
40	-
46	Les producteurs ne mettent pas de pesticides... que les employés sont bien rémunérés
48	Je ne sais pas
50	Un commerce équitable et naturel qui prend en compte le développement durable et la protection des producteurs.

53	arnaque
54	RAS
55	Bio
58	UTZ (no clue); fair trade (the trading of the raw material was made by taking regulations into account); organic (the product was harvested without pesticides)
59	Certificat qui assure que les producteurs ne soient pas surexploités
60	Commerce équitable
61	Commerce equitable
62	Protection environnement et salariés, qualité
63	Aucune idée
64	Fair trade, means that the producers get a bigger share than before, and bio that it has no artificial additives
65	Traçabilité et bonne conditions de travail des travailleurs locaux.
66	Certifié sans pesticides
67	It's for fair trade and respecting workers.
69	Sans pesticides / cafe equitable
70	Des labels garantissant un revenu plus equitable entre tous les participants, non endommagement de la nature pour la production, non utilisation de pecticides nocifs a la terre/gens
71	Bio, respect des petits producteurs, en lien avec le développement durable
72	Un certificat / label contient des normes/règle qu'il faut respecter pour pouvoir l'obtenir
73	Je les connais tous de vue mais pas vraiment en détail sauf le Bio Suisse I know all of them briefly but not in details except for the Bio of Switzerland which I believe is really reliable, has a strong controlling system and really makes a difference.
74	Made limiting negative externalities
75	Max Haveelar: gives farmers their rights, makes production planning for them and gives opportunities for different farms. Fair trade: is where the sector of agriculture is protected by preventing child labor, low wages, abuses etc..... Bio: is where plants are not forced into one place and no chemicals are used in the process of growing, planted in a normal environment, no chemicals used to prevent rooting etc...
76	Commerce équitable
82	Aucune
83	Respect
84	.
85	Utz = bon café
86	Bon pour la santé

88	Pour le café on s'assure qu'il soit récolté dans de bonnes conditions
91	ensemble internationalement reconnu de critères économiques, sociaux et environnementaux pour la production responsable de café
95	No child labor or abuse
96	Méthodes de production, produits chimiques utilisés ou pas, revenu des producteurs
97	garantit aux producteurs de meilleures conditions de travail et rémunération, répond à certains critères sociaux, écologiques et économiques.
98	They provide the opportunity for farmers to be paid a fair wage for their produce. Their aim is also to improve the working conditions in the farms where the plants are grown and harvested.
99	Ne sait pas exactement.
100	Ils attestent de certains critères
101	Bon pour la santé et un certain engagement pour les communautés
102	Ils attestent de certains critères
103	CSR programs
104	The importance of remunerating producers and how coffee is produced.
105	Fair trade: guaranteeing remuneration for producers Organic/Bio : production condition using fewer chemicals
106	It's pretty confusing and unclear in my mind
107	Max Haveelar : qualité supérieure Fair trade : qqch d'éthique Bio : qualité pour la santé
108	Max Havelaar+Fair trade = prix "justes" pour le producteur, UTZ = on all Migros chocolates (Idk more about it), Organic/Bio = no pesticide & eco-friendly approach All of them are mostly office businesses validating and certifying businesses with some level of on-field inspections
110	Bio: progrès pour les consommateurs car moins de chimie Max Haveelar: respect de l'humain dans la récolte du coton
111	Difficult to say... Sustainability and equitable commerce
112	Labels permettants de certifier l'agriculture eco responsable.
119	Max Haveelar & Fair trade: Commerce équitable Bio: production sans pesticide.
120	These are certifications that the producer meet standards and point of controls regarding

	trade conditions for farmers, labour conditions for workers, ensuring the products are made, imported and exported in a fair, democratical and ethical way. It's also a certification business aimed at making money.
121	Assure un commerce équitable, protège la biodiversité et respect de tous les acteurs de la chaine logistique du produit
122	They all include certain environmental and social criteria, but differ and hence are difficult to assess
126	Conus via la prese et dans Les magasins
127	Fair trade is a fair label which certificates the fairness of the product. By this, we understand that the product's company respect the environment and doesn't apply children labor in overall, respecting the human rights.
128	No child labour, fair salary and work conditions for coffee farmers
130	Qualité; Bio; éthique; part des producteurs
132	Ils doivent apporter la garantie que les travailleurs bénéficient de bonnes conditions salariales/sociales/sanitaires et que la production remplit les critères de développement durable
134	Respect de l'environnement et de l'humain

Respondent n°	How would you qualify your trust for labels	Respondent n°	How would you qualify your trust for labels
1	5	75	4
3	5	76	4
4	3	82	4
5	3	83	4
6	6	84	4
9	3	85	3
10	5	86	4
17	4	88	4
18	6	91	5
21	5	95	6
22	6	96	4
23	4	97	3
24	5	98	5
26	3	99	1
27	4	100	6
28	5	101	3
30	5	102	6
32	4	103	5
33	5	104	4
34	5	105	6
35	5	106	3

36	4	107	4
37	5	108	5
38	5	110	4
40	5	111	5
46	2	112	3
48	4	119	6
50	5	120	4
53	5	121	4
54	5	122	5
55	4	126	6
58	3	127	5
59	6	128	6
60	5	130	4
61	2	132	5
62	4	134	4
63	3		
64	3		
65	5		
66	2		
67	4		
69	5		
70	5		
71	6		
72	2		
73	6		
74	6		

Respondent n°	Which of these labels do you want to see on packaging of your coffee ?
1	Option 1, Option 2, Option 3, Option 4
3	Option 2, Option 4
4	Option 2, Option 4
5	Option 1
6	Option 2, Option 3
9	None / Aucun
10	None / Aucun
17	None / Aucun
18	Option 2, Option 4
21	Option 1, Option 2, Option 3, Option 4
22	Option 1, Option 2, Option 4
23	Option 2, Option 4
24	Option 2
26	Option 2, Option 3
27	Pas d'avis
28	Option 1, Option 3
30	None / Aucun
32	Option 1, Option 2, Option 3, Option 4

33	Option 2
34	Option 1, Option 2, Option 3, Option 4
35	Option 1, Option 2
36	Option 2
37	Option 1, Option 2, Option 3, Option 4
38	Option 1, Option 2
40	Option 2, Option 4
46	Option 1, Option 2
48	None / Aucun
50	Option 2, Option 3
53	None / Aucun
54	Option 2, Option 4
55	Option 1, Option 2
58	Option 1, Option 2, Option 3, Option 4
59	Option 1
60	Option 4
61	None / Aucun
62	Option 2, Option 4
63	Option 3, Option 4
64	Option 1, Option 2, Option 3, Option 4
65	Option 1, Option 2, Option 4
66	Option 2, Option 4
67	Option 1, Option 2, Option 3
69	Option 2, Option 4
70	Option 2
71	Option 2, Option 4
72	Option 3
73	Option 1, Option 2, Option 3, Option 4
74	Option 1, Option 2, Option 3, Option 4
75	Option 4
76	Option 2
82	Option 3
83	None / Aucun
84	Option 2, Option 4
85	Option 4
86	Option 4
88	Option 1, Option 2, Option 3
91	Option 1, Option 2, Option 3, Option 4
95	Option 1, Option 2, Option 3, Option 4
96	Option 1, Option 3
97	None / Aucun
98	Option 1, Option 2, Option 3
99	Option 1
100	Option 2

101	Option 2, None / Aucun
102	Option 2
103	Option 1, Option 3
104	Option 2, Option 4
105	Option 2, Option 4
106	Option 1, Option 2, Option 3, Option 4
107	Option 2, Option 4
108	Option 2, Option 3, Option 4
110	Option 2, Option 4
111	Option 1, Option 2
112	Option 1, Option 2, Option 3, Option 4
119	Option 2
120	Option 2, Option 4
121	Option 1, Option 2, AB Agriculture Biologique
122	Option 2
126	Option 1, Option 2, Option 4
127	Option 2
128	Option 1, Option 2, Option 3
130	Option 2, Option 4
132	Option 1, Option 2
134	Option 1, Option 2

Respondent n°	Do you think that it is justified to pay a higher price for a fair trade labeled coffee ?	Respondent n°	Do you think that it is justified to pay a higher price for a fair trade labeled coffee ?	Resondent n°	Do you think that it is justified to pay a higher price for a fair trade labeled coffee ?
1	Yes	67	No	130	Yes
3	Yes	69	Yes	132	Yes
4	Yes	70	Yes	134	Yes
5	No	71	Yes		
6	No	72	Yes		
9	Yes	73	Yes		
10	No	74	Yes		
17	No	75	Yes		
18	Yes	76	Yes		
21	No	82	No		
22	Yes	83	Yes		
23	Yes	84	No		
24	Yes	85	No		
26	No	86	No		
27	No	88	No		
28	Yes	91	Yes		
30	Yes	95	Yes		
32	Yes	96	No		
33	Yes	97	No		
34	Yes	98	Yes		
35	Yes	99	Yes		
36	No	100	Yes		
37	Yes	101	Yes		
38	Yes	102	Yes		
40	No	103	No		
46	Yes	104	Yes		
48	No	105	Yes		
50	Yes	106	Yes		
53	Yes	107	Yes		
54	Yes	108	Yes		
55	Yes	110	Yes		
58	Yes	111	Yes		
59	Yes	112	No		
60	Yes	119	Yes		
61	No	120	Yes		
62	Yes	121	Yes		
63	No	122	Yes		
64	Yes	126	Yes		
65	Yes	127	No		
66	Yes	128	Yes		

Respondent n°	Why do you believe a fair trade coffee does justify a higher selling price ?
1	Because it is part of consumers' responsibilities to purchase sustainable products
3	Because the extra paid price helps farmers
4	Because the extra paid price helps farmers
9	Because the extra paid price helps farmers
18	Because it is part of consumers' responsibilities to purchase sustainable products
22	Because it is part of consumers' responsibilities to purchase sustainable products
23	Because it tastes better
24	Because it is part of consumers' responsibilities to purchase sustainable products
28	Because it is an efficient way to have a positive impact
30	Because it is part of consumers' responsibilities to purchase sustainable products
32	Because it is part of consumers' responsibilities to purchase sustainable products
33	Because the extra paid price helps farmers
34	Because the extra paid price helps farmers
35	Because the extra paid price helps farmers
37	Because it is part of consumers' responsibilities to purchase sustainable products
38	Because it is an easy way to have a positive impact
46	Because the extra paid price helps farmers
50	Because it is part of consumers' responsibilities to purchase sustainable products
53	Because the extra paid price helps farmers
54	Because it is an efficient way to have a positive impact
55	Because it is part of consumers' responsibilities to purchase sustainable products
58	Because it is an efficient way to have a positive impact
59	Because the extra paid price helps farmers
60	Because it is an efficient way to have a positive impact
62	Because it is part of consumers' responsibilities to purchase sustainable products
64	Because the extra paid price helps farmers
65	Because it is part of consumers' responsibilities to purchase sustainable products
66	Because it is part of consumers' responsibilities to purchase sustainable products
69	Because the extra paid price helps farmers
70	Because the extra paid price helps farmers
71	Because it is part of consumers' responsibilities to purchase sustainable products
72	Because the extra paid price helps farmers
73	Because it is an efficient way to have a positive impact
74	Because it is an easy way to have a positive impact
75	Because it is part of consumers' responsibilities to purchase sustainable products
76	Because it is an efficient way to have a positive impact

83	Because it is part of consumers' responsibilities to purchase sustainable products
91	Because the extra paid price helps farmers
95	Because the extra paid price helps farmers
98	Because the extra paid price helps farmers
99	Because it is part of consumers' responsibilities to purchase sustainable products
100	Because the extra paid price helps farmers
101	Because it is an easy way to have a positive impact
102	Because the extra paid price helps farmers
104	Because the extra paid price helps farmers
105	Because the extra paid price helps farmers
106	Because the extra paid price helps farmers
107	Because the extra paid price helps farmers
108	Because the extra paid price helps farmers
110	Because it is an efficient way to have a positive impact
111	Because the extra paid price helps farmers

Respondent n°	Why do you believe a fair trade coffee does not justify a higher selling price ?
5	The money will only go to companies and not farmers
6	My favorite brand does not do fair trade
10	Lack of interest regarding fair trade products
17	Not willing to pay higher priced coffee
21	Not willing to pay higher priced coffee
26	The money will only go to companies and not farmers
27	Not willing to pay higher priced coffee
36	Not willing to pay higher priced coffee
40	The money will only go to companies and not farmers
48	The money will only go to companies and not farmers
61	The money will only go to companies and not farmers
63	Not willing to pay higher priced coffee
67	The money will only go to companies and not farmers
82	My favorite brand does not do fair trade
83	
84	Lack of interest regarding fair trade products
85	The money will only go to companies and not farmers
86	Not willing to pay higher priced coffee
88	Ça devrait être la norme de récolter du café dans de bonnes conditions et en respectant la planète ! C'est quand même dingue de devoir mettre un label sur quelque chose qui devrait juste être « normal » ! Je veux payer un prix équitable pour le café mais pas plus cher qu'un autre café sans labels
96	The money will only go to companies and not farmers
97	The money will only go to companies and not farmers
103	The money will only go to companies and not farmers
112	The money will only go to companies and not farmers
127	The money will only go to companies and not farmers

Respondent n°	If you discovered that your favorite coffee brand was not respecting human rights, would you continue buying/drinking it?	Respondent n°	If you discovered that your favorite coffee brand was not respecting human rights, would you continue buying/drinking it?	Respondent n°	If you discovered that your favorite coffee brand was not respecting human rights, would you continue buying/drinking it?
1	No	69	No	134	No
3	No	70	No		
4	Yes	71	No		
5	Yes	72	No		
6	Yes	73	Yes		
9	Yes	74	No		
10	No	75	No		
17	Yes	76	Yes		
18	No	82	Yes		
21	No	83	No		
22	No	84	No		
23	No	85	No		
24	No	86	No		
26	No	88	No		
27	No	91	No		
28	No	95	Yes		
30	No	96	No		
32	No	97	No		
33	No	98	No		
34	No	99	No		
35	No	100	No		
36	No	101	No		
37	Yes	102	No		
38	No	103	No		
40	No	104	No		
46	No	105	No		
48	No	106	No		
50	No	107	No		
53	No	108	Yes		
54	No	110	No		
55	Yes	111	No		
58	No	112	No		
59	Yes	119	No		
60	No	120	No		
61	No	121	No		
62	No	122	No		
63	Yes	126	No		
64	Yes	127	No		
65	No	128	No		
66	No	130	No		
67	No	132	No		

Respondent n°	If you discovered that your favorite coffee brand was not respecting the environment, would you continue buying/drinking it?	Respondent n°	If you discovered that your favorite coffee brand was not respecting the environment, would you continue buying/drinking it?	Respondent n°	If you discovered that your favorite coffee brand was not respecting the environment, would you continue buying/drinking it?
1	No	61	No	107	No
3	No	62	No	108	Yes
4	Yes	63	No	110	Yes
5	Yes	64	Yes	111	No
6	No	65	Yes	112	No
9	Yes	66	Yes	119	No
10	Yes	67	No	120	Yes
17	Yes	69	No	121	No
18	No	70	No	122	No
21	No	71	No	126	No
22	No	72	No	127	Yes
23	No	73	Yes	128	No
24	No	74	No	130	No
26	No	75	Yes	132	No
27	No	76	No	134	No
28	No	82	Yes		
30	No	83	Yes		
32	No	84	No		
33	Yes	85	No		
34	No	86	No		
35	No	88	Yes		
36	No	91	No		
37	Yes	95	Yes		
38	No	96	No		
40	No	97	No		
46	No	98	No		
48	No	99	No		
50	No	100	No		
53	No	101	No		
54	No	102	No		
55	No	103	Yes		
58	No	104	No		
59	Yes	105	Yes		
60	No	106	No		

Respondent n°	If you discovered that your favorite coffee brand was not trying to be sustainable, would you continue buying/drinking it?	Respondent n°	If you discovered that your favorite coffee brand was not trying to be sustainable, would you continue buying/drinking it?
1	No	66	Yes
3	No	67	No
4	Yes	69	No
5	Yes	70	No
6	No	71	No
9	Yes	72	No
10	Yes	73	Yes
17	Yes	74	Yes
18	No	75	No
21	No	76	No
22	No	82	Yes
23	No	83	Yes
24	No	84	Yes
26	No	85	No
27	No	86	No
28	No	88	No
30	No	91	No
32	No	95	Yes
33	No	96	No
34	No	97	No
35	No	98	Yes
36	No	99	No
37	Yes	100	No
38	No	101	No
40	No	102	No
46	No	103	Yes
48	No	104	Yes
50	No	105	Yes
53	No	106	Yes
54	No	107	No
55	Yes	108	Yes
58	Yes	110	No
59	Yes	111	No
60	No	112	No
61	No	119	No
62	No	120	Yes
63	Yes	121	No
64	Yes	122	No
65	No	126	No

Respondent n°	If you discovered that your favorite coffee brand was not trying to be sustainable, would you continue buying/drinking it?
127	Yes
128	No
130	Yes
132	No
134	No

Respondent n°	Have you already heard about some companies strategies to promote coffee producers' living condition such as direct sourcing?	Respondent n°	Have you already heard about some companies strategies to promote coffee producers' living condition such as direct sourcing?
1	No	53	Yes
3	No	54	No
4	Yes	55	No
5	Yes	58	No
6	No	59	No
9	No	60	No
10	No	61	No
17	Yes	62	Yes
18	Yes	63	No
21	Yes	64	No
22	Yes	65	Yes
23	No	66	No
24	Yes	67	Yes
26	Yes	69	Yes
27	No	70	Yes
28	Yes	71	Yes
30	Yes	72	No
32	No	73	No
33	Yes	74	Yes
34	Yes	75	No
35	No	76	Yes
36	No	82	No
37	Yes	83	No
38	No	84	No
40	No	85	Yes
46	Yes	86	No
48	No	88	No
50	No	91	Yes

Respondent n°	Have you already heard about some companies strategies to promote coffee producers' living condition such as direct sourcing?
95	Yes
96	No
97	Yes
98	Yes
99	No
100	Yes
101	Yes
102	Yes
103	Yes
104	Yes
105	No
106	Yes
107	No
108	Yes
110	Yes
111	Yes
112	Yes
119	Yes
120	No
121	Yes
122	Yes
126	Yes
127	No
128	No
130	Yes
132	Yes
134	Yes

Respondent n°	How do you feel about this statement "I am environmentally aware"?	Respondent n°	How do you feel about this statement "I am environmentally aware"?
1	4	70	4
3	4	71	5
4	3	72	4
5	3	73	3
6	4	74	4
9	2	75	4
10	3	76	4
17	1	82	3
18	5	83	2
21	3	84	3
22	3	85	3
23	3	86	3
24	3	88	3
26	3	91	3
27	4	95	3
28	4	96	3
30	4	97	3
32	3	98	3
33	3	99	3
34	4	100	2
35	4	101	4
36	3	102	2
37	4	103	4
38	4	104	3
40	3	105	3
46	3	106	4
48	4	107	4
50	3	108	4
53	3	110	5
54	4	111	4
55	3	112	4
58	2	119	4
59	2	120	3
60	3	121	4
61	2	122	5
62	4	126	3
63	2	127	4
64	3	128	5
65	4	130	4
66	2	132	4
67	4	134	2
69	4		

Respondent n°	Have you heard about the coffee price crisis ?	Respondent n°	Have you heard about the coffee price crisis ?
1	No / Non	71	No / Non
3	No / Non	72	No / Non
4	No / Non	73	No / Non
5	No / Non	74	No / Non
6	No / Non	75	No / Non
9	No / Non	76	No / Non
10	No / Non	82	No / Non
17	No / Non	83	No / Non
18	No / Non	84	No / Non
21	No / Non	85	No / Non
22	No / Non	86	No / Non
23	No / Non	88	No / Non
24	No / Non	91	No / Non
26	No / Non	95	No / Non
27	No / Non	96	No / Non
28	No / Non	97	No / Non
30	Yes / Oui	98	No / Non
32	No / Non	99	No / Non
33	No / Non	100	No / Non
34	Yes / Oui	101	No / Non
35	Yes / Oui	102	No / Non
36	No / Non	103	No / Non
37	No / Non	104	No / Non
38	No / Non	105	No / Non
40	No / Non	106	No / Non
46	No / Non	107	No / Non
48	No / Non	108	Yes / Oui
50	No / Non	110	Yes / Oui
53	No / Non	111	No / Non
54	No / Non	112	No / Non
55	No / Non	119	No / Non
58	No / Non	120	No / Non
59	No / Non	121	Yes / Oui
60	No / Non	122	Yes / Oui
61	No / Non	126	No / Non
62	No / Non	127	No / Non
63	No / Non	128	Yes / Oui
64	No / Non	130	Yes / Oui
65	No / Non	132	No / Non
66	No / Non	134	No / Non
67	Yes / Oui		
69	No / Non		
70	No / Non		

Respondent n°	If you have heard about the coffee price crisis, please describe your understanding of it
30	La crise du prix du café touche surtout l'amerique latine dont la colombie. En une année le marché du café génère environ 200 milliards de dollars, et les producteurs n'en touche que 10%.
34	Price instability threatening coffee industry
35	Forte augmentation de la demande en café qui fait augmenter les prix
67	It's to confront price volatility
108	Forte demande + spéculation = gros investissements reçus pour augmenter la production couplés à une bonne récolte + stagnation demande = crash
110	révolute des producteurs sous payé et mal traité
121	Crise qui affecte l'industrie du café à cause des prix très volatiles qui se retrouve souvent en dessus des couts de productions de l'agriculteur
122	There is an overproduction and hence prices are going down
128	There is significant decrease in coffee price due to the oversupply and geo -political situation of producing countries.
130	Fluctuations du prix du café selon offre et demande. Problèmes de fortes baisses du prix du café et en conséquence des revenus des petits producteurs.

Respondent n°	Having further insight on the coffee price crisis, do you feel concerned by this phenomenon?
1	No
3	Yes
4	Yes
5	I need more information to define my position
6	I need more information to define my position
9	No
10	No
17	No
18	Yes
21	I need more information to define my position
22	I need more information to define my position
23	I need more information to define my position
24	I need more information to define my position
26	I need more information to define my position
27	Yes
28	Yes

32	Yes
33	No
36	Yes
37	Yes
38	Yes
40	Yes
46	Yes
48	I need more information to define my position
50	Yes
53	I need more information to define my position
54	I need more information to define my position
55	Yes
58	Yes
59	No
60	Yes
61	I need more information to define my position
62	Yes
63	No
64	Yes
65	I need more information to define my position
66	Yes
69	I need more information to define my position
70	I need more information to define my position
71	Yes
72	Yes
73	I need more information to define my position
74	I need more information to define my position
75	Yes
76	Yes
82	No
83	No
84	Yes
85	I need more information to define my position
86	I need more information to define my position
88	I need more information to define my position
91	Yes
95	Yes
96	No

97	I need more information to define my position
98	I need more information to define my position
99	I need more information to define my position
100	I need more information to define my position
101	Yes
102	I need more information to define my position
103	Yes
104	I need more information to define my position
105	No
106	I need more information to define my position
107	Yes
111	Yes
112	I need more information to define my position
119	I need more information to define my position
120	I need more information to define my position
126	Yes
127	I need more information to define my position
132	Yes
134	I need more information to define my position

Respondent n°	Having further insight on the coffee price crisis, would you adapt your coffee purchasing behavior to benefit coffee farmers?	Respondent n°	Having further insight on the coffee price crisis, would you adapt your coffee purchasing behavior to benefit coffee farmers?
1	No	22	Yes
3	Yes	23	No
4	Yes	24	Yes
5	No	26	No
6	No	27	Yes
9	No	28	Yes
10	Yes	32	Yes
17	No	33	Yes
18	Yes	36	Yes
21	Yes	37	Yes

Respondent n°	Having further insight on the coffee price crisis, would you adapt your coffee purchasing behavior to benefit coffee farmers?	Respondent n°	Having further insight on the coffee price crisis, would you adapt your coffee purchasing behavior to benefit coffee farmers?
38	Yes	111	Yes
40	Yes	112	Yes
46	Yes	119	Yes
48	Yes	120	Yes
50	Yes	126	Yes
53	Yes	127	Yes
54	Yes	132	Yes
55	Yes	134	Yes
58	Yes		
59	No		
60	Yes		
61	Yes		
62	Yes		
63	Yes		
64	Yes		
65	Yes		
66	Yes		
69	Yes		
70	Yes		
71	Yes		
72	Yes		
73	No		
74	No		
75	Yes		
76	Yes		
82	Yes		
83	No		
84	Yes		
85	Yes		
86	Yes		
88	Yes		
91	Yes		
95	No		
96	No		
97	Yes		
98	Yes		
99	Yes		
100	Yes		
101	Yes		
102	Yes		
103	Yes		
104	Yes		
105	Yes		
106	Yes		
107	Yes		

Respondent n°	To which age range do you belong?	Respondent n°	To which age range do you belong?
1	16-24	69	45-54
3	45-54	70	16-24
4	16-24	71	45-54
5	16-24	72	25-34
6	16-24	73	16-24
9	45-54	74	25-34
10	16-24	75	25-34
17	16-24	76	45-54
18	45-54	82	65+
21	25-34	83	16-24
22	16-24	84	25-34
23	16-24	85	16-24
24	16-24	86	35-44
26	16-24	88	16-24
27	55-64	91	25-34
28	16-24	95	16-24
30	16-24	96	16-24
32	45-54	97	35-44
33	16-24	98	16-24
34	35-44	99	45-54
35	55-64	100	25-34
36	45-54	101	25-34
37	25-34	102	25-34
38	16-24	103	25-34
40	16-24	104	25-34
46	16-24	105	25-34
48	16-24	106	35-44
50	25-34	107	55-64
53	45-54	108	25-34
54	16-24	110	65+
55	45-54	111	25-34
58	16-24	112	16-24
59	16-24	119	35-44
60	45-54	120	35-44
61	25-34	121	25-34
62	16-24	122	55-64
63	16-24	126	55-64
64	25-34	127	16-24
65	16-24	128	25-34
66	25-34	130	45-54
67	25-34	132	25-34
134	55-64		

Respondent n°	What is your gender?	Respondent n°	What is your gender?
1	Male	71	Female
3	Male	72	Female
4	Female	73	Female
5	Female	74	Male
6	Rather not say	75	Male
9	Male	76	Female
10	Male	82	Male
17	Male	83	Male
18	Male	84	Male
21	Male	85	Male
22	Female	86	Female
23	Female	88	Female
24	Male	91	Male
26	Male	95	Male
27	Male	96	Male
28	Male	97	Male
30	Male	98	Female
32	Female	99	Male
33	Male	100	Female
34	Female	101	Female
35	Female	102	Female
36	Female	103	Male
37	Female	104	Male
38	Male	105	Male
40	Rather not say	106	Male
46	Female	107	Female
48	Female	108	Male
50	Female	110	Female
53	Female	111	Male
54	Male	112	Male
55	Female	119	Male
58	Male	120	Male
59	Male	121	Female
60	Female	122	Male
61	Male	126	Male
62	Female	127	Female
63	Male	128	Female
64	Female	130	Male
65	Female	132	Male
66	Female	134	Female
67	Male		
69	Male		
70	Female		