



FARMERS' PREFERENCES REGARDING SUSTAINABLE COFFEE CERTIFICATIONS

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Context

Little attention is given to the farmers' preferences in the formulation of certification schemes (Adesina and Baidu-Forson, 1995; Bekele, 2006). In fact, certification programs rarely consult the farmers in certification development. The majority of certification programs seems to neglect farmers' specific conditions, problems and their preferences for the program characteristics (Bekele, 2006). Consequently, in many cases certification programs may only partially reach sustainable development goals.

Research Objectives

1. To examine farmers' preferences on various attributes of coffee certifications.
2. Provide an **ideal certification scheme** according to farmers.
3. Compare the ideal scheme with the existing schemes.



Certification programs which are appropriate to farmers' specific circumstances, are preferred by farmers, and are more likely to make positive changes in the coffee sector and in farmers' livelihoods.

Methodology

Research Approach

- Attributes from five certification schemes (Organic, Utz Kapeh, Fair Trade, Rainforest Alliance, 4C - see Table 1) will be presented to farmers.
- A pre-test survey as well as focus-group discussion with farmers will be conducted to verify attributes on Table 1.
- Then, an improved questionnaire as well as semi-structured interviews will be conducted based on attributes on Table 1.
- Conjoint analysis is used to measure the various attributes of farmer's preferences for assessing which certification scheme is considered ideal.

Methodology

Data Collection

- Research (field work) will take place in Lampung Province (Pulau Pangung, Gunung Batu, Sumber Jaya) for Robusta Coffee
- A group of farmers' samples will be drawn from certified and non-certified coffee farming.
- Non-certified farmers act as a control group
- Total samples will be about 125 coffee-farmers.



Table 1. Attributes Based on Documents of Different Certification Schemes to be Verified by Farmers in Focus Group Discussion and Semi Structured Interview

Attributes	Choice 1	Choice 2	Choice 3
Market Focus	All Market	Mainstream	Niche, Specialty
Price Differential to Farmers	Negotiated between seller and buyer	Set by the program	Set by market
Technical Assistance and Capacity building	Local Farmers' organization	TA through sustainable agricultural network	Good agricultural practice (GAP)
Inspection Frequency and accreditation	Annually	At least annual	Every 3 years
Target group (growers)	High quality coffee grower only	Cooperative	Smallholder Farmer
Premium price	Yes, fixed	Yes, flexible	
Labor input	Higher	Moderate	
Credit	Pre-finance	Through (Local) banks	Farmer Loan Fund
Standards	Minimum and progress standard	Minimum compliance standard	Scorecard with indicators
Key aspects	Labor, livelihood and participation	Sustainable resource management practice	Production and quality management
Main Focus	Fairness	Sustainability	Responsible sourcing

Reference

1. Adesina, A. A, J. Baidu-Forson. 1995. Farmers' perceptions and adoption of new agricultural technology: evidence from analysis in Burkina Faso and Guinea, West Africa. *Agricultural Economics* 13 (1995) 1-9.
2. Bekele, W. 2006. Analysis of Farmers' Preferences for Development Intervention Programs: A Case Study of Subsistence Farmers from Eastern Ethiopian Highlands. *African Development Review* **Volume 18, Issue 2**, pages 183–204.