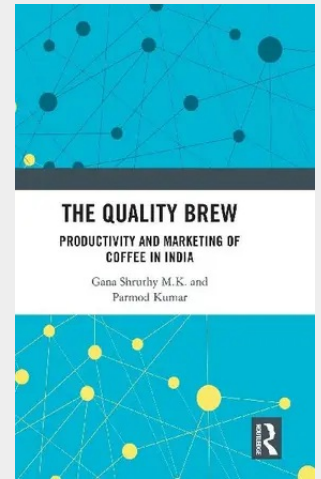


The Quality Brew

Productivity and Marketing of Coffee in India

Coffee is a major commodity of export in developing countries. In India, it generates significant revenues besides providing employment to many. This book critically looks into various aspects of the coffee production and marketing industry and its potential for promoting sustainable development, poverty alleviation and providing decent work. The small-holder dominated coffee sector is under unprecedented crisis attributed to a host of factors like declining productivity, incidences of new pests and diseases, adverse price trends and issues related to global warming induced climate change. Supported with primary survey and secondary data, this book explores challenges related to coffee production and its economic importance in India. It analyses factors affecting productivity of Robusta and Arabica varieties of coffee— and offers important inferences about the relationship between age and productivity of the plants and factors that guarantee high productivity. The book also sheds light on institutional interventions and the use of IT applications, along with online trading, in the coffee sector. Comprehensive and insightful, the book will be of interest to students and researchers of agriculture studies, agricultural economics, horticulture with a special focus on spices and plantation, sustainability studies, development studies and crop science. It will also be useful to stakeholders of plantation crops, such as, growers, as well as policy makers, processors, traders and exporters at different levels.



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