

Perspectives of the competitive environment to the coffee sector. Case studies of the value chain in Chiapas, Oaxaca y Guerrero

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Abstract

The coffee cultivation, in Mexico is an activity very valuable for the producers and the economy of the country in various scales, not just for the revenue that they obtain from the production, but because the coffee growing is considered an activity that's represent cultural, social and political aspects linked to elementary and traditional forms of common life.

The productive chain of coffee is a process that have several phases which is where intervene different elements (society, producers, universities, government and enterprises), with a specific roles that their assignment it's to take the product to the consumer home. This process, in its dynamics tends to be inequitable: because the largest beneficiaries are the big transnational marketers and regularly the producers are the actor whose obtain less earnings for their own activity; despite of hard work of the coffee cultivation not improve their life conditions. The present work has the intention to give a different perspective to the competitive environment that include to the coffee sector in some municipalities of Chiapas, Oaxaca y Guerrero; entities considered as the main coffee producers in its different varieties.

Productive chain, competitive environment, coffee

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Introduction

The cultivation of coffee in Mexico has a high economic and social value, most of the production is generated by small peasant and indigenous units who see the cultivation of this aromatic as an ancestral activity, rooted in their culture and way of life. These are connected to the international market through local collectors, marketers and transnational companies. Various activities are carried out within the coffee production chain and some agents intervene; It is said that all of them must join efforts to meet the needs that arise along each link, as well as boost the competitiveness and economic development of the aromatic (Flores 2015).

Coffee production in the country has been affected by factors such as climate change, pests and the instability of prices in international markets, problems that caused declines in production and that caused Mexico to go from fourth to eleventh place as the main producer internationally. (OIC, S / A).

Chiapas, Oaxaca and Guerrero are the main coffee producing states, contributing large quantities for national production. However, in practice, they are uncompetitive states; in them a high degree of poverty prevails, marginalization, social backwardness and even insecurity: the latter as is the case of Guerrero. These aspects contribute to the fact that they are entities that have little impact on social development within their populations, but economically they have an important representation at the regional and national levels. What is contradictory for the living conditions presented by the people who work with this product.

The general and specific objective of the research was established with the intention of understanding the regional environment that surrounds the coffee sector, since it is thought that the competitiveness and productivity of coffee is linked to daily aspects of the population of these states, related to issues cultural, political and ideological, which have a direct impact on the production chain of this product.

The study focuses on knowing the regional characteristics in some areas of the states, through coffee production and the interaction that arises between the actors involved in the activities related to the cultivation and placement of coffee in the market, to have a overview of the activity of agents in these regions.

From each state a municipality was chosen for its study, the selection was considered taking into account some indicators in the coffee production and, at the same time, aspects related to the social welfare in the coffee zones, such as; degree of social backwardness, poverty, marginalization, etc. In the state of Chiapas, the municipality of La Concordia was chosen, in Oaxaca, San Juan Guichicovi and in Guerrero, Atoyac de Álvarez. Emblematic places where the production of coffee has reached an important representation.

The methodology used in the present work was descriptive qualitative, from a social perspective: secondary data were explored, a literature review was carried out on internet sites, books, newspapers, etc., on the coffee environment in each state, specifically in the study municipalities. In addition, some demographic, productive, economic and social characteristics were considered.

Justification

In the global context, coffee is grown in more than 70 countries, which have favorable climatic conditions for its production (AMECAFE, 2012). Brazil, the main producer of coffee, produced 2,594,100 kg in 2015, accounting for 30.16% of world production (infocafe., 2015). In 1990 Mexico was in the fourth position, however, during the period 2015/2016 it obtained the eleventh position internationally, producing 2,800 bags of 60 kilograms, according to the International Coffee Organization, (OIC, S / A). It is worth mentioning that as far as the production of organic coffee is concerned, the country ranks second in the world with a production of 350 thousand bags of 60 kilos of green coffee (SAGARPA, 2015). In addition, coffee is the second largest exported product in the country (COMCAFE, 2013-2018), its cultivation is an activity on which the income of thousands of people depends. This is cultivated in 14 states, being the most important according to their level of production Chiapas, Veracruz, Puebla, Oaxaca, Hidalgo and Guerrero (SIAP, 2016).

On the other hand, speaking of the producers, who represent the first link in the productive chain, 64% of them have areas smaller than one hectare and only 2.6% have areas larger than 5 hectares. Likewise, 80% of production is concentrated in marginal areas and it is estimated that more than half of the coffee farmers are indigenous (AMECAFE, 2012).

In this way, from the production of coffee, until the product reaches consumers, the distribution of value during the production chain is distinguished by being inequitable (Figueroa, Pérez and Godínez, 2015); since the actors that participate as intermediaries have a very significant influence and power in contradiction with the producers themselves and the people who live in the regions where they are produced. The latter have a high level of marginalization and poverty.

The exporters, concerned about taking into account the quality demands of international consumers (European and North American), have had to influence the production practices of local producers (Henderson, 2016). In this sense, employees have to implement specific methods to achieve certifications that guarantee the quality of coffee, making the product more attractive and reliable for marketers and consumers.

For all the above, the importance of the study arises from the idea of exploring and knowing, in a practical way, the competitive environment of the coffee sector; considering the dilemma that exists in the context of real interactions, the common world. On this scenario we can see that the local actors, who make up part of the production link, are usually the most vulnerable, an example of this is the situation of the municipalities that were selected for the study: La Concordia in the state of Chiapas, San Juan Guichicovi in Oaxaca and Atoyac de Álvarez in Guerrero. Although these municipalities present, geographically and economically, the highest coffee production in each region, there is little socio-economic development of the populations, due to their high and medium social lag, poverty and marginalization. Due to the above, the research is interesting because, being areas with high coffee production, they do not reflect significant development for their communities.

Problem

Coffee, after oil, is the largest exported product in Mexico (COMCAFE, 2013-2018). Currently about 500 thousand producers are engaged in the cultivation of coffee and employ more than 2 million people (SAGARPA, 2015). It is grown in 14 states; Chiapas, Veracruz, Puebla, Tabasco, San Luis Potosi, Colima, Queretaro, Jalisco, Morelos, Guerrero, Nayarit, Hidalgo, Mexico and Oaxaca. (SIAP, 2016).

The state of Chiapas is positioned as the main producer and together with Veracruz, Puebla, Oaxaca and Guerrero represent almost 96% of the country's total production (CDI, 2016). Guerrero, Oaxaca and Chiapas, although they are entities recognized for the quantities of coffee they produce, have little impact on social and economic development, since they present a vulnerable area characterized by inequality in their population (and geographical location). social and extreme poverty (CONEVAL, 2014), ranking among the last 5 places in competitiveness at the national level (IMCO, 2016).

In addition to the above, coffee production has shown a decreasing competitive development in recent years; pests have reduced the harvest by 40%, lower prices in international markets, as well as climate change are some important problems that affect producers in these regions (CONACYT and CIATEJ 2015, with reference to the State Government of Oaxaca, 2015).

According to García (2016), the most influential factors in the stagnation of the coffee sector refer to the absence of the management of public policies aimed at improving it, sources of financing aimed at supporting the producer with capital for the purchase of technological equipment and infrastructure that will Allow to improve your processes. It also considers the lack of interaction that producers have with academic institutions or research centers that aim to take advantage of resources, generating innovative and competitive strategies in the integral use of the product.

Therefore, this research is oriented to observe the environment that surrounds the coffee sector, within the study municipalities, to explore the characteristics of these zones and the current situation of this sector, for example; the main economic, political, social and cultural problems faced by the coffee producing regions.

The observation of this problem can be perceptible through the social welfare that exists in the communities and coffee producing areas.

Hypotesis

Alternative

The competitive environment of the coffee sector is similar in each region where the coffee activity performs.

Null

The competitive environment of the coffee sector is different in each region where the coffee activity is carried out.

Objectives

General objectives

Analyze the characteristics of the competitive environment of the coffee sector, to have a perspective that can contribute to improve the productive chain of coffee, in Chiapas, Oaxaca and Guerrero.

Specific objectives

- Explore the competitive environment that surrounds the coffee sector in the municipalities of La Concordia in the state of Chiapas, San Juan Guichicovi in Oaxaca and Atoyac de Álvarez in Guerrero.
- Analyze some of the characteristics under a comparative perspective; social, economic and production of each municipality of study.

Theoretical framework

In business terms, competitiveness is the degree of profitability that companies have within the markets (Lundy et al., 2007).

In order for the organization to remain within the market, it must overcome its competitors by creating sustainable competitive advantages, which are created from technological investments, innovation capacity or specialized factors, with the intention of differentiating the product and / or service and obtaining greater utilities (Mas, et al., 2007).

Because the interest of this research is linked to the territory it is necessary to speak of competitiveness in regional terms, making reference to the concept of "regional competitiveness", which is defined by Márquez, Jurado, Pazos, (2016) (With reference to Carnagni, 2002), as the capacity of the territories to provide a competitive environment for companies linked with the processes of accumulation of knowledge.

In this sense, a competitive environment is understood as all the factors extrinsic to the company that depend on the sector in which an organization competes and that can generate an important occurrence on its results (Iborra, Dasí, Dolz, Ferrer, 2014, p. 100). The competitive environment creates dynamic differentiated advantages, through networking among all the agents that participate in the territory to establish the systemic competitive exercise of the region (Feria, 2005).

Productive chain and value chain:

A productive chain is understood as the different stages and interactions that arise between all those involved in an economic activity, from production to the inclusion of the product in the market (Lundy et al., 2004). For Gottret and Lundy (2007) this consists of several stages, which integrate productive processes and the economic relationships that are propitiated from the initial supply to the final demand.

As can be seen, all the agents that intervene in the productive chain are interrelated, each with specific roles, which are generated from production to consumption (Van der Heyden, et al., 2004).

When a company or chain seeks a differentiation strategy by innovating in its products or processes, it charges an additional value (Lundy et al., 2004). In this way the productive chain takes a value chain approach, which is defined by Gottret and Lundy (2007, P., 31), as the union of efforts between several organisms within a productive chain.

Also, it could be said that the productive chain is constituted by all the actors that intervene in an economic activity from production until that product reaches the consumer. When all these agents decide to work in a network, looking for strategic competitive advantages, adding value to that product or process in each of the links of the same, it is said that it takes a value chain address.

Overview of the agents within the coffee production chain.

Waridel 2001, in his book *Un Café por la Causa*, exposes based on his study the actors involved during the cultivation and placement of coffee within the market, in the chain that she calls conventional, explaining in a general way some of the characteristics of these actors.

1. **Coffee producers:** it is the lowest link in the chain, generally the majority has around 5 hectares. They are supported to produce quality coffee and can be exported, context that limits them to diversify their crops and attend your dietary needs
2. **Local intermediary:** in some countries they are called coyotes, they appear in some of the stages.

3. **Processor:** these actors take the coffee to a stage that is known as profit, for this specific machinery is required.
4. **Exporter:** the role played by this actor in the production chain is to place the coffee in the foreign market, making sure that the requested grain is sent to the planned place and in the established time.
5. **Broker-dealer:** Brokers influence the purchase and sale of coffee and are regularly employed by international traders and transnational agroindustries.
6. **Transnational companies (distributors and toasters):** the distributors store very high quantities of coffee, then sell it to toasters, which are the industries that generally sell coffee in supermarkets.
7. **Retail:** are consumers who buy most of the time coffee in supermarkets.
8. **Consumers:** it is made up of all the people who buy and like to drink coffee, it is regularly consumed more in the northern countries. This is an actor that, according to his preferences, has influence in the market.

In addition, the same author states that there is another type of chain, which she calls an alternative chain in which some intermediaries are eliminated through fair trade; allows the producer to have a more direct deal with the consumer, obtain better profits, as well as contribute to sustainable development in terms of health, education and environmental care.

Based on the perception of the value chain; in which all agents work in a network, seeking competitive advantages with a win-win vision; the chain of coffee based on fair trade is seen as a chain of greater value, because the coffee producing organizations communicate to democratically support each other, improving their practices to offer a better product, and increase their authority within of the chain. This allows them to boost the production and marketing of their coffee, as well as helping to improve their living conditions. An example of this is the situation of the members of the union of indigenous communities in the region of the Isthmus of Tehuantepec in Oaxaca (UCIRI); in which all its members work as a team as an organized system facing the problems of cultivation and commercialization to boost the coffee sector in this area. The stages of this alternative chain are shaped according to Waridel (2001) as follows:

1. Peasant family
2. Social organization
3. Fair trade organization
4. Retail seller or restaurant (Fair coffee)
5. Consumer

Research Methodology

Kind of investigation

In the present work the methodology was descriptive qualitative, according to secondary data, a review of literature was made on internet sites, books, newspapers, etc., on some demographic, productive, economic, social and cultural characteristics of the surrounding environment. to the coffee sector in each state, specifically in the municipalities of La Concordia in the state of Chiapas, San Juan Guichicovi in Oaxaca and Atoyac de Álvarez in Guerrero.

For the selection of study areas and their exploration the following steps were followed:

Secondary source consulted	Information Obtained
INAFED	Demographic information by municipality
SIAP	Statistical data on coffee production by municipality
CONAPO	Marginalization index
INEGI	Data on some characteristics of the population in each municipality
Coffee agrifood panorama	Data of the municipality of Atoyac de Álvarez
PDM	Data of the municipalities
SEDESOL	Degree of social backwardness and some shortcomings of the population of each municipality
Official portal of the state of Guerrero	Guerrero demographics
SAGARPA	Data on coffee production in Guerrero
CDI	Data on indigenous coffee producers
Ministry of economy	Oaxaca economic and state information

Table 1

Source: Own elaboration based on data from the SIAP, INAFED, CONAPO, INEGI, PDM, SEDESOL, SAGARPA, CDI, agri-food Panorama, Official Portal of the State of Guerrero and Ministry of Economy.

1. For the selection of the study municipality, the five most coffee producing municipalities were analyzed from the frailesca region in Chiapas, the 5 most producers in the isthmus zone in Oaxaca and the 5 that generate the highest coffee production in Guerrero. The municipalities were chosen taking into consideration data related to coffee production (area planted, area harvested, production in tons, yield and value of production) and social aspects (degree of social lag, total population, inhabitants with poverty extreme and people over 5 years of age who speak some indigenous language), reaching the selection of the municipalities of La Concordia, San Juan Guichicovi and Atoyac de Álvarez.

2. Subsequently, to explore some characteristics of the coffee sector environment, each literature municipality reviewed literature in newspapers, magazines, books and Internet sites such as the National Institute for Federalism and Municipal Development (INAFED), Agri-Food Information Service and Pesquera (SIAP), National Population Council (CONAPO), National Institute of Statistics and Geography (INEGI), National Council for the Evaluation of Social Development Policy (CONEVAL), Municipal Development Plan (PDM), Ministry of Social Development (SEDESOL), Official Portal of the State of Guerrero, Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA), National Commission for the Development of Indigenous Peoples (CDI), as shown in the following table:

Investigation Development

The Concord:

The concord is located in the central depression of the region IV Frailesca, adjacent to the municipalities of Pijijiapan, Socoltenango, Venustiano Carranza, Chicomuselo, Villa del Corzo, Angel Albino Corzo and Mapastepec. Its territorial extension is 2,582.01km², occupying 13.38% of the surface of the region, 1.47% of the surface of the state (INAFED, S / A).

According to the last Population and Housing Census, the municipality of La Concordia has 44,082 inhabitants, with a total of 22, 120 men and 21,962 women, the median age of the population being twenty-two years. There are also 2,614 inhabitants over 5 years old, who communicate through an indigenous language (INEGI, S / A).

According to the report corresponding to the social backlog and poverty situation 2017, the degree of social backwardness in the municipality is high. Data from 2015 reveal that 38.40% of the population had educational lag. Some of the deficiencies that the inhabitants have are; health services (11.9%), flooring material in the home (14%), wall material in the home (2.10%), roof coverings in the home (1.40%), overcrowding in the home (37.30%), access to piped water (11%), drainage service (12%) and electricity service (3.20%) (SEDESOL, 2017).

In concord the agricultural and livestock sector are important drivers of the economy of the entity (PDM, 2011-2012). In the municipality, speaking of the coffee production, for the year 2016 8,414.00 hectares were planted and 7,457.00 were harvested, generating a production of 7,893.00 tons, with a yield of 1.06 tons per hectare, obtaining a production value of 55,599.40 (SIAP, 2016).

Based on the last 10 years (2006-2016), the year in which the highest production was generated was in 2006 with 29,859.90 tons; also had a higher yield compared to other years, this was 3.54 tons per hectare. The year in which a higher production value was obtained was in 2012 with 185,060.19 thousand pesos, in this year the production was 21, 898.80 tons with a yield of 2.64 (SIAP, 2016).

The year 2016 has been the least profitable, the harvested area, as well as the yield and the value of production, were the lowest with respect to other years.

Regarding the study, it could be said that the coffee sector in La Concordia has had a downward development that can be a consequence of several factors or agents that participate or intervene during the development of the chain of this sector.

San Juan Guichicovi

San Juan Guichicovi is located in the southeast region of the Isthmus of Tehuantepec in the state of Oaxaca. Occupying a territorial extension of 738.45 km². The climate in this municipality is usually warm with rain in summer and autumn (INAFED, S / A).

Based on the data provided by INEGI 2010, San Juan Guichicovi has around 28,142 inhabitants, distributed among 13,221 men and 14,921 women, with a median age of twenty-seven years. There are also 19,465 people over 5 years of age who speak an indigenous language (INEGI, 2010).

According to the Annual Report on the situation of poverty and social backwardness 2017, the degree of social backwardness in the municipality is high.

In relation to 2015 data, 41.90% of the population has educational lag. Some of the population gaps that the inhabitants have are: in health services (14.2%), flooring material in the home (5.10%), wall material in the home (2.30%), roofs in the home (1.00%), overcrowding in housing (32.40%), access to piped water (25.00%), drainage service (15.00%) and electricity service in housing (3.70%) (SEDESOL, 2017).

The base of the economy of the municipality is the agriculture, cattle ranch and forestry, one of the objectives of the municipal government of San Juan Guichicovi is to support the economic progress with the sustainable development of the units of production, as well as to stimulate the generation of self-employment.

In the municipality the producers do not resort much to the use of technology, their production methods are distinguished by being traditional and their crops basically for self-consumption (General Coordination of the State Committee for Planning for the Development of Oaxaca, 2010-2016). As for coffee production, in San Juan Guichicovi, for the year 2016, 2,386.50 hectares were planted and 2,385.00 were harvested, generating a production of 1,955.70 tons, with a yield of 0.82 tons per hectare planted, obtaining a value of the production of \$ 8,637.27 (SIAP, 2016).

With respect to the last 10 years (2006-2016), the years in which the highest coffee production was generated were during 2006 and 2007, with an area sown and harvested of 4,385.00 hectares, a production of 10,962.50 tons and a yield of 2.5 tons per hectare sown, obtaining a production value of 32,887.50 thousand pesos. The year 2016 has been the least profitable, in terms of production and yield per hectare, also, the value of production that was generated was not as significant and was lower compared to other years.

Based on the study, it can be said that the coffee sector in San Juan Guichicovi has had a decreasing development, which may be a consequence of several factors or agents that participate or intervene during the development of the value chain of this sector.

Atoyac de Álvarez.

Atoyac de Álvarez has a territorial extension of 1688.4 km², which represent 2.5 percent of the total area of the state, belonging to the Costa Grande and bordering to the north with Heliodoro Castillo and San Miguel Totolapan, to the east with Coyuca de Benítez, to the south with Benito Juárez and to the west with Tecpan de Galeana (Official Portal of the Government of the State of Guerrero, 2015-2021).

Regarding the 2010 population and housing census, the municipality of Atoyac de Álvarez has 61,316 inhabitants, distributed in 30, 113 men and 31, 203 women, with the median age being the population of 24 years of age. There are also 785 people over 5 years old, who also speak an indigenous language (INEGI, 2010).

According to the annual report on the situation of poverty and social backwardness 2017, the degree of social backwardness in the municipality is medium, according to data from 2015, 22.80% of the population has educational lag, and some of the shortcomings inhabitants are: health services (10.5%), by material of floors in the house (15.00%), walls in the house (6.60%), by material of roofs in the house (16.00%), by overcrowding in the house (28.20%), piped water (5.20%), drainage service (14.00%) and lack of electricity service (2.80%) (SEDESOL, 2017).

A toyac de Álvarez is among the 10 municipalities that provide the largest coffee production nationwide (21%) (Directorate of Research and Economic and Sector Evaluation, 2015).

At the state level, it is the municipality that provides the greatest production, for the year 2016 25,525.00 hectares were planted and 23,965.00 were harvested, with a yield of 1.15 tons per hectare planted, generating a production of 27, 582.75 tons, with production value equivalent to \$ 207,688.73 (SIAP, 2016).

Atoyac de Álvarez is one of the municipalities that shows a great advance in the control of pests, since during the period of 2006-2010 some of the coffee producers received training to carry out preventive actions for the control of pests by SAGARPA- SEDER.

These actions contributed to the Costa Grande (region to which the municipality belongs) winning the national quality award in 2010 and positioning Guerrero as a state in which high quality coffee is grown (SAGARPA, 2011).

Also, in 2016, the national commission for the development of indigenous peoples (CDI) together with SAGARPA and the government of Guerrero supported more than 30 thousand producers in the municipality, as a strategy for productivity and competitiveness of coffee in regions indigenous people of the country, providing plants resistant to rust (fungus that affects the coffee plant), training for new production techniques to indigenous communities such as cultivation in greenhouses, technological packages of coffee, resources for productive projects in the field, etc. The support is more inclined to support indigenous producers, since as mentioned by the general director of the CDI: the coffee produced by indigenous producers is recognized for its high quality that has allowed for some achievements such as the creation of the brand of Indigenous Hands of Mexican Quality with which it competes before international markets (CDI, 2016, para. 12).

In addition, in Atoyac de Álvarez some producers produce organic coffee, a decision they made at a certain moment with the prospect of accessing consumer markets with monetary capacity. The coffee farmers have had to change their traditional practices to join certifications and fair trade, they have the experience to produce and market in sustainable areas, they have instruments and support with international bodies (López, Morales and Barroso, S / A).

According to the 2006-2016 period, in the years 2006, 2007, 2008 and 2011 coffee production was equal to 32,693.80 tons in each period, these being the ones that presented the highest production in the last 10 years.

They were very stable years, since the planted area was the same as the harvested one, however unlike in 2006, 2007 and 2008 in 2011 a higher yield of 1.28 tons per hectare was achieved.

The year 2016 remained profitable compared to other years, the production was 27,582.75 and the yield of tons per hectare was 1.15. Based on the study it can be said, in general, that the coffee sector in Atoyac de Álvarez has had a stable development, since its production has not decreased much nor the yield per hectare.

Results

According to the analysis, Chiapas, Oaxaca and Guerrero are the main producers of coffee, thanks to some productive practices carried out by coffee farmers. The type of species they grow, is recognized for its quality in international markets. Based on the study, the coffee sector environment in the three states presents similar characteristics; social, economic and production which are described below:

The three study municipalities are populations that do not exceed 65,000 inhabitants; the median age of the population ranges between 22 and 27 years of age, as well as areas where there are indigenous communities dedicated to growing coffee, this being one of their economic activities. Municipalities are also characterized as areas with poverty and social backwardness; high and medium, also present deficiencies in terms of health and housing services.

Coffee production in the three municipalities, for the most part, is a smallholder activity. For the year 2016, in La Concordia, a production of 7,893.00 tons was obtained, in San Juan Guichicovi it was 1,955.70, while in Atoyac de Álvarez it was 27,582.75.

According to data from the last 10 years (2006-2016), as shown in the following table, the municipality in which production has remained more stable and has not presented much reduction is Atoyac de Álvarez; since in 2006 it was 32, 693.80 and, based on data from 2016, as already mentioned, it was 27, 582.75.

Municipio	Producción (Ton)	
	2006	2016
La Concordia	29,859.90	7,893.00
San Juan Guichicovi	10,962.50	1,955.70
Atoyac de Álvarez	32,693.80	27,582.75

Table 2 Coffee production 2006-2016 in the municipalities.

Source: own elaboration with SIAP data, 2006-2016.

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Conclusions

Coffee growing at the state level has organizations and institutions that can help to counteract some of their problems and boost their competitiveness. That is to say: two fields are observed in the production with different senses of life, on the one hand, one can read the economic contribution and the social benefits that the production of coffee leaves. But, as if we spoke different worlds the communities that produce it, the producers and concrete actors in the rural area live in precariousness; some populations are in the National Crusade against Hunger (SAGARPA, S / N) have very high rates of marginality and poverty, thus proving the alternative hypothesis of the investigation since the three study municipalities share similar characteristics and the null hypothesis is rejected. In this case, a greater organization of all the stakeholders that interact in the coffee production chain and the municipal, state and national environment is necessary.

In recent years the production of coffee has presented important losses, some of the reasons are pests and the economic situation of coffee farmers, because although they receive government support they can not cover all their production needs. It is worth mentioning that the competitive environment of coffee deserves a reading from below, on foot, where one can observe the needs (in different areas) of the common life of the producers: in it it would be possible to illustrate how their relations with various public organizations are, private and governmental. In that sense, the data production numbers and concepts (which allude to the partition and integration through public policies and in another order) would have to look for a fairer and more democratic way to integrate the producers, real and materially, in the profits that derive from production.

How would the impact of coffee production on the populations we observe be observed? Lower marginalization rate, less hunger, improvement in social infrastructure, higher quality of life, more education, communities as poles of social and economic development, etc.

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