

# COFFEE



## Authors:

Nirmal K. Bhardwaj  
Founder/CEO  
Resurgent Agric, Bengaluru  
B.Tech (hons) IIT Kharagpur,  
PGDM - IIMA

Narpat Ram Kalwaniya  
B. Tech + M.Tech ( AgFE )  
IIT Kharagpur

*Ref ; Resurgent Agric /Coffee/Ver 01*

## List of Contents

S.No	Title	Page No.
1	Agricultural and Botanical details	3
2	Uses	3
3	Production	4
4	Framework	9
5	Varieties of Commodity	10
6	Consumption	11
7	Exports: Quantity and value	11
8	Major Production Organisations in India	12
9	Major Domestic sales organisations in India	14
10	Major Export organisations in India	16
11	Major importing countries of Indian Coffee	21
12	Network of origin countries and importing countries other than India	22
13	Apex bodies/Associations	26
14	Commodity Exchanges	27
15	Major Challenges in the domestic trade	27
16	Major Challenges in the Export trade	28
17	Govt Policies and Incentives to promote the production and export	29
18	Conclusion	31
19	Bibliography	31

## 1. Agricultural and Botanical details:

Coffee is made from the bean of the coffee plant, *Coffea arabica* or *Coffea canephora*, in the Rubiaceae family. It is native to the forest understory of the east African highlands. It grows best with frequent rains, warm but not extreme temperatures, and hilly ground 600 to 1,200 meters (2,000 to 4,000 feet) above sea level and therefore has been cultivated in high tropical regions around the globe. The coffee plant is a woody shrub, and it grows in the wild as high as 12 meters (39 feet), but cultivated trees are pruned to 2 meters (6.5 feet) to make harvesting easier. Small, white flowers give rise to a red, fleshy fruit, the "coffee cherry," which contains a pair of beans. A single coffee tree produces enough beans for about forty cups of coffee per year. Because fruit does not all set at once, most coffee cherries are harvested by hand, rather than by machine. The bean is removed from the fruit for drying. Dried beans can be stored for a year or more before roasting. Once roasted, the bean begins to lose flavor and is best used within several weeks.

## 2. Uses

People drink coffee to relieve mental and physical fatigue and to increase mental alertness. Coffee is also used to prevent Parkinson's disease, gallstones, type 2 diabetes, gastrointestinal cancer, lung cancer, and breast cancer. Other uses include treatment of headache, low blood pressure, obesity, and attention deficit-hyperactivity disorder (ADHD). Rectally, coffee is used as an enema to treat cancer. Coffee enemas are used as a part of the "Gerson Therapy." In the Gerson Therapy, cancer patients are treated with caffeinated coffee in the form of enemas every four hours on a daily basis. During the treatment people are given a diet of liver, vegetables, and a variety of medicines, including potassium, pepsin, Lugol's solution, niacin, pancreatin, and thyroid extracts. The Gerson Therapy is considered an unacceptable medical practice in the U.S., but continues to be used at The Hospital of the Baja California in Tijuana, Mexico, one mile from the U.S.

### 2.1 Mental alertness

Drinking coffee and other beverages that contain caffeine throughout the day seems to increase alertness and clear thinking. Caffeine can also improve alertness after sleep deprivation. Combining caffeine with glucose as an "energy drink" seems to improve mental performance better than either caffeine or glucose alone.

### 2.2 Reducing the risk of colorectal cancer

Some research suggests that drinking more than 3 cups of coffee daily may significantly reduce the risk of rectal cancer. Preventing dizziness in older people caused by low blood pressure after eating a meal (postprandial hypotension). Drinking caffeinated beverages like coffee seems to increase blood pressure in elderly people who experience dizziness after meals.

### 2.3 Preventing or delaying Parkinson's disease

There is evidence that people who drink caffeinated beverages such as coffee, tea, and cola have a decreased risk of Parkinson's disease. For men, the effect seems to depend on the amount of caffeine consumed. Men who drink the most caffeinated coffee, 28 ounces (three to four cups) per day, seem to have the greatest reduction in risk. But

drinking even 1 or 2 cups of coffee cuts their Parkinson's disease risk significantly. In women, the effect does not seem to depend so much on the amount of caffeine consumed. Moderate consumption of caffeinated coffee, 1-3 cups daily, provides the most reduction in risk in women. Interestingly, coffee does not seem to help prevent Parkinson's disease in people who smoke cigarettes.

## 2.4 Preventing gallstones

Drinking caffeinated beverages, including coffee, that provide at least 400 mg of caffeine per day seems to reduce the risk of developing gallstones. The greater the intake of caffeine, the lower the risk. Drinking 800 mg caffeine per day (four or more cups of coffee) has the greatest reduction in risk

## 2.5 Preventing type 2 diabetes

Drinking caffeinated coffee seems to significantly reduce the risk of developing type 2 diabetes. As caffeine consumption goes up, the risk of developing diabetes goes down. But the effect seems to be different in different groups of people. In North American adults, drinking 6 or more cups of coffee per day is associated with a 54% lower risk of developing diabetes in men and a 29% lower risk in women. In European adults, drinking 5-6 cups of coffee per day reduces diabetes risk by 61% in women and 30% in men. Drinking 10 or more cups of coffee per day reduces diabetes risk by 79% in women and 55% in men. Japanese adults who drink 3 or more cups of coffee per day have a 42% lower risk of developing type 2 diabetes compared to those who drink only one cup per day or less. Decaffeinated coffee doesn't seem to lower the risk of getting diabetes

## 2.6 Other than drinking

There are multiple other ways to use coffee than to just drink it such as cooking or baking, gift giving, pampering, composting, crafting etc.

# 3. Production

## 3.1 Worldwide

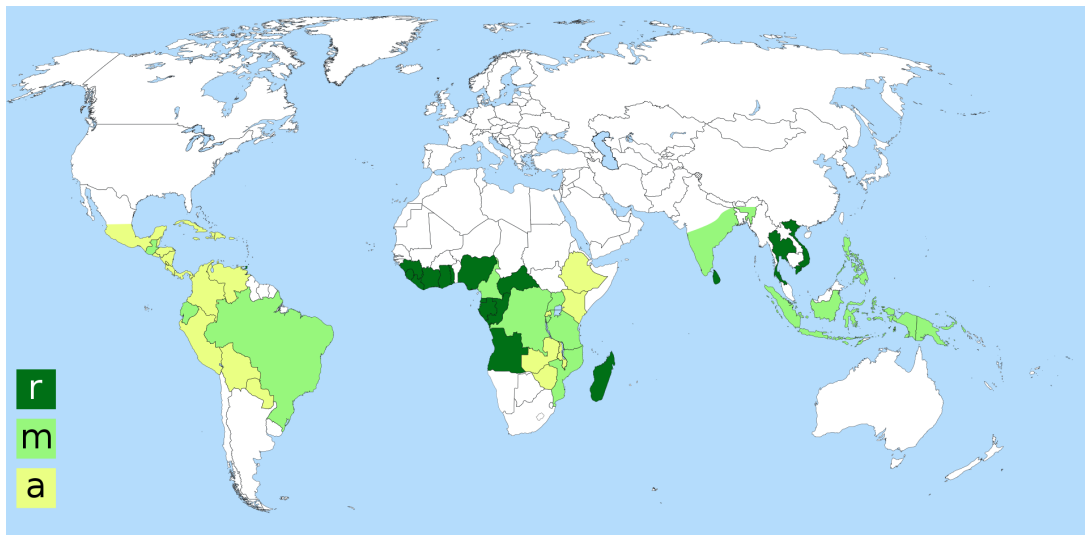
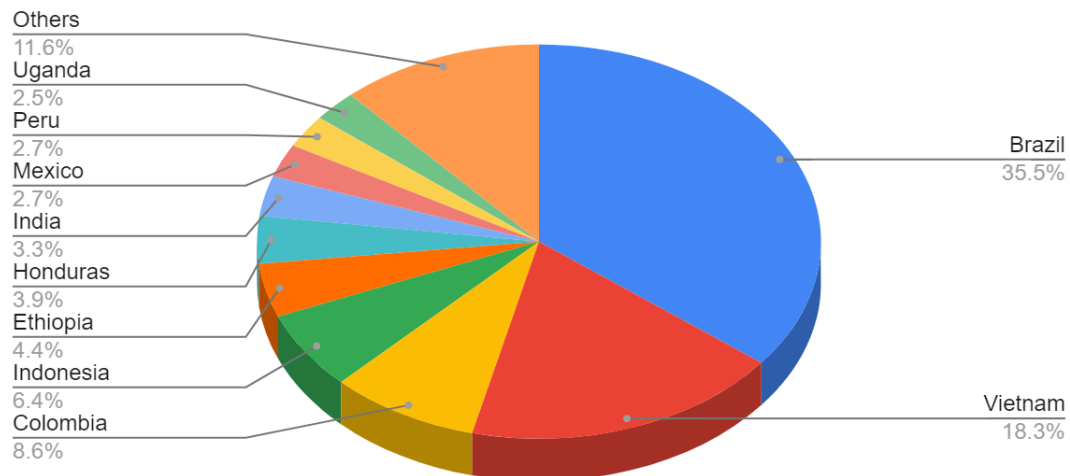


Fig: Coffee cultivation by type of coffee: r: *Coffea canephora* (also known as robusta) m: Both *Coffea canephora* (robusta) and *Coffea arabica* (arabica) a: *Coffea arabica*

Coffee is the second most traded commodity on the planet with more than nine billion kilograms (19 billion pounds) being produced annually. A statistical analysis of top 10 coffee producing countries is shown below.

### Top 10 coffee producing countries



#### 3.1.1 Brazil

Brazil is the world's largest coffee producer. Producing 3,558,000 metric tons (7,844,000,000 pounds) of coffee, Brazil accounts for around one-third of the world's coffee. Arabica makes up 69% of Brazilian coffee, with robusta making up the remaining 31%. The main growing regions for arabica are on the eastern side of Brazil running from Fortaleza in the north, down to its border with Uruguay in the south. The main production of robusta is in the state of Rondônia at the border with northern Bolivia.

**Notable coffee-producing regions:** Bahia, Cerrado do Bahia, Chapada de Minas, Chapada Diamantina, Espiritu Santo, Matas de Minas, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Paraná, Planalto de Bahia, Sao Paulo, and Sul de Minas.

#### 3.1.2 Vietnam

Vietnam is the world's second-largest coffee producer. Producing 1,830,000 metric tons (4,034,000,000 pounds), Vietnam accounts for 17% of the world's coffee. Robusta makes up around 95% of Vietnamese coffee, with arabica

making up the remaining 5%. Growing regions are spread across the entire country. Robusta is predominantly produced in the south and arabica in the north.

**Notable coffee-producing regions:** Central Highlands, North Vietnam, and South Vietnam.

### 3.1.3 Colombia

Colombia is the world's third-largest coffee producer. Producing 858,000 metric tons (1,892,000,000 pounds), Colombian coffee accounts for 8% of the world's coffee.

Colombia only produces the arabica variety\*. In fact, it's actually the second highest producer of arabica in the world. Coffee is mainly produced in the west of the country, stretching from its border with Ecuador in the south to the border with Venezuela in the north.

**Notable coffee-producing regiones:** Antioquia, Caldas, Cauca, Cundinamarca, Huila, Nariño, Norte de Santander, Sierra Nevada, Quindio, Risaralda, Santander, Tolima and Valle del Cauca.

### 3.1.4 Indonesia

In fourth place is Indonesia, which produces 642,000 metric tons (1,415,000,000 pounds) of coffee. Indonesia accounts for 6% of the world's coffee.

The islands produce both arabica and robusta. Robusta makes up 91% of the production, with the remaining 9% being arabica. Coffee is produced extensively throughout the islands. The arabica variety is grown in New Guinea and can be found throughout the country. Robusta is predominantly produced in central Borneo. As for the rest of the islands, the production is a mix of arabica and robusta.

**Notable coffee-producing regions:** Bali, Flores, Java, New Guinea, Sulawesi, and Sumatra.

### 3.1.5 Ethiopia

Next up is Ethiopia, the first of the African coffee-producing nations. Ethiopia produces 441,000 metric tons (972,000,000 pounds) of coffee, making for 4% of the world's total coffee. All of the coffee produced in Ethiopia is of the superior arabica variety. Coffee is produced mainly to the west of Ethiopia but also in the central region east of the capital, Addis Ababa.

**Notable coffee-producing regions:** Gimbi, Harrar, Jima, Limu, Sidama, and Yirgacheffe.

### 3.1.6 Honduras

In sixth place is the first of the Central American countries, Honduras. Honduras produces 390,000 metric tons (860,000,000 pounds) of coffee. That figure means Honduras provides the world with 3.6% of the world's coffee. All of the coffee



produced in Honduras is of the arabica variety. The bulk of the coffee-growing regions is towards the west of the country with the most concentrated areas being at the border with El Salvador in the west and the surrounding area of the capital, Tegucigalpa.

**Notable coffee-producing regions:** Agalta, Comayagua, Copán, El Paraíso, Montecillos and Opalaca.

### 3.1.7 India

India is next as another major coffee-producing nation in Asia. India produces 329,100 metric tons (726,000,000 pounds) of coffee. That accounts for 3% of the global coffee output. In India, arabica and robusta are both produced, but robusta dominates production at 73%, with arabica making up the remaining 27%. Coffee growing regions are spread throughout the lower half of India with production of a mix of arabica and robusta.

**Notable coffee-producing regions:** Andhra Pradesh, Bababudangiri, Chikmagalur, Coorg, Karnataka, Kerala, Manjarabad, Nilgiri, Pulney, Shevaroy, Tamil Nadu, Travancore, and Wayanad.

### 3.1.8 Mexico

The only North American country to produce coffee in the world's top 25 is Mexico. Producing 273,000 metric tons (602,000,000 pounds) sees Mexico climbing higher up the ranks in the top 20. Mexico's production accounts for 2.5% of the world's coffee. Almost all the coffee produced in Mexico is of the arabica variety at 96%, with the remaining 4% being the inferior robusta variety. Coffee grows in the lower half of Mexico. The main growing regions are along the Pacific coast, the Gulf of Mexico, and at the border with Guatemala and Belize.

**Notable coffee-producing regions:** Chiapas, Oaxaca, and Veracruz.

### 3.1.9 Peru

Another to climb up the ranks is Peru in ninth place. Peru produces 270,000 metric tons (595,000,000 pounds) of coffee, accounting for 2.4% of the world's coffee. All the coffee grown in Peru is of the superior arabica variety. Coffee grows extensively across the country from the north-western border with Ecuador, right through the central regions and onto the southern border with Bolivia.

**Notable coffee-producing regions:** Cajamarca, Cusco, Junin, and San Martin.

### 3.1.10 Uganda

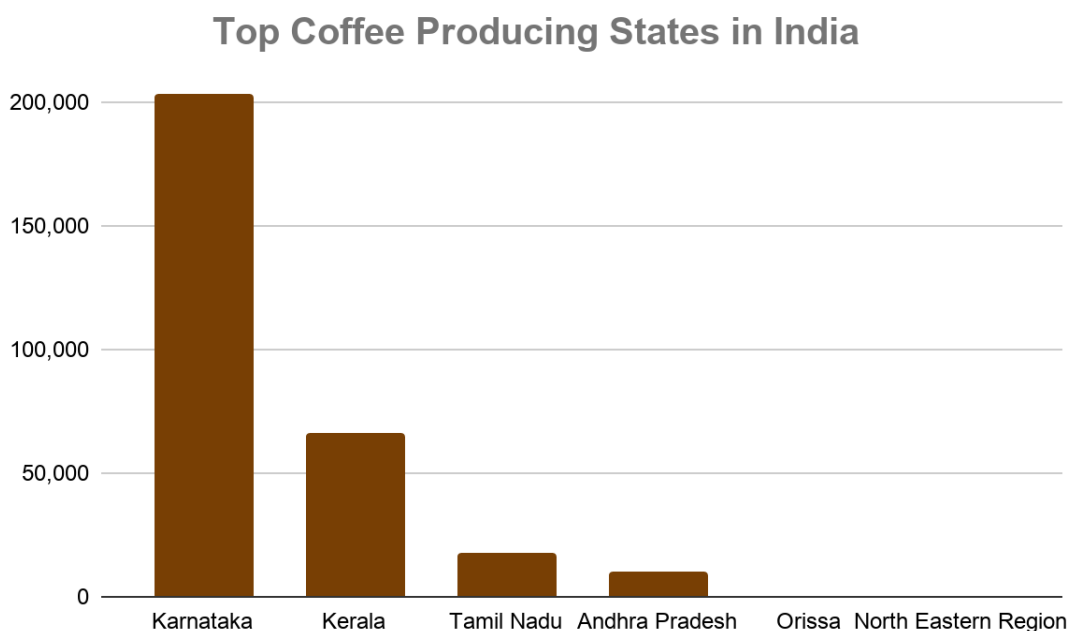
Another of Africa's major coffee-producing nations is Uganda. Producing 255,000 metric tons (562,000,000 pounds) of coffee see Uganda fall a few places. Uganda's production provides 2.4% of the total output of global coffee. The bulk of coffee production is robusta at 82%, and arabica accounts for the rest at 18%. Ugandan robusta production is spread throughout the southern region with some

production in the north. Arabica is found around the borders with Kenya to the east, Rwanda to the southwest, and Congo in the western and northern areas.

**Notable coffee-producing regions:** Bugisu, Central Lowlands, Western Uganda, and West Nile.

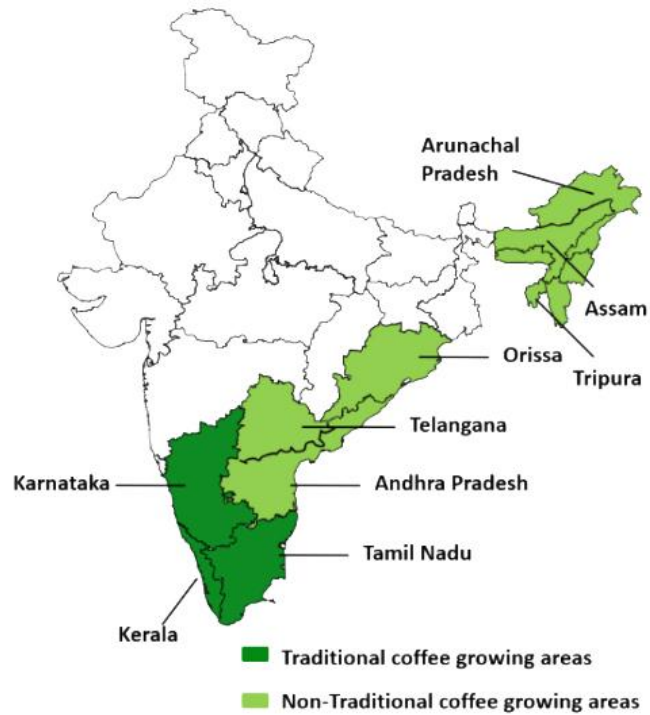
### 3.2 In India

Coffee production in India is dominated in the hill tracts of South Indian states, with Karnataka accounting for 68%, followed by Kerala with 22% and Tamil Nadu (6% of overall production). There are about 250,000 coffee growers in the country; 98% of them are small growers.

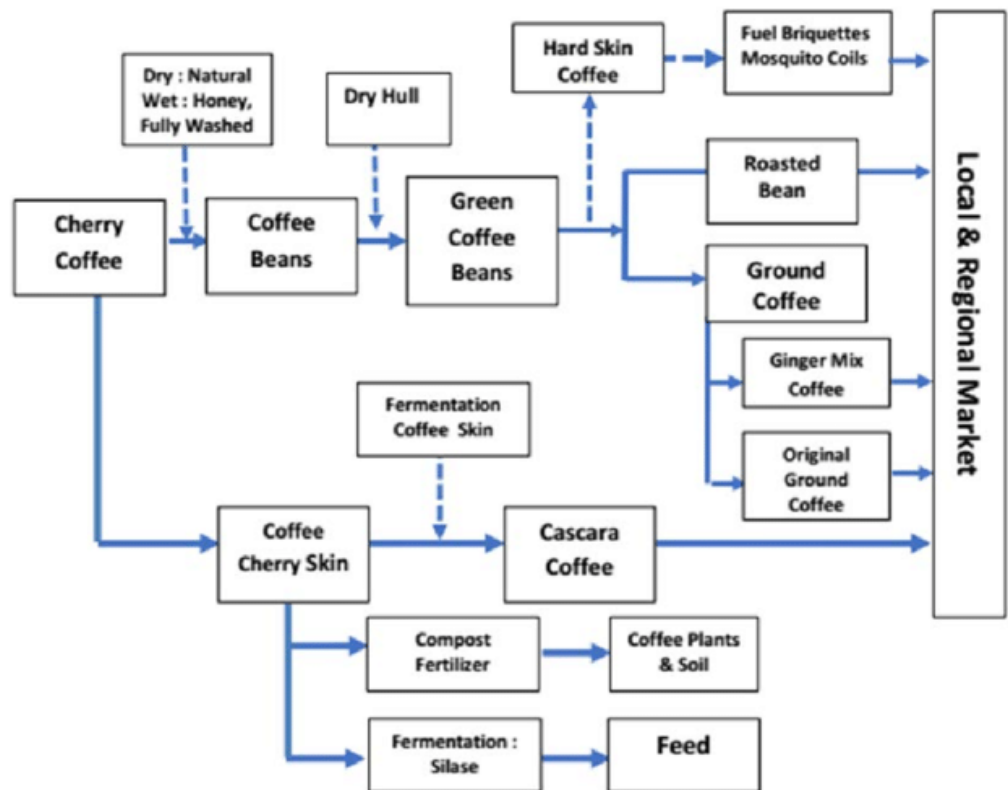


Coffee is grown in three regions of India with Karnataka, Kerala and Tamil Nadu forming the traditional coffee growing region, followed by the new areas developed in the non-traditional areas of Andhra Pradesh and Orissa in the eastern coast of the country and with a third region comprising the states of Assam, Manipur, Meghalaya, Mizoram, Tripura, Nagaland and Arunachal Pradesh of Northeastern India, popularly known as “Seven Sister States of India”. Indian coffee, grown mostly in southern states under monsoon rainfall conditions, is also termed as “Indian monsooned coffee”. Its flavour is defined as: “The best Indian coffee reaches the flavour characteristics of Pacific coffees, but at its worst it is simply bland and uninspiring”. The two well known species of coffee grown are the Arabica and Robusta. The first variety that was introduced in the Baba Budan Giri hill ranges of Karnataka in the 17th century was marketed over the years under the brand names of Kent and S.795.





#### 4. Framework of commodity - forward/backward /lateral linkages



**5. Varieties of commodity grown in india - location and qty .Metrics of Quality Parameters and Indian produce range of parameters**

State/District	Final Estimate 2019-2020 (in MTs)		
	Arabica	Robusta	Total
<b>Karnataka</b>			
Chikmagalur	29,300	39,300	68,600
Kodagu	17,100	90,075	107,175
Hassan	14,470	13,200	27,670
Sub total	60,870	142,575	203,445
<b>Kerala</b>			
Wayanad	0	55,225	55,225
Travancore	800	7,350	8,150
Nelliampathies	1,000	1,550	2,550
Sub total	1,800	64,125	65,925
<b>Tamil Nadu</b>			
Pulneys	7,250	475	7,725
Nilgiris	1,175	3,250	4,425
Shevroys (Salem)	4,175	50	4,750
Anamalais (Coimbatore)	625	400	1,025
<b>Sub total</b>	13,225	4,175	17,400
<b>Non Traditional Areas</b>			
Andhra Pradesh	10,370	35	10,405
Orissa	670	0	670
<b>Sub Total</b>	11,040	35	11,075
North Eastern Region	65	90	155

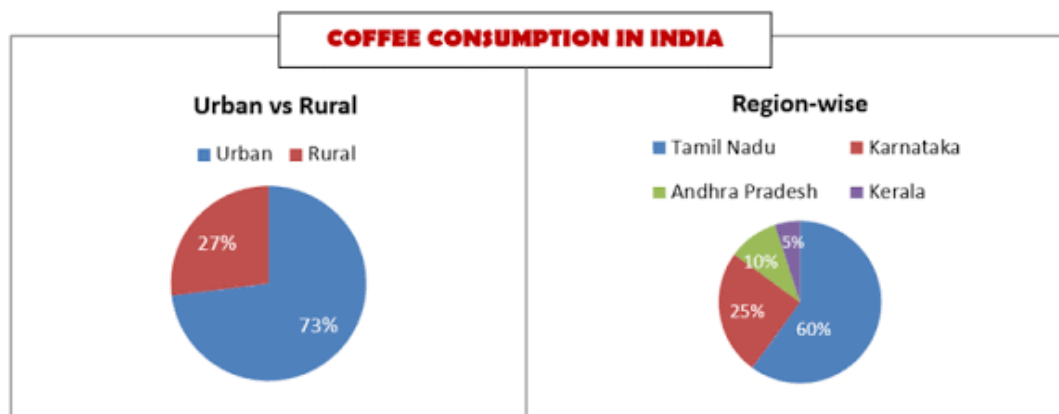
<b>Grand Total (India)</b>	87,000	211,000	298,000
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Coffee Arabica (Arabica) and coffee canephora (robusta) are the two principal varieties commercially cultivated in India. These two varieties are classified as washed (wet processed) and unwashed (natural / dry processed / cherry) based on the method of estate level processing the coffees are subjected to. The washed & unwashed arabicas and robustas are broadly classified into 4 categories based on the quality standards and the preference these grades enjoy in the world market. The categories are : Commercial Grades – 25 grades Premium Grades – 10 grades Specially grades – 7 grades Miscellaneous grades – 2 grades These major categories are further classified into different grades based on the size of Thebans and percentage of imperfections. In the Indian system of grading and garbling , the tolerance level for each and every grade is specified and expressed in percentage by weight. Quality specifications for Indian coffee entail that all the grades are totally free from foreign and extraneous matters.

## 6. Consumption

An interesting fact is that according to the National Dairy Development Board (and FAO), India is the world's largest milk producer, contributing about 19 percent of the world's total milk production, with over 150 million tons of milk produced every year. And the country is the seventh-largest producer of coffee in the world. Therefore, it can be assumed that the abundance of both milk and coffee in the country has resulted in a large variety of options of coffee drinking.

While coffee consumption in the country grew at an average rate of 2 percent per annum in the 50 years leading up to 2000, it has since picked up and has been growing at about 5 percent per annum since the turn of the century. It is estimated that India now consumes 120,000 tons of coffee per year.



## 7. Exports : Quantity and Value

India is the third-largest producer and exporter of coffee in Asia, and the seventh-largest producer and fifth-largest exporter of coffee in the world.

The country accounts for 3.14% (2019–20) of the global coffee production.

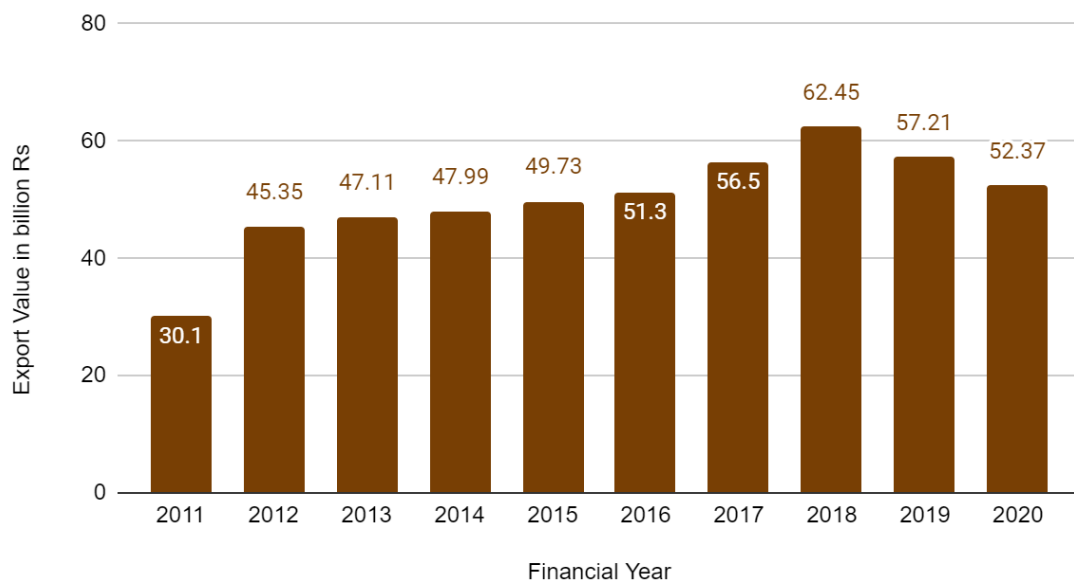
The coffee production stood at 299,300 million tonnes (MT) during 2019–20P.

The coffee export from India stood at US\$ 738.90 million during 2019–20 and US\$ 120.83 million during April–May 2020.

The total coffee export accounted for US\$ 315.08 million from April to August 2020 and for August 2020 it was US\$ 53.90 million\*.

Of the total coffee produced in India, 70% is exported and 30% is consumed domestically.

### Export Value of Coffee over the last 10 years



## 8. Major production organisations in India

Refer: <https://teacoffeespiceofindia.com/coffee/manufacturers-and-exporters-2/>

State	Organisation	HQ Address	Contact & Email	Website
Karnataka	Levista Coffee	PB. NO. 47, KIADB Industrial Area Kudlur, Kushalnagar, Kodagu Dt. Karnataka. India - 571234	+91 8276 278122 / 278777 +91 8276 278099 +91 93675 50555 sales@levista.in	<a href="https://www.levista.in/index.php">https://www.levista.in/index.php</a>
	Coffee Day Enterprises Limited	Coffee Day Enterprises Limited Coffee Day Square, Vittal Mallya Road Bangalore 560	+91 80 4001 2345 customer.care@coffee	<a href="https://www.coffeeday.com/home.html">https://www.coffeeday.com/home.html</a>

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[www.resurgentagric.com](http://www.resurgentagric.com)

[resurgentagric@gmail.com](mailto:resurgentagric@gmail.com)

		001 Karnataka T day.com		
	Chick Coffee	80/1 Hosagadde Estate, Doddamagaravalli, Aldur, Chikmagalur - 577111 (Map)	090080 01146	<a href="http://www.chickcoffee.com/">www.chickcoffee.com/</a>
	Adavi Coffee	D Block 003, Vaishnavi Sarovar Apartments, Yadavgeri, Mysore	+91 9959743976 ask@adavi.org	<a href="http://www.adavi.org/">http://www.adavi.org/</a>
	Cothas Coffee	Cothas Coffee Co, 609-560/1,609-560/2 & 323 Part B, Jigani Bommasandra Link Road, Jigani Ind. Area, Anekal Taluk, Bengaluru – 562105	+91-80-67278621info @cothas.comfeedback@cothas.com	<a href="https://www.cothas.com/">https://www.cothas.com/</a>
	Panduranga Coffee Works	P.B, No.150, MG Rd, Chikmagalur, Karnataka 577101	deepak.pcw@gmail.com	<a href="http://www.pandurangacoffee.com">www.pandurangacoffee.com</a>
	Bayar's Coffee	Kumbalgodu Industrial Area, Kumbalgodu, Bangalore 560074, Karnataka, India.	080-26395221 Email: sales@bayarscoffee.com	<a href="https://www.bayarscoffee.com/">https://www.bayarscoffee.com/</a>
	Black Bazza Coffee Company	Shop 1933,3rd Main, C Block, Sahakaranagar, Bangalore - 560092	bagthis@blackbazacoffee.com / +91 80 4890 4045	<a href="https://www.blackbazacoffee.com/">https://www.blackbazacoffee.com/</a>
	WoodiPeck's Coffee	<a href="https://www.woodpeckerscoffee.com/contact-us">https://www.woodpeckerscoffee.com/contact-us</a>	<a href="https://www.woodpeckerscoffee.com/contact-us">https://www.woodpeckerscoffee.com/contact-us</a>	<a href="https://www.woodpeckerscoffee.com/contact-us">https://www.woodpeckerscoffee.com/contact-us</a>
	Halli Berry	Kambihalli Estate, Santaveri Post, State Highway 57, Chikmagalur District, Athigiri, 577137	<a href="http://halliberri.com/contact.php">http://halliberri.com/contact.php</a>	<a href="http://halliberri.com/contact.php">http://halliberri.com/contact.php</a>
<b>Kerala</b>	Wayanady	Wayanady Enterprises Private Ltd, Ooty Road, Opp: Fr Mathai Nooranal Auditorium, Sulthanbathery, Wayanad-	support@wayanady.com <a href="mailto:wayanadyonline@gmail.com">wayanadyonline@gmail.com</a> 8113016134 6379629787	<a href="https://wayanady.com/">https://wayanady.com/</a>

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		673592, Kerala, India		
	TRAVANCORE COFFEE COMPANY PRIVATE LIMITED	BIBI PLANTATION, P.B.NO.32SUNTICOP PA SUNTICOPPA KA 571237 IN	asiacoffee@ascom x.com	NA
Tamilnadu	UTHRA EXPORTS	C-102, 11TH CROSS (WEST) THILLAINAGAR TRICHY-620 018 TAMILNADU	<a href="mailto:karthik762001@yahoo.com">karthik762001@yahoo.com</a>  +91-9994381630	<a href="https://www.uthraenterprise.com/profile.html">https://www.uthraenterprise.com/profile.html</a>
	VISWANAATH AGRO PRODUCT INTERNATIONAL	90/17, SENNIAMMAN KOIL STREET, TONDIARPET, CHENNAI-600 081, TAMILNADU	Email: <a href="mailto:srjanaki@viswanaath.com">srjanaki@viswanaath.com</a>  +91-44-25962706, 25980707  +91-94449-13942	<a href="http://www.flavouredchocolate.com/company-profile.html">http://www.flavouredchocolate.com/company-profile.html</a>

## 9. Major Domestic sales organisations in india

Company	HQ Address	Email & Contact	Website
Nescafe	No.100 / 101, World Trade Centre, City: New Delhi State: Delhi Pincode: 110001	<a href="mailto:communication@in.nestle.com">communication@in.nestle.com</a> Tel: +91 124 238 93 00	<a href="http://www.nestle.in">www.nestle.in</a>
Tata Coffee	Tata Coffee Limited No.57, Railway Parallel Road, Kumara Park West, Bangalore 560020 Karnataka,	Phone No. : +91 80 23560695 - 97, 23561976 - 81	<a href="https://tatacoffee.com/">https://tatacoffee.com/</a>

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	India		
Bru (HUL)	Hindustan Unilever Limited, Unilever House, B. D. Sawant Marg, Chakala, Andheri (E), Mumbai - 400 099.	022 5043 3000	<a href="https://www.hul.co.in/">https://www.hul.co.in /</a>
Cafe Coffee Day	Cafe Coffee Day #23/2, Vittal Mallya Road, Bangalore - 560001,	1860 500 4422 customercare@cafecoffeeday.com	<a href="https://www.cafecoffeeday.com/">https://www.cafecoffeeday.com/</a>
Starbucks	Tower 2, 10th Floor, Indiabulls Financial, Elphinstone Road, Lower Parel, Mumbai - 400013	02266113939 18602660010	<a href="http://www.starbucks.in">www.starbucks.in</a>
Lavazza	Hallmark Towers, 3rd Floor, No.35 SP Thiru Vi Ka Industrial Estate, Guindy, Chennai . Tamil Nadu. India – 600 032	Toll Free : 1800-425-3330 Phone : +919962586666 / +919962588800 Landline : 044-46898900 Email : info@lavazza.co.in	<a href="http://www.lavazza.in">www.lavazza.in</a>
Seven Beans Coffee Company	Anyuta, 2nd Floor #31/18 Loyola Layout Main Road, Ward – III, Shanthala Town, Bangalore –	Landline 1: +91 80 25570097 Landline 2: +91 80 25570098 Mobile: +91 91084 38873	<a href="https://sevenbeans.co/">https://sevenbeans.co/</a>



	560047		
Davidoff			
Blue Tokei	Khasra 258, Lane 3, Westend Marg, Saidulajab, New Delhi 110030	<b>+91 96060 47077</b>  <a href="mailto:getcoffee@bluetokaicoffee.com">getcoffee@bluetokai coffee.com</a> .	<a href="https://bluetokaicoffee.com/">https://bluetokaicoff ee.com/</a>
The Flying Squirrel	F S Gourmet Private Limited Ground Floor,#1, Teachers colony, 2nd Block, 6th Main, HBR layout, 80Feet Road, Bangalore-5600 43 KARNATAKA,	Phone: +91 9845153587 9 AM to 6 PM Email: <a href="mailto:coffee@flyingsquirrel.in">coffee@flyingsquirr el.in</a>	<a href="https://www.flyingsquirrel.in/">https://www.flyingsq uirrel.in/</a>

Starbucks Corp. (NASDAQ:SBUX), Keurig Dr. Pepper, Inc. (NASDAQ: KDP), and Nestle (OTC:NSRGY) were the top three sellers of coffee on Amazon in 2018, with year-to-date sales totaling more than \$16.8 million (12 percent share of Amazon's total first-party coffee sales) \$12.6 million (9% share), and \$11.2 million(8% share), respectively.

## 10. Major Export organisations in India

Refer: <https://teacoffeespiceofindia.com/coffee/manufacturers-and-exporters-2/>

Type of Coffee	Organisation	HQ Address	Contact & Email	Website
Instant Coffee	CCL PRODUCTS INDIA LTD	7-1-24/2/D "GREENDAL E" AMEERPET HYDERABA D-500 016 ANDHRA PRADESH	Email: <a href="mailto:ramarao@cclproducts.com">ramarao@cclp roducts.com</a>  +91-40-23732 455	<a href="https://www.cclproducts.com/">https://ww w.cclprod ucts.com/</a>

	NESTLE INDIA LIMITED	NESTLE INDIA LTD. S-414, MANIPAL CENTRE  45, DICKENSON ROAD BANGALOR E-560 042	Email: <a href="mailto:rajkamal.sharma@in.nestle.com">rajkamal.sharma@in.nestle.com</a>  +91-80-25585335/3271/0575	www.nestle.in
	VAYHAN COFFEE LIMITED	#1, TYAGARAYA NAGAR AS RAO NAGAR SECUNDER ABAD-500	Email: <a href="mailto:info@vayhan.in">info@vayhan.in</a>  +91-40-27141026/27	<a href="https://www.vayhan.in/">https://www.vayhan.in/</a>
<b>Robusta</b>	OLAM AGRO INDIA PRIVATE LIMITED	101-102, OXFORD TOWERS, 139 HAL AIRPORT ROAD KODIGEHALI, BANGALOR E-560 008	Email: <a href="mailto:amitpant@olamindia.com">amitpant@olamindia.com</a>  +91-80-40110369	<a href="https://www.olamgroup.com/locations/asia/india.html">https://www.olamgroup.com/locations/asia/india.html</a>
	NED COMMODITIES INDIA PVT LTD	POST BOX NO.51, PLOT NO.23, KIADB INDUSTRIAL AREA	Email: <a href="mailto:sudheendra@nedcommodities.com">sudheendra@nedcommodities.com</a>  +91-8276-278	NA

		KUDLOOR KUSHALNA GAR-571234 KUSHALNA GAR, KODAGU	638/40/41	
	NKG COFFEE INDIA PRIVATE LIMITED	501 QUEENS CORNER, "A" 3 QUEENS ROAD BANGALOR E -560 001.	Email: <a href="mailto:trade@nkgjayanti.com">trade@nkgjayanti.com</a> +91-80-30705 722 +91-93796188 00	<a href="https://nkgindiacoffee.com/">https://nkgindiacoffee.com/</a>
	COMPANY LOUIS DREYFUS INDIA PVT LTD	648/L, 3rd FLOOR, INDIRANAGAR 1ST MAIN BANGALOR E-560 038	Email: <a href="mailto:george.john@ldcom.com">george.john@ldcom.com</a>  +91-80-40437 700	<a href="http://www ldc com">www ldc com</a>
	SLN COFFEE AND SPICES EXPORTS PRIVATE LIMITED	B NO 47 KIADB INDUSTRIAL AREA, KUDLUR KUSHALNA GAR-571234	Email: <a href="mailto:sathappan@slncoffee.com">sathappan@slncoffee.com</a>  +91-8276-278 212/278088	<a href="https://slncoffee.com/">https://slncoffee.com/</a>
	EMIL TRADERS PVT LTD	XIII/423, MEENANGADI WAYANAD-6	Email: <a href="mailto:emiltrders@gmail.com">emiltrders@gmail.com</a>	na

		73 591, WAYANAD	+91-4936 248649/+91-9 447047927	
	BOLA SURENDRA KAMATH & SONS	KEDINJE-57 4 110KARKAL A KARNATAKA	Email: <a href="mailto:bola@vsnl.com">bola@vsnl.com</a> +91-8258-281 942/281943	www.bola s.co.in
Arabic a and Robus ta	ALLANASONS PRIVATE LIMITED	'CHANCO RESIDENCY 'NO. 1/2. SRT LANE CUNNINGH AM ROAD CROSS BANGALOR E-560 052	Email: <a href="mailto:coffee@allana.com">coffee@allana.com</a>  +80-2226 1234/2226/+8 0-2226 1234/2226	www.allan a.com
	COFFEE DAY GLOBAL LIMITED	Cafe Coffee Day #23/2, Vittal Mallya Road, Bangalore - 560001,	1860 500 4422 customercare@cafe coffeeday.com	<a href="https://www.cafecoffeeday.com/">https://ww w.cafecoff eeday.co m/</a>
	ITC LIMITED	AGRI BUSINESS DIVISION 31, SAROJINI DEVI ROAD SECUNDER ABAD-500 003	Email: <a href="mailto:mayankshah.b@itc.in">mayankshah.b@itc.in</a>  +91-40-27801 625/0875/191 4	<a href="https://www.itcportal.com/brands-microsite/sunbean.aspx">https://ww w.itcportal .com/bran ds-microsi te/sunbea n.aspx</a>

	TATA COFFEE LIMITED	Tata Coffee Limited No.57, Railway Parallel Road, Kumara Park West, Bangalore 560020 Karnataka, India	Phone No. : +91 80 23560695 - 97, 23561976 - 81	<a href="https://tatacoffee.com/">https://tatacoffee.com/</a>
	S.L.N. Coffee Pvt. Ltd.	P.B.NO 47 KIADB INDUSTRIAL AREA KUDLUR, KUSHALNA GAR-571 234 KUSHALNA GAR-571 234 KARNATAKA	Email: <a href="mailto:sathappan@slncoffee.com">sathappan@slncoffee.com</a>  +91-08276-278777/278999	<a href="https://slncoffee.com/">https://slncoffee.com/</a>
	SARATHY COFFEE CURING WORKS	T.A.P.C.M.S COMPLEX, K.M.ROAD CHIKMAGALUR-577 101 KARNATAKA	Email: sarathy2@sancharnet.in	na
	ECOM GILL COFFEE TRADING PVT LTD	ECOM HOUSE, 489/11 BOREWELL RD WHITE FIELD BANGALORE -560 066	Email: <a href="mailto:vgaur@ecomtrading.com">vgaur@ecomtrading.com</a>  +91-80-28450 110	<a href="https://www.ecomtrading.com/">https://www.ecomtrading.com/</a>

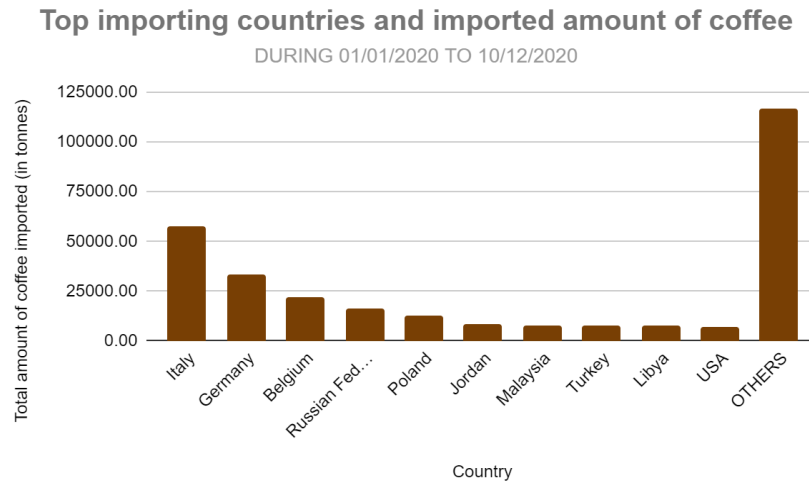
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## 11. Major Importing Countries of Indian Coffee

India is exporting coffee varieties to more than 70 countries across the world. The top five coffee export destinations of India such as Italy, Germany, Belgium, Libya and Jordan, recorded over 56% of the total value in 2017.

**COFFEE BOARD : BANGALORE**  
**COUNTRY WISE EXPORT OF COFFEE DURING 01/01/2020 TO 10/12/2020**  
**[ BOTH INDIAN AND RE-EXPORTED COFFEE ]**  
**[ PROVISIONAL AND BASED ON EXPORT PERMITS ]**

Country	Arabica	Robusta	Instant	Roasted	TOTAL
Italy	5030.96	51459.05	922.26	0.35	57412.62
Germany	6349.24	26211.39	672.66	0.04	33233.32
Belgium	4886.88	16181.79	648.21	0.00	21716.88
Russian Federation	733.85	1594.95	13842.43	0.29	16171.52
Poland	79.20	818.40	11853.91	0.00	12751.51
Jordan	5895.30	2312.40	151.23	0.19	8359.12
Malaysia	6.00	40.00	8071.69	0.40	8118.09
Turkey	141.54	1096.56	6658.59	0.00	7896.69
Libya	116.10	7301.76	367.09	0.00	7784.95
USA	544.11	1607.16	4539.52	86.20	6776.98
OTHERS	16858.14	53365.82	46271.32	215.38	116710.66
<b>TOTAL</b>	<b>40641.32</b>	<b>161989.27</b>	<b>93998.89</b>	<b>302.84</b>	<b>296932.32</b>



## 12. Network of origin countries and importing countries other than India

Refer: <https://www.tridge.com/products/coffee-bean/export>

Below are the 15 countries that imported the highest dollar value worth of coffee during 2019.

1. United States: US\$5.8 billion (19.4% of total coffee imports)
2. Germany: \$3.2 billion (10.7%)
3. France: \$2.7 billion (9.1%)
4. Italy: \$1.6 billion (5.4%)
5. Japan: \$1.2 billion (4.1%)
6. Canada: \$1.2 billion (4%)
7. Netherlands: \$1.2 billion (4%)
8. Belgium: \$1.1 billion (3.6%)
9. United Kingdom: \$1.1 billion (3.5%)
10. Spain: \$969.6 million (3.2%)
11. Switzerland: \$750.5 million (2.5%)
12. South Korea: \$661.7 million (2.2%)
13. Russia: \$631.4 million (2.1%)
14. Poland: \$578 million (1.9%)
15. Australia: \$447.4 million (1.5%)

By value, the listed 15 countries purchased over one quarter (77.1%) of all coffee imports in 2019. Within parenthesis is the percentage of overall coffee shipments for each importing geography. Among the above countries, the fastest-growing markets for coffee since 2015 were: Russia (up 26.9%), Poland (up 26.4%), Netherlands (up 24.4%) and South Korea (up 21%). Those countries that posted declines in their imported coffee purchases were led by: Japan (down -21.1%), Germany (down -13.8%), Italy (down -7.7%) and Australia (down -7.2%).



**12.1 Coffee Imports into the United States:** America's global purchases of imported coffee totaled US\$5.7 billion in 2019. Below are the top 15 suppliers from which the United States imported the highest dollar value worth of coffee during 2019. Within parenthesis is the percentage change in value for each supplying country since 2015.

1. Colombia: US\$1.2 billion (down -3.5% from 2014)
2. Brazil: \$1.1 billion (down -21.9%)
3. Canada: \$407.7 million (down -6.6%)
4. Switzerland: \$367.4 million (up 217.4%)
5. Guatemala: \$325 million (down -1.5%)
6. Indonesia: \$307.8 million (down -11.5%)
7. Vietnam: \$297.5 million (down -21.6%)
8. Nicaragua: \$271.3 million (up 13.9%)
9. Honduras: \$253 million (up 16%)
10. Peru: \$221.4 million (up 22.3%)
11. Mexico: \$197.6 million (down -20.2%)
12. Costa Rica: \$149.6 million (down -14.4%)
13. Ethiopia: \$133.2 million (up 3%)
14. Italy: \$126.6 million (up 24.1%)
15. Germany: \$110.2 million (down -0.7%)

**12.2 Coffee Imports into Germany:** Germany's global purchases of imported coffee totaled US\$3.5 billion in 2019. Below are the top 15 suppliers from which Germany imported the highest dollar value worth of coffee during 2019. Within parenthesis is the percentage change in value for each supplying country since 2015.

1. Brazil: US\$808.5 million (down -26.1% from 2015)
2. Vietnam: \$399.9 million (down -14.9%)
3. Honduras: \$258.3 million (down -21.8%)
4. Switzerland: \$213 million (up 8.5%)
5. Italy: \$211.2 million (up 32.8%)
6. Colombia: \$190.6 million (down -12%)
7. Peru: \$158.8 million (down -21.8%)
8. Ethiopia: \$127.5 million (down -2.3%)
9. India: \$80.1 million (up 17.8%)
10. Uganda: \$74.2 million (down -1.1%)
11. Netherlands: \$68.5 million (down -41.4%)
12. Poland: \$62.6 million (down -19.5%)
13. Indonesia: \$55.2 million (down -50.3%)
14. Spain: \$51.4 million (up 111.2%)
15. Papua New Guinea: \$42.4 million (up 8.3%)

**12.3 Coffee Imports into France:** France's global purchases of imported coffee totaled US\$2.8 billion in 2019. Below are the top 15 suppliers from which France imported the highest dollar value worth of coffee during 2019. Within parenthesis is the percentage change in value for each supplying country since 2015.

1. Switzerland: US\$1.4 billion (up 23.5% from 2015)
2. Germany: \$252 million (up 52%)
3. Netherlands: \$236.3 million (up 229.8%)
4. Belgium: \$161.7 million (down -18.7%)
5. Italy: \$145.1 million (up 8.2%)
6. Brazil: \$118.9 million (down -26.4%)
7. Vietnam: \$65.8 million (down -17.2%)
8. Honduras: \$59.3 million (down -9.5%)
9. Spain: \$38.7 million (down -3.8%)
10. Peru: \$31.1 million (up 25.9%)
11. Ethiopia: \$30.2 million (down -36.6%)
12. Colombia: \$28.7 million (down -8%)
13. United Kingdom: \$24.8 million (down -51.1%)
14. Mexico: \$19.8 million (up 39.4%)
15. Nicaragua: \$14.7 million (up 170%)

**12.4 Coffee Imports into Italy:** Italy's global purchases of imported coffee totaled US\$1.7 billion in 2019. Below are the top 15 suppliers from which Italy imported the highest dollar value worth of coffee during 2019. Within parenthesis is the percentage change in value for each supplying country since 2015.

1. Brazil: US\$492.5 million (down -15% from 2015)
2. Vietnam: \$227.3 million (down -5%)
3. France: \$153.9 million (up 3.6%)
4. India: \$142.3 million (down -16.6%)
5. Uganda: \$110.3 million (up 17%)
6. Honduras: \$68.3 million (down -2.5%)
7. Colombia: \$61.4 million (down -24.3%)
8. Germany: \$60.3 million (up 57.5%)
9. Indonesia: \$58 million (down -32.5%)
10. Ethiopia: \$37.6 million (down -3.3%)
11. Guatemala: \$34.5 million (up 3.7%)
12. Peru: \$23.2 million (up 34.1%)
13. Belgium: \$19.4 million (up 102.6%)
14. Nicaragua: \$18.5 million (up 1%)
15. Spain: \$14.8 million (down -16.6%)

## **13. Apex bodies /Associations of Coffee**

### **13.1 In India**

#### **13.1.1 Coffee Board of India**

During 1940's, the coffee industry in India was in a desperate state due to the II World war resulting in very low prices and ravages of pests and diseases. At this time, the Government of India established the 'Coffee Board' through a constitutional act "Coffee Act VII of 1942" under the administrative control of the Ministry of Commerce and Industry. The Board comprises 33 members including the Chairman, who is the Chief Executive and appointed by the Government of India. The remaining 32 members represent the various interests such as coffee growing industry, coffee trade interests, curing establishments, interests of labour and consumers, representatives of governments of the principal coffee growing states, and Members of Parliament.

After pooling was discontinued in 1996, Coffee Board served as the friend, philosopher and guide to the Coffee sector covering the entire value chain. The core activities are primarily directed towards research & development, transfer of technology, quality improvement, extending development support to growing sectors, promotion of coffee in export and domestic markets. The activities of the Board are broadly aimed at (i) enhancement of production, productivity & quality; (ii) export promotion for achieving higher value returns for Indian Coffee and (iii) supporting development of Domestic market.

Contact: <https://www.indiacoffee.org/contact-us.html>

#### **13.1.2 The United Planters' Association of Southern India**

UPASI (The United Planters' Association of Southern India) is an apex body of planters of tea, coffee, rubber, pepper and cardamom in the Southern States of India viz. Tamil Nadu, Kerala and Karnataka have existed since 1893. There are 3 State Planters' Associations and 13 District Planters' Association affiliated to UPASI. It is the premier representative body of buyers, sellers, processors, exporters, co-operatives and all other market intermediaries of tea coffee, rubber & spices. The Association's operations cover economic research, market intelligence, industrial relations, liaison, public relations, scientific research and publication.

Contact: <http://www.upasi.org/contact-us/>

### **13.2 GLOBAL**

## **International Coffee Organisation:**

The International Coffee Organization (ICO) was set up in 1963 in London, under the auspices of the United Nations (UN) due to the economic importance of coffee. It administers the International Coffee Agreement (ICA), an important instrument for development cooperation. It was a result of the five-year International Coffee Agreement signed in 1962 at the UN in New York City and renegotiated in 1968, 1976, 1983, 1994 and 2007 at the ICO in London. The International Coffee Council is the highest authority of the Organization and is composed of representatives of each Member Government. It meets in March and September to discuss coffee matters, approve strategic documents and consider the recommendations of advisory bodies and committees. The ICO's headquarters is located at 222 Gray's Inn Road in London and its current executive director is the Brazilian José Sette. After the withdrawal of the U.S. from the International Coffee Agreement in June 2018, ICO Member Governments represent 98% of world coffee production and 67% of world consumption.

Contact: [http://www.ico.org/find\\_us.asp?section=Contact\\_Us](http://www.ico.org/find_us.asp?section=Contact_Us)

## **14. Commodity Exchanges**

### **14.1 Global**

Coffee is traded in futures contracts on many exchanges, including the following:

- A. New York Board of Trade
- B. New York Mercantile Exchange
- C. New York Intercontinental Exchange
- D. The London International Financial Futures and Options Exchange.
- E. ICE Futures U.S
- F. JFX, Indonesia

### **14.2 In India**

#### **14.2.1 Multi Commodity Exchange of India Limited (MCX)**

The Multi Commodity Exchange (MCX) commenced futures trading in Robusta coffee in 2007. Although coffee accounts for only 3.1% of total agricultural exports, it is one of the most important agricultural exports of the country. After a series of talks with planters, traders, processors, brokers and exporters, MCX has decided to link the trade with that in Euronext-Liffe. The trading unit is one tonne and the delivery unit is three tonnes (50 bags of net weight 60 kg each). The delivery centres identified are Kushalnagar, Chikmagalur and Hassan in Karnataka and Kalpetta in Kerala.

Contact: <http://www.mcxindia.com>

#### **14.2.2 National Commodity and Derivatives Exchange Limited**

The National Commodity & Derivatives Exchange (NCDEX) is a commodities exchange dealing primarily in agricultural commodities in India. The National Commodity & Derivatives Exchange was established in 2003, and its headquarters are in Mumbai. Many of India's leading financial institutions have a stake in the NCDEX. As of September 2019, significant shareholders included Life Insurance Corporation of India (LIC), the National Stock Exchange of India Limited (NSE), and the National Bank for Agricultural and Rural Development (NABARD).

Contact: <https://www.ncdex.com/>

### **15. Major challenges in the domestic trade**

As we all know Coorg is one of largest coffee producing districts. But, now days the coffee producers are facing many problems in marketing the coffee such as:

- a) The lack of proportion of stock and demand have many times eroded from high prices to low levels.
- b) Worldwide production quality has overblown the trade of coffee from India.
- c) The coffee disaster from 1999-2003 resulted in monetary issues for a number of producers and prices kept soaring in the past few years.
- d) In mixture with unfavourable climatic conditions as well as increased cause of diseases & pest, have resulted in the production & marketing of coffee .Coffee producers pose many problems high-flown by the coffee disaster in the early years, which have not been recovered.
- e) Changes in the international market prices, downfall of price have affected the coffee producers.
- f) Increase in the cost of labour is a major problem for the coffee producers, it is one of the premium price factors the producers are facing.
- g) The coffee producers have to gain confidence in them for marketing their produce through various channels of distribution. Coffee is an export crop, trade policies affect the production of these crops. So, it is better to look after the trade policies during production of the coffee. If there is no more demand from the consumers automatically the demand of the coffee also comes down.

## **16. Major Challenges in the export trade**

Coffee exports from India are facing a major challenge in European markets. Countries like Vietnam, Uganda and Brazil offer their produce at low prices, which is of great concern to coffee growers in Wayanad, Karnataka and Tamil Nadu. The major markets for Indian coffee in Europe are Italy, Germany, Belgium and Spain. Apart from Robusta and Arabica, India also exports instant coffee to these markets.

About 70 per cent of the coffee produced in India is exported. Due to better harvests and the depreciation of the currency, more coffee was arriving in foreign markets at lower prices from Brazil for a few months. Vietnam, a major producer, also began to supply coffee at lower prices. Meanwhile, Uganda is now offering low-cost coffee. Robusta from Uganda sells for as little as \$ 200 per tonne. Italy is one of the largest markets for coffee from India.

After Brazil, India has the largest market share there. Coffee from India also faces stiff competition in Italy. Demand for this speciality has grown significantly as a result of recent corporate scandals in Italy. During January-June last year, India exported 50,513 tonnes of coffee to Italy. During the January-June period, the country exported only 36,547 tonnes, a decrease of 27.6 per cent.

Coffee farmers in the region, including Wayanad, are facing a severe crisis as prices in the domestic market have fallen by up to 10% over the previous year. About 75% of Robusta's exports from India to Italy are from Wayanad.

Coffee now faces the same challenge as pepper for a long time in international markets. All the producing countries are making the product cheaper. Vietnam sells about half the price of Indian pepper in the international market. In the international market, Indian pepper is priced at the US \$ 4700 per tonne. Vietnam is priced at \$ 2,300, Sri Lanka at \$ 2,900 and Indonesia at \$ 2,400 provides opportunities for events.

Indian coffee exporters may have lost their market share in Europe to Brazil, which has been able to push more quantities taking advantage of a larger crop and lower prices in the last few months.

## **17. Government incentives and policies to promote the production and exports**

### **17.1 Production and domestic consumption**

#### **Role of the Coffee Board**

The Department promotes coffee consumption in the country through 12 India Coffee Houses located in major cities across the country. Besides, the department participates in the national level exhibitions & trade fairs to create awareness about the Indian coffee among the consumers and educates the consumers about positive effects of coffee consumption on human health.

Development Support for Coffee in Traditional Areas:

[https://www.indiacoffee.org/Schemes/TA\\_ICDP\\_MTF.pdf](https://www.indiacoffee.org/Schemes/TA_ICDP_MTF.pdf)

Coffee Development Programme (CDP) in Non-Traditional Areas:

[https://www.indiacoffee.org/Schemes/NTA\\_ICDP\\_MTF.pdf](https://www.indiacoffee.org/Schemes/NTA_ICDP_MTF.pdf)

Coffee Development Programme (CDP) in North Eastern Region:

[https://www.indiacoffee.org/Schemes/ICDP\\_388.pdf](https://www.indiacoffee.org/Schemes/ICDP_388.pdf)

Welfare Measures to children of labours

[https://www.indiacoffee.org/Schemes/MTF\\_LWM.pdf](https://www.indiacoffee.org/Schemes/MTF_LWM.pdf)

XII Plan Scheme:

<https://www.indiacoffee.org/modalities-implementation-support-schemes.html>

XI Plan Scheme:

<https://www.indiacoffee.org/rainfall-insurance-scheme-coffee-growers-risc.html>

## **17.2 Export**

The Board has undertaken various export promotion activities to enhance the export of coffee. These include:

(i) Participation in selected international exhibitions and similar events in which the exportable grades of Indian coffee are displayed and promotional literature on Indian coffee is distributed

(ii) Buyer-Seller Meets

(iii) Advertisements on the excellence and selectivity of Indian coffee in prominent overseas trade journals and magazines, and four films on the unique aspects of Indian coffee

(iv) Export awards

In order to encourage coffee exporters the Board has instituted eight Export Awards every year commencing from 1999-2000 for the top most exporters of Indian Coffee in



terms of quantity based on their applications for the same. Awards have been instituted for exports in the following categories:

- Green Coffee
- Specialty Coffee
- Instant Coffee

The remaining 5 awards have been instituted for region-wise exports viz.

- USA
- European Union
- Russia and CIS Countries
- Far East Region
- Middle East Countries

## **18. Conclusions**

Coffee is a very important contribution of the developing countries to the world. It is the second largest traded commodity on the world market and is the sustaining force behind the economies of over eighty developing countries that produce the crop. In India, Chikmagalur, Kodagu and Hassan districts of Karnataka; Wayanad and Travancore districts of Kerala; Pulneys and Nilgiris areas of Tamilnadu contribute 96% in the total production. Remaining portion is covered by the non-traditional production areas of Andhrapradesh, Orissa and north-eastern region. Perusing through the data, it is observed that Italy, Germany, Belgium, Russia and Poland are the top importers of indian coffee. Also, in India, 98% of the total produce comes from the small growers.

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3. Akundi Santaram Dodoma University (2018); Sustaining Coffee Production: Present and Future
4. Carolina Carolina, Febtri Wijayanti(2019); The important role of coffee agroecosystem for rural development

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12. Krishi Jagran; Coffee Farmers in India Facing a Major Challenge in the European Markets