

QTMUN 2024



Creating The Coffee Craze (CCC)

Part One: Coffee Corporations

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Equity Disclaimers

Throughout this committee, delegates will be engaging in complex debates and discussions covering a wide array of topics. As UTMUN seeks to provide an enriching educational experience that facilitates understanding of the implications of real-world issues, the content of our committees may involve sensitive or controversial subject matter for the purposes of academia and accuracy. We ask that delegates be respectful, professional, tactful, and diplomatic when engaging with all committee content, representing their assigned country's or character's position in an equitable manner, communicating with staff and other delegates, and responding to opposing viewpoints.

This Background Guide and Creating the Coffee Craze presents topics that may be distressing to some Delegates, including but not limited to the following:

- Potential involvement of world events linked to specific coffee corporations, including WWII, the Cold War, and the Irish Conflict (a.k.a. The Troubles/Northern Ireland Conflict)
- Labour disputes
- Classism
- Mentions of colonialism
- Mentions of slavery

Great care will be taken by staff in handling any/all of these topics should they arise.

UTMUN recognizes the sensitivity associated with many of our topics, and we encourage you to be aware of and set healthy boundaries that work for you. This may include: refraining from reading certain parts of the background guide, preparing yourself before reading this background guide, doing some self-care or seeking support after reading the background guide, or anything that can help make you feel more comfortable. We ask that all Delegates remain considerate of the boundaries that other Delegates set.

UTMUN expects that all discussions amongst delegates will remain productive and respectful of one another. If you have any equity concerns or need assistance in setting boundaries or navigating sensitive subject matter or have any questions at all, please do not hesitate to reach out to me or our Chief Equity Officer, Harvi Karatha, at equity@utmun.org. We want you to feel safe and comfortable at UTMUN!

If you wish to switch committees after having read the content warnings for this committee, please do the following:

a) Fill out the UTMUN 2024 Committee Switch Request Form:

<https://forms.gle/EVf1kp6r6ACnBooR6>

Model United Nations at U of T Code of Conduct

The below code of conduct applies to all attendees of UTMUN 2024 for the entire duration of the conference, and any conference-related activities (including but not limited to committee sessions, conference socials, committee breaks, and the opening and closing ceremonies).

1. Harassment and bullying in any form will not be tolerated, the nature of which includes, but is not limited to, discrimination on the basis of race, national origin, ethnicity, colour, religion, sex, age, mental and physical disabilities, socioeconomic status, sexual orientation, gender identity, and gender expression,
 - a. Harassment and bullying include, but are not limited to, insulting and/or degrading language or remarks; threats and intimidation; and intentional (direct or indirect) discrimination and/or marginalization of a group and/or individual;
 - i. The above prohibition on harassment, bullying, and inappropriate behaviour extends to any and all behaviour as well as written and verbal communication during the conference, including notes, conversation both during and outside committees, and general demeanour at all conference events;
 - ii. UTMUN reserves the right to determine what constitutes bullying and/or inappropriate behaviour toward any individual and/or group;
 - b. Attendees must not engage in any behaviour that constitutes physical violence or the threat of violence against any groups and/or individuals, including sexual violence and harassment, such as, but not limited to,
 - i. Unwelcome suggestive or indecent comments about one's appearance;
 - ii. Nonconsensual sexual contact and/or behaviour between any individuals and/or groups of individuals;
 - iii. Sexual contact or behaviour between delegates and staff members is strictly forbidden;
2. UTMUN expects all attendees to conduct themselves in a professional and respectful manner at all times during the conference. Specific expectations, include, but are not limited to,
 - a. Attendees must, if able, contribute to the general provision of an inclusive conference and refrain from acting in a manner that restricts other attendees' capacity to learn and thrive in an intellectually stimulating environment;
 - b. Attendees must adhere to the dress code, which is Western business attire;
 - i. Exceptions may be made on a case-by-case basis depending on the attendees' ability to adhere to the previous sub-clause;
 - ii. Attendees are encouraged to contact Chief Equity Officer, Harvi Karatha, at equity@utmun.org with questions or concerns about the dress code or conference accessibility;

- c. Attendees must refrain from the use of cultural appropriation to represent their character and/or country, including the use of cultural dress, false accent, and any behaviour that perpetuates a national or personal stereotype;
- d. Delegates must not use music, audio recordings, graphics, or any other media at any time unless approved and requested to be shared by the Dais and/or the Chief Equity Officer, Harvi Karatha at equity@utmun.org;
- e. Attendees must abide by instructions and/or orders given by conference staff, members;
 - i. Attendees are exempt from this above sub-clause only if the instructions and/or orders given are unreasonable or inappropriate;

3. Delegates, staff, and all other conference participants are expected to abide by Ontario and Canadian laws and Toronto by-laws, as well as rules and regulations specific to the University of Toronto. This includes, but is not limited to,

- a. Attendees, regardless of their age, are strictly prohibited from being under the influence and/or engaging in the consumption of illicit substances, such as alcohol or illicit substances for the duration of the conference;
- b. Attendees are prohibited from smoking (cigarettes or e-cigarettes, including vapes) on University of Toronto property;
- c. Attendees must refrain from engaging in vandalism and the intentional and/or reckless destruction of any public or private property, including conference spaces, venues, furniture, resources, equipment, and university buildings;
 - i. Neither UTMUN nor any representatives of UTMUN is responsible for damage inflicted by attendees to property on or off University of Toronto campus;
 - ii. Individuals will be held responsible for any damages.

4. The Secretariat reserves the right to impose restrictions on delegates and/or attendees for not adhering to/violating any of the above stipulations. Disciplinary measures include, but are not limited to,

- a. Suspension from committee, in its entirety or for a specific period of time;
- b. Removal from the conference and/or conference venue(s);
- c. Disqualification from awards;
- d. Disqualification from participation in future conference-related events.

5. UTMUN reserves the right to the final interpretation of this document.

For further clarification on UTMUN's policies regarding equity or conduct, please see this [form](#). For any questions/concerns, or any equity violations that any attendee(s) would like to raise, please contact UTMUN's Chief Equity Officer, Harvi Karatha, at equity@utmun.org or fill out this anonymous Equity Contact Form: <https://forms.gle/Psc5Luxp22T3c9Zz8>.

Letter From The Director:

Hello Delegates!

I am very pleased to welcome you all to a very special UTMUN 2024 committee: Creating the Coffee Craze (CCC): The Coffee Corporations VS. The Union of Coffee-Producing Countries. I am your director for this committee, Isabella Perdigon, and I hope you all feel as excited for our topics and discussions as I do.

I am a third year student at UofT, majoring in political science and minoring in philosophy and Latin American studies. I started Model UN by staffing in my first year with UTMUN, and my passion for these conferences has only grown since. To be able to direct a conference this year is something I'm so grateful for, especially since the topic is about coffee, my favourite beverage ever. I'd like to now introduce the rest of your Dias. I'm joined by your Vice Director, Olivia Ruffolo, a second year student, specializing in laboratory medicine and pathobiology and majoring in physiology, your Crisis Analyst, Amarena, a third year student studying political science and public policy, and your Moderator, Eileen, a first student studying social sciences.

Now, a little bit about the nature of our committee before we get into the meat of our topics. The CCC is a specialized committee, focused on economic, social, ethical, and practical aspects of the coffee industry. You will get to discover new types of coffee, help uplift the industry, form environmental policies, address the rights of your various workers, tackle worldwide issues, and more. This is a joint committee, meaning there will be two rooms that can influence each other. In one, we have the corporations. In this room, delegates will represent the CEOs and leaders of coffeehouses worldwide. Consequently, they will be tasked with handling matters relating to the corporate happenings of the industry. The other room houses the Union of Coffee-Producing Countries (UCPC). Delegates in this room will represent leaders of countries, and accordingly, they will deal with international concerns of the industry.

There are numerous things happening simultaneously here in the CCC, so it is very important that you take a close look at this guide for more information. It is encouraged you do your own research beyond what is written here, and most importantly, have fun with it! If you have further questions, concerns, or comments, I more than encourage you to reach out by sending a message to the committee email listed at the bottom of this letter. The rest of the CCC staff and I are all looking forward to seeing you in February! Bring your favourite beverage (I, myself, will be bringing a delicious cup of café con leche) and the readiness to kick start the great Coffee Craze!

Sincerely,

Isabella Perdigon

Director, Creating the Coffee Craze

CCC@utmun.org

Introduction:

Nearly 600 years have passed since the first coffeehouse, Kiva Han, opened up in the Ottoman Empire, and coffee has now become a global favourite, with many coffee chains emerging as part of the past century's increasing globalization. It is 1980, and consumers are adoring the recently emerged but increasingly popular coffee chains, namely, Starbucks, Tim Hortons, Second Cup, and Dunkin' Donuts. That being said, others seek comfort in exquisite local cafés. As leaders of these various-scale caffeinated enterprises, it is up to you to keep your corporation afloat by maintaining the coffee frenzy amidst constantly emerging challenges including the arrival of bubble tea shops and the unionization of all major coffee producers... Will the major coffee chains reign supreme, or will local cafés surpass them and go global?

As this is a joint committee, the coffee chains are not alone in their endeavour. While one room features competing coffee corporations, the other turns an eye to the world of coffee production. The world's coffee producers have banded together to form the Union of Coffee-Producing Countries (UCPC). Many of the union's members hope to improve their economies amidst the Latin American Debt Crisis of 1980, and the union is also wary of the environmental impact of coffee production. While the union solidifies and forms regulations to protect the environment, it is up to individual nations to boost their economies by incentivizing coffee production and forming alliances with the coffee corporations.

As leaders of caffeinated enterprises and coffee-producing countries, the fate of the coffee world rests in your hands. Will you successfully collaborate and create a coffee craze, or will you bring centuries of coffee adoration to its doom?

Menu (Product List)

- **Arabica Bean** – The most common coffee bean plant.¹ Arabica is known for having a variety of flavours depending on local breeding and location.² It will be what is majorly used in coffeehouses, as the public enjoys its mild, less caffeinated taste.³ Price point: \$1.3 per pound.
- **Robusta Bean** – Known as the *Coffea Canephora* plant, and is the second most common coffee bean used in the industry.⁴ It is twice as caffeinated as Arabica.⁵ It is easier to produce, making it a cheap alternative for instant coffee. Price point: \$0.7 per pound.

¹ "Arabica vs Robusta Coffee – What's the Difference," Nespresso (Nespresso, 2018), <https://www.nespresso.com/au/en/news/arabica-vs-robusta-coffee-whats-the-difference>.

² Ibid.

³ Monica Chan, "Arabica vs Robusta - Whats the Difference," BarTalks (BarTalks, May 15, 2020), <https://bartalks.net/arabica-vs-robusta-whats-the-difference/#:~:text=Green%20Robusta%20beans%20are%20typically>.

- **Robusta Bean** – Known as the *Coffea Canephora* plant, and is the second most common coffee bean used in the industry.⁴ It is twice as caffeinated as Arabica.⁵ It is easier to produce, making it a cheap alternative for instant coffee.⁶ Price point: \$0.7 per pound.
- **Liberica Bean** – Takes up a significantly smaller portion of production, as it is not well known.⁷ It is very high maintenance and complex to produce, making it difficult to procure many in good quality/taste.⁸ Its flavour profile is less caffeinated.⁹ Price point: \$2.6 per pound.
- **Excelsa Bean** – Similar to nature as the excelsa bean, as it is a variety of liberica.¹⁰ Its woody taste often makes or breaks its reception.¹¹ Price point: \$2.6 per pound.
- **Gesha Bean** – Most exclusive and sought-after coffee variety.¹² Has been described as having a royal and fruity flavour profile.¹³ It is very difficult to produce.¹⁴ Price point: \$500 per pound.

Bean Sources

- **Free Trade Coffee Bean** – Coffee beans handed between countries through predetermined trade agreements.¹⁵ Free trade usually benefits national economies, leaving individual producers less of the cut.¹⁶ Price point: about \$1.3 per pound (for normal Arabica beans; price is subjected to change for more or less expensive beans).
- **Fair Trade Coffee Bean** – Coffee beans handed between independent farms, producers, and distributors.¹⁷ Fair trade usually benefits smaller farms more, as more of the profits go directly to them.¹⁸ Price point: \$2.6 per pound (for normal Arabica beans).
- **Organic Coffee Bean** – Coffee beans made through environmentally conscious methods. For example there's no use of pesticides, herbicides, etc. Price points: \$2.6 per pound (for normal Arabica beans).

⁴ Ibid.

⁵ Ibid.

⁶ Ibid.

⁷ Isabelle Sanmax, "What is excelsa coffee?," Perfect Daily Grind, May 21, 2021. <https://perfectdailygrind.com/2021/05/what-is-excelsa-coffee/>.

⁸ Ibid.

⁹ "What are Liberica Coffee Beans?," Bean & Bean Coffee, Nov. 29, 2022. <https://beannbeancoffee.com/blogs/beansider/what-are-liberica-coffee-beans#:~:text=Outside%20of%20where%20it's%20grown,as%20much%20as%20specialty%20Arabica>.

¹⁰ Kashmir Brummel, "Liberica Coffee Beans: What You Need To Know," Home Grounds, Jul. 31, 2023. <https://www.homegrounds.co/ca/liberica-coffee-beans/>.

¹¹ Ibid.

¹² Karla Walker, "Gesha | The Most Exclusive Coffee Variety," Sagebrush Coffee. <https://sagebrushcoffee.com/blogs/education/gesha-the-most-exclusive-coffee-variety>.

¹³ Ibid.

¹⁴ Ibid.

Coffee Products

- Latte
- Cappuccino
- Mocha
- Espresso (Shots, Double, etc)
- Americano
- Coffee and Milk (Café con Leche, Café au Lait, Café com Leite, etc)
- Macchiato
- Einspänner
- Irish coffee
- Brauner
- Wiener Eiskaffee (Viennese Iced Coffee)
- Flat White
- Frothy White
- Cortado
- Café Bombon
- Carajillo
- Orange Americano
- Lechero
- Red Eye
- Café Cubano
- Colada
- Marocchino
- Viennese Coffee
- Cold Brew
- Sahlab with Coffee
- Irish Nut Coffee
- Filter Coffee
- Ristretto
- Hungarian Coffee
- Turkish Coffee
- Kurdish Coffee
- Affogato

¹⁵ "What is Ethically Sourced Coffee and Why is it Important?," Dublin Roasters. <https://dublinroasterscoffee.com/what-is-ethically-sourced-coffee/#:~:text=Ethical%20sourcing%20means%20that%20farmers,coffee%20in%20a%20competitive%20market.>

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

- Ca Phe Trung (Egg Coffee)
- Iced Coffee
- Lungo
- Marshmallow Coffee
- Lemon Coffee
- Dalgona Coffee
- Egyptian Ahwa (Coffee)
- Gafae Yen (Thai Iced Coffee)

Tea Leaves

- Green Tea
- Oolong Tea
- Black Tea
- Earl Grey Tea

Tea Products

- Bubble Tea (Boba)
- Masala Chai
- English Breakfast Tea
- Tea-based Latte
- Milk Tea

Abbreviations

- UCPC – Union of Coffee Producing Countries

Background:

The Beginning of Coffee: All Thanks to Kaldi

In the year 800 AD, there was a goat herder in Ethiopia that went by the name Kaldi. Kaldi owned a group of rather curious goats.¹⁹ One day, he found them chewing on a strange, red fruit, running around the field with more energy than they had ever expressed before.²⁰ Upon trying it for himself, Kaldi also found himself bursting with boundless energy.²¹ It was a very strange phenomenon, and ended up attracting the attention of a monk nearby.²² He, too curious, took a branch back to his fellow monks to try.²³ Similar to the goats and Kaldi, the men found themselves jumpy. Shocked and disgusted by the strange reaction they experienced, the monks threw the red fruit into the fire, only to release a beautiful aroma that we, today, have all come to enjoy.²⁴ In order to preserve this state, the monks placed the crushed berries in hot water, where they had come to realize the exquisite taste of the berry in hot water.²⁵ The men used the drink to assist them during long nights of prayer.²⁶ This was the founding of coffee.

Of course, there are many other stories that are used to describe the origins of coffee, but they all roughly trace back to Ethiopia.²⁷ From Ethiopia, the beans found themselves distributed in Yemen, and from there, utilized in the form of roasted coffee in the rest of Arabia sometime in the 13th Century.²⁸ The plant stayed inside the Arabian peninsula and Africa until the 17th Century.²⁹

It quickly became a commodity, used in social gatherings or keeping oneself awake during prayer.³⁰ Due to its stimulating effects, it was briefly outlawed by religious authorities in Mecca, only to be protested by the public.³¹ Coffee was also persecuted within other countries during this time, such as Cairo, Egypt and Ethiopia.³² Regardless, coffee was beloved by the people and quickly found its way to public spaces in the form of coffeehouses.

¹⁹ "The History of Coffee," Nescafe. <https://www.nescafe.com/in/understanding-coffee/coffee-history#:~:text=As%20it%27s%20thought%20that%20coffee,Egypt%2C%20Syria%2C%20and%20Turkey.>

²⁰ Ibid.

²¹ Ibid.

²² Ibid.

²³ Ibid.

²⁴ Ibid.

²⁵ Ibid.

²⁶ Ibid.

²⁷ Ibid.

²⁸ Ibid.

²⁹ Ibid.

³⁰ Ibid.

³¹ Jovana Durovic, "History of Coffee: Its Origin And How It Was Discovered," Home Grounds, Sept. 1, 2023. <https://www.homegrounds.co/ca/history-of-coffee/>.

³² Ibid.

The First Coffeehouse: “Schools of the Wise”

Kiva Han opened in 1475 in Constantinople under Ottoman rule.³³ Its origins are highly debated and sometimes diminished as a story. However, the actual existence of coffeehouses during this time was no myth. During its prime within the Arabian peninsula, coffeehouses were a common building that brought the public together.³⁴ Quite similar to the coffee shops of today, they were used as places of discussion where information was exchanged and discourse could often be found among the alluring aroma of the cafe.³⁵ Businessmen, academics, friends, and rowdy members of the public could all be found here under varying circumstances.



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Coffeehouses came to be called “schools of the wise/knowledge” due to their collective nature.³⁷ However, many were skeptical of such public spaces and coffeehouses faced much opposition.³⁸ Some chalk this down to the socially controversial stimulating effects of coffee, but others also point out the political dangers people in power might have foreseen in having the public congregate.³⁹ Kiva Han, and the other establishments of its time, came to represent coffee culture, encompassing both the enjoyment of coffee and a celebration of the public.

³³ “The Incredible History of Coffeehouses,” Hugo Coffee Roasters. <https://hugo.coffee/the-incredible-history-of-coffeehouses/#:~:text=In%201475%2C%20a%20shop%20called,Empire%20laid%20siege%20to%20Vienna>.

³⁴ Ibid.

³⁵ Karla Walker, “The Ancient Beginnings of the Coffee House,” Sagebrush Coffee.

³⁶ Guillaume Berggren, Intérieur d’Un Café Turc, 1875, Photograph, SALT Araştırma - SALT Research, 1875, <https://archives.saltresearch.org/handle/123456789/194372>.

³⁷ Ibid.

³⁸ Ibid.

³⁹ Ibid.

The Spread of Coffee: To The World

Up until this point, Arab nations kept the distribution of coffee beans under very tight restrictions among the rest of the world.⁴⁰ If beans were to be bought, they would do so with the authorities of Yemen. The fertile beans were not to be distributed.⁴¹ However, soon, the bean managed to make its way into the West and the East through friendly trade or smuggling.⁴² The coffee bean could no longer be contained.⁴³ In the East, Indonesia's coffee scene began to grow in 1704, and in the West, Italy's grew in 1570.⁴⁴ Coffeeshouses were a new trend in Europe especially, with coffeeshouses beginning to open across England, Austria, Holland, Germany and France.⁴⁵ Coffeeshouses, here too, became synonymous with a place for public discussion.⁴⁶ During this time, Oxford's "The Royal Society" was founded for the academia, and the Pope at the time declared coffee a Catholic beverage.⁴⁷

From Europe, the coffee plant found its way to the New World (now known as North America).⁴⁸ The Arabica coffee plant was introduced to the Caribbean ecosystem around 1717 by French colonialists in Martinique through coffee plantations.⁴⁹ They also introduced coffee to Brazil during this time, which led to the boom in Brazilian coffee production in the 1800s.⁵⁰ In the American colonies, coffee was introduced in the mid-16th-century, but it did not become popular until the Boston Tea Party in 1773, where there was a large patriotic dismal caused by tea and an appreciation for the new Americanized coffee drink.⁵¹

In America, coffee was very plain and very politicalized in the beginning.⁵² During the time of the Civil War and the revolution, it was used to keep soldiers awake and alert.⁵³ Coffeeshouses were also radicalized.⁵⁴

⁴⁰ Jovana Durovic, "History of Coffee: Its Origin And How It Was Discovered," Home Grounds, Sept. 1, 2023. <https://www.homegrounds.co/ca/history-of-coffee/>.

⁴¹ Ibid.

⁴² Ibid.

⁴³ Ibid.

⁴⁴ Ibid.

⁴⁵ Ibid.

⁴⁶ Ibid.

⁴⁷ Ibid.

⁴⁸ Ibid.

⁴⁹ Ibid.

⁵⁰ Ibid.

⁵¹ "The History of Coffee," Nescafe.

⁵² Paul Ashby, "The history of the US coffee shop," Perfect Daily Grind, Jan. 3, 2022. <https://perfectdailygrind.com/2022/01/the-history-of-the-us-coffee-shop/>.

⁵³ Ibid.

⁵⁴ Ibid.

One such house, the British Coffeeshouse in New England, was situated on the side of the loyalists.⁵⁵ The Green Dragon was founded in Boston and housed the revolutionaries.⁵⁶ It was not until the late 19th century that coffeeshouses became more of a public, not explicitly political attraction. During this time of industrial and commercial boom, coffee prices were rationalized and affordable.⁵⁷ Coffee became more popular and relied upon during the Great Depression.⁵⁸ Later on, coffee became synonymous with American Diners, where the cheap price of a cup of coffee made the drink very attractive to the public.⁵⁹ Finally, in 1970, a large wave of coffeeshouses and shops took America by storm.⁶⁰ Coffee chains took hold of the industry, cementing coffee culture through commercialization, and spreading its brand across the world.

While the idea of coffee as a concept spread across the world, many individuals took it upon themselves to change and reinvent how coffee was made and distributed. In 1864, the first modern coffee roaster was invented in New York that allowed for the easy preparation of coffee in shops.⁶¹ In 1871, the company Arbuckles led the industrialization of packaging coffee grounds, allowing easy transportation between South America and the Northern colonies.⁶² In 1901, the Italians invented the espresso machine, making the process quicker.⁶³ This particular invention paved the way for the cappuccino in 1940, and other varieties of coffee-milk drinks.⁶⁴ The classical Italian coffeeshouse and cafe style of serving coffee was largely what inspired the Starbucks we know today, amongst other cafes.⁶⁵ The future of the coffee industry lies ahead of us.

⁵⁵ Ibid.

⁵⁶ Ibid.

⁵⁷ Ibid.

⁵⁸ Ibid.

⁵⁹ Ibid.

⁶⁰ Ibid.

⁶¹ Jovana Durovic, "History of Coffee: Its Origin And How It Was Discovered," Home Grounds, Sept. 1, 2023.

⁶² Ibid.

⁶³ Ibid.

⁶⁴ Ibid.

⁶⁵ Ibid.

Key Issues:

The Coffee Industry Grows

Today, there is much more to the coffee market than simply brewed black coffee of the past. With new advancements in packaging, and the easy to use coffee brewing machines at home, the rise of specialty coffee has now begun to rear its head.⁶⁶ Refined beans of a higher quality are termed as specialty coffee due to a number of qualities, such as aroma, flavour, aftertaste, acidity and more.⁶⁷ Similarly, the need for flavoured drinks is also on the rise. Flavours such as hazelnut or raspberry entice the population to cry coffee, which can reel in more customers than normal.⁶⁸ Adding various spices to the coffee grounds has long been a practice in Yemen and other Arab countries in the past.⁶⁹ Plain coffee is fine; however the public yearns for more flavour. Among the types of beans we see today, arabica and robusta take up most of the coffee production in the world.⁷⁰ However, it remains to be seen if these two species will remain in power in the upcoming years. Beans like excelsa and liberica seem a viable alternative choice for corporations among the vast pool of existing species. Additionally, with the industry ever growing, new beans and products are found and produced every day. Anything can happen in the coffee industry.

Coffeeshouses of today also have more to worry about than discoveries of new, potentially better coffee beans/products. There also poses the threat of other drinks all together. Bubble tea is the newest discovery of late. In Taiwan, a tea stand owner by the name of Liu Han-Chieh is leading this new discovery of putting tapioca pearls in tea.⁷¹ As expected, this craze is gaining traction around the world as people are becoming increasingly intrigued with the fun pearls in their drink. Corporations should decide if they wish to join the party, or find ways to overcome this roadblock.

While Boba is on the rise, other variants of tea are not faring as well in some countries. Currently, tea consumption has gone down 20% in the UK.⁷² A large contributor to this decline is the youth turning towards coffee in recent years.⁷³ Researchers have found that young people associate tea with old, outdated traditions.⁷⁴ While such stark numbers are not seen all over the world, there is much to say about the attention coffee is now getting.

⁶⁶ Jane Duncan, "The Main Coffee trend of the 80s," Simply Eighties, June 10, 2021. <https://www.simplyeighties.com/main-coffee-trends-of-the-80s.php>.

⁶⁷ Zac Cadwalader, "What is Specialty Coffee?," Spurdge, July 22, 2021. <https://sprudge.com/what-is-specialty-coffee-180293.html>.

⁶⁸ "Flavored coffee is not just an '80s thing," SF Gate, May 9, 2001. <https://www.sfgate.com/food/article/flavored-coffee-is-not-just-an-80s-thing-2923407.php>.

⁶⁹ Ibid.

⁷⁰ Jerry Baldwin, "Arabica vs. Robusta: No Contest," The Atlantic, June 22, 2009. <https://www.theatlantic.com/health/archive/2009/06/arabica-vs-robusta-no-contest/19780>

⁷¹ "Bubble Tea: What is it and where did it come from?," The Berry Man. <https://www.berryman.com.au/bubble-tea-what-is-it-and-where-did-it-come-from/#:~:text=Bubble%20Tea%20or%20Boba%20Tea,to%20tapioca%20pearls%20in%201983>.

⁷² Roberto A. Ferdman, "History of tea in the UK Google Doodle," Independent, Sept. 23, 2016. <https://www.independent.co.uk/life-style/food-and-drink/news/history-of-tea-in-the-uk-google-doodle-today-a7324506.html>.

⁷³ Ibid.

⁷⁴ Ibid.

Corporations must be wary of the new place coffee has in the world, and be prepared to take advantage of growing sentiments worldwide. Especially since its crown as the worldwide drink has not been solidified yet. This uncertainty is shown through the uptick in tea consumption in the USA as of late.⁷⁵ The ban on China's tea exports had been lifted in 1971, giving rise to fine teas this decade.⁷⁶ Corporations should remain cautiously optimistic in the pursuit of coffee domination, or succumb to the wide tea market.

In pursuit of corporate success within the industry of beverages, promoting products and your brand is very important. The coffee industry is still finding its footing and needs a push to gain more attraction from the larger public's attention. This can be done in the form of direct mail, catalogues, magazines, newspapers, tv commercials, radio, or other methods corporations decide on. The style, message, location, method, and audience of these advertisements will determine the success of a specific promotion, and if your product will benefit from the actions of corporations.

Price Effects: Prices for varying products, beans, and tea leaves are listed in the menu section. Purchasing a 30-second local commercial ad for a month is about \$300, and \$55,000 for nationwide.⁷⁷ Most national radio stations charge a little less \$300 for weekly radio ads.⁷⁸ A full paper ad in a national magazine is about \$150-30,000.⁷⁹ Other small scale paper-based promotions will cost less than a magazine. Generally, these prices have many dependent factors that corporations should keep in mind when launching these is promotions. Refer to the Mechanics section of this BG for more information about how pricing will work.

⁷⁵ "History of Tea in the USA," Web Archive.

⁷⁶ Ibid.

⁷⁷ Audrey Rawnie Rico, "Everything You Need to Know About TV Advertising Costs," Fit Small Business, Mar. 14, 2023. <https://fit-small-business.com/tv-advertising/>.

⁷⁸ Audrey Rawnie Rico, "Radio Advertising Costs," Fit Small Business, Jul. 7, 2023. <https://fit-small-business.com/radio-advertising-costs/>.

⁷⁹ Kathy Kobliski, "Magazine Ads," Entrepreneur, Jan. 17, 2006. <https://www.entrepreneur.com/growing-a-business/magazine-ads-entrepreneurcom/83094>

Different Consumption Methods

As other changes occur in the coffee industry, it is only natural that the consumption of the drink would develop too. Originally, coffee cups were reusable, as were most things. However, this changed when public health circumstances made disposable cups a necessity in the early 1920s.⁸⁰ Small paper cups—also known as Dixie cups—were casually used instead.⁸¹ However, a more permanent solution came to light in the late 1950s with the creation of polystyrene.⁸² Foam cups were widely used after 1964, when the convenience store chain 7-Eleven first introduced a to-go service for their coffee.⁸³ During this time, tearable coffee lids were widely used.⁸⁴ Coffee was now something that could be reasonably enjoyed on-the-go. Nowadays, larger paper cups are joining the race, accompanied with a “Traveler’s lid”, a more permanent cover coffee that allows space for foam.⁸⁵ As coffee becomes more of a public enjoyment, producers and corporations must find more ways to conveniently deliver a cup of coffee to their customers.

Both methods have some varying pros and cons that corporations must be aware of. Paper cups are more environmentally favourable.⁸⁶ They are made from trees, as compared to the petroleum used for foam cups.⁸⁷ Consequently, they decompose faster. Additionally, foam cups pose a toxicity problem, releasing harmful chemicals, and pose a dangerous threat to wildlife when accidentally eaten.⁸⁸ However, paper cups also have their own drawbacks. Firstly, they are not entirely good for the environment. To conserve their shape, cups are coated in polyethylene plastic, making it difficult to classify all paper cups it as completely biodegradable.⁸⁹ It takes 20 years for a typical paper coffee cup to decompose.⁹⁰ Additionally, in comparison to foam cups, paper cups require 12 times more water and 36 times more electricity to produce.⁹¹ Paper cups also get very hot compared to other materials.⁹² Convenience stores that have implemented paper have been doubling up on cups served to customers to keep the heat insulated.⁹³ However, this practice has shown to be expensive over time as paper cups are about double the price of foam cups.⁹⁴

The new trend of different consumption methods for coffee is on the rise, but not without its environmental and economic concerns. Corporations need to decide the most effective way to deliver coffee to their customers, given these concerns, while also keeping in mind the growing preference for to-go containers.

⁸⁰ Michael Park, “A Brief History of the Disposable Coffee Cup,” *Bon Appetit*, May 30, 2014. <https://www.bonappetit.com/entertaining-style/trends-news/article/disposable-coffee-cup-history>.

⁸¹ *Ibid.*

⁸² *Ibid.*

⁸³ *Ibid.*

⁸⁴ *Ibid.*

⁸⁵ Jane Duncan, “The Main Coffee trend of the 80s,” *Simply Eighties*, June 10, 2021. <https://www.simplyeighties.com/main-coffee-trends-of-the-80s.php>.

⁸⁶ Scott, “Styrofoam vs. Paper: Which Cups Are Best for the Environment?,” *Driftaway*, Feb. 6, 2016. <https://driftaway.coffee/styrofoam-vs-paper-cups/#:~:text=In%20contrast%2C%20when%20compared%20to,days%2C%20instead%20of%2050%20years>.

⁸⁷ *Ibid.*

⁸⁸ *Ibid.*

⁸⁹ *Ibid.*

⁹⁰ “Styrofoam vs. Paper Cups: Which is More Eco-Friendly,” *Recycle Nation*. <https://recyclenation.com/2010/03/styrofoam-paper-cups/>.

⁹¹ *Ibid.*

⁹² *Ibid.*

⁹³ Michael Park, “A Brief History of the Disposable Coffee Cup,” *Bon Appetit*, May 30, 2014.

⁹⁴ *Ibid.*

Ethical Production

With larger coffee production farms in the modern era, much of the process has been simplified from machinery.⁹⁵ However, coffee beans pose a significant issue. Due to the fragile, complex nature of the seed, human involvement is preferred during the beginning of the process.⁹⁶ Ripe cherries need to be hand-picked to ensure high-quality grounds, and further selection processes take place later on.⁹⁷ In the past, much of this work was done by slaves in South American colonies.⁹⁸ Today, coffee labourers work under very poor conditions, with little protective gear.⁹⁹ They are exposed to the elements, exposed to herbicides and pesticides, and can be injured when in close proximity to machinery.¹⁰⁰ Situations such as these pose a large human rights issue. Ethical labour policies are not under the control of corporations; however, they are the largest supporters of such farms. Corporations are able to purchase and involve themselves in ethically sourced coffee.

Fair Trade products exist to ensure that such workers are supported and paid a fair living wage.¹⁰¹ It is a stark difference to free trade products, in which trade amongst countries is fluid and easy, leaving less profits for individual producers in favour of national economies.¹⁰² Many unions criticize free trade, as it leads to high job loss rates.¹⁰³ On the other hand, free trade values the individual producers with better working conditions, higher wages, and benefits, along with a focus on organic practices.¹⁰⁴ It first began in the 1940s when two American companies Ten Thousand Villages and SERRV bought needlework and other products directly from Puerto Rican and other Southern producers.¹⁰⁵ In 1958, these products were held in the USA in the first Fair Trade shop.¹⁰⁶ This would accumulate to the push for fair trade in the '60s and '70s, where producers in developing countries expressed the need for assistance to disadvantaged producers in international trade.¹⁰⁷

⁹⁵ Ruby Caretti, "The process of coffee production: from seed to cup," New Food Magazine, Oct. 14, 2016. <https://www.newfoodmagazine.com/article/28006/process-coffee-production-seed-cup/>.

⁹⁶ Ibid.

⁹⁷ Ibid.

⁹⁸ Sierra Burgess-Yeo, "Slavery and Specialty: Discussing Coffee's Black History," Perfect Daily Grind, Mar. 17, 2019. <https://perfectdailygrind.com/2019/03/slavery-specialty-discussing-coffees-black-history/>

⁹⁹ Melissa Murphy, "The Coffee bean: A Value Chain and Sustainability Initiatives Analysis," University of Connecticut, p. 3. <https://global.business.uconn.edu/wp-content/uploads/sites/1931/2017/01/The-Coffee-Bean.pdf>.

¹⁰⁰ Ibid.

¹⁰¹ "What is Ethically Sourced Coffee and Why is it Important?," Dublin Roasters. <https://dublinroasterscoffee.com/what-is-ethically-sourced-coffee/#:~:text=Ethical%20sourcing%20means%20that%20farmers,coffee%20in%20a%20competitive%20market>.

¹⁰² Leon Teeboom, "Negative Effects of Free Trade," Small Business, Feb. 12, 2019. <https://smallbusiness.chron.com/negative-effects-trade-5221.html>.

¹⁰³ Ibid.

¹⁰⁴ "Fair trade Certified Coffee," Fair Trade Certified. <https://www.fairtradecertified.org/what-we-do/what-we-certify/coffee/>.

¹⁰⁵ "History of Fair Trade," World Fair Trade Organization, Jan. 2004. <https://wfto.com/about-us/history-wfto/history-fair-trade/#:~:text=It%20all%20started%20in%20the,in%201958%20in%20the%20USA>.

¹⁰⁶ Ibid.

¹⁰⁷ Ibid.

The difference between fair and free trade coffee deals with the ethics of consumption. Fair trade coffee provides fair wages to individual coffee producers, and, as a result, makes it more expensive.¹⁰⁸ However, because this tradeoff involves important moral values for many, this change to Fair Trade coffee beans is inconsequential to many conscious consumers and corporations. This ideology began in the 1820s when free Black abolitionists led the movement of “free-made” goods in which products were made explicitly free of slave labour.¹⁰⁹ Due to the similar rise of fair trade movements, ideas of ethical consumption then began to gain traction in the 1950s and 60s.¹¹⁰ It remains to be seen where this road will lead in the mainstream public.

Price Effects: Currently, normal arabica coffee beans (free trade or made by large producers by default) are about \$1.3 per pound.¹¹¹ Fair Trade arabica beans, in comparison, are about a dollar more, at about \$2.6 per pound. The average corporation purchases about 3 million pounds of coffee yearly.¹¹²

Environmental Concerns

Among ethical production practices within the coffee industry include concerns of the environment. The UCPC is hard at work to address worldwide concerns of the environment, like waste and harmful emissions from the production process. However, this is also something corporations should keep in mind.

The coffee cultivation process includes processing, packaging and consumption. Processing coffee beans includes fertilizers, pesticides, fuel oil, and a large amount of water.¹¹³ Roasting and packaging needs electricity, natural gases, and wasteful packaging material (plastic).¹¹⁴ Finally, the consumption of coffee creates a lot of waste in terms of coffee grounds, filters, more water, and single-use coffee cups.¹¹⁵ The entire process takes about 36 gallons of water to produce one cup of coffee.¹¹⁶ Furthermore, coffee production releases a lot of emissions into the atmosphere, including nitrogen, phosphorus, and carbon dioxide.¹¹⁷ Pesticides also seep into the ground from water runoff, poisoning local water sources, which can lead to further issues like water contamination and poisoning local wildlife.¹¹⁸

¹⁰⁸ “What is Fair Trade Coffee?,” Cause Artist. <https://causeartist.com/what-is-fair-trade-coffee/#:~:text=Fair%20trade%20coffee%20is%20often,add%20to%20the%20overall%20cost>.

¹⁰⁹ Hal Koss, “Conscious Consumerism: What Is It? Where Did It Come From?,” Builtin, Nov. 29, 2022. <https://builtin.com/marketing/conscious-consumerism>.

¹¹⁰ Toni Pyke, Et All., “Ethical Consumption,” Development Education, Feb. 24, 2015. <https://developmenteducation.ie/feature/ethical-consumption/#:~:text=Ethical%20consumption%20in%20its%20contemporary,consumers%20in%20their%20own%20right>.

¹¹¹ Anton, “How Coffee Prices Has Changed Over the Years,” Drip Beans. <https://dripbeans.com/coffee-price-history/>.

¹¹² Sheilda Farr, “Starbucks: The Early Years,” History Link, Feb. 15, 2017. <https://www.historylink.org/file/20292>.

¹¹³ Melissa Murphy, “The Coffee bean: A Value Chain and Sustainability Initiatives Analysis,” University of Connecticut, p. 2.

¹¹⁴ Ibid.

¹¹⁵ Ibid.

¹¹⁶ Melissa Murphy, “The Coffee bean: A Value Chain and Sustainability Initiatives Analysis,” University of Connecticut, p. 4.

¹¹⁷ Melissa Murphy, “The Coffee bean: A Value Chain and Sustainability Initiatives Analysis,” University of Connecticut, p. 2.

¹¹⁸ Ibid.

Agricultural coffee production requires plantations to sustain the industry.¹¹⁹ Large plots of land store both the cherry plant and the trees that supply shade for the plant.¹²⁰ It is projected 80 million bags of coffee will be produced in 1980,¹²¹ which requires about 1.6 million acres.¹²² As this number is expected to rise in the upcoming years, it is crucial to remain critical of the impact large farms pose to biodiversity.¹²³

However, a lot of these factors are out of the corporation's reach. Environmentally friendly practices are a production concern and should be dealt with by creating formal binding policies. Beyond influencing their local governments, much of a corporation's power lies in the message they send in their purchasing methods. Coffeehouses can purchase organic beans, made with no pesticides, herbicides, and practice more environmentally conscious methods. Alternatively, they can choose different materials for their coffee cups to encourage less waste in landfills.

In terms of global reception, environmental awareness is becoming an increasing concern. Many are lobbying for the health of their local communities in terms of toxic waste.¹²⁴ Clean water concerns have increased worldwide since the American Clean Water Act of 1972 was expanded.¹²⁵ However, many activists and scientists emphasize the importance that more should be done for our environment. Corporations are therefore faced with a decision of how to shape their business sense around the safety of our future.

Price Effects: Organic arabica beans have the same price range as fair trade beans, as the two have overlapping practices in production. Non-organic arabica beans are \$1.3 per pound, and organic arabica beans are \$2.6 per pound. Other monetary changes to the coffee industry to target environmental concerns will be updated in session.

¹¹⁹ Lousia, "The Coffee Industry: An Overview of Coffee Plantations," Afton Villa, Oct. 31, 2022. <https://aftonvilla.com/the-coffee-industry-an-overview-of-coffee-plantations/>

¹²⁰ Ibid.

¹²¹ "World Coffee Output," The New York Times, Sept. 18, 1980. <https://www.nytimes.com/1980/09/18/archives/world-coffee-output.html>.

¹²² Peter Wamboga-Mugirya, "Seeds of fear sown in Uganda as farmers confuse clonal coffee with coronavirus," Alliance For Science, May 18, 2020. <https://allianceforscience.org/blog/2020/05/seeds-of-fear-sown-in-uganda-as-farmers-confuse-clonal-coffee-with-coronavirus/#:~:text=One%20acre%20takes%208%20kgs.higher%20side%2C%20yields%2050%20bags.>

¹²³ Hannah Ritchie, Et. All., "Environmental Impacts of Food Production," Our World in Data. <https://ourworldindata.org/environmental-impacts-of-food>.

¹²⁴ Jared Wolf, "Earth Day 50th anniversary: Exploring the 1980s," Sustainable Review, Feb. 6th, 2023. <https://sustainablereview.com/50th-anniversary-exploring-the-1980s/>.

¹²⁵ "Summary of the Clean Water Act," United States Environmental Protection Agency, June 22, 2023. <https://www.epa.gov/laws-regulations/summary-clean-water-act>.

The Barista Renaissance

While perhaps not the most important in the grand scheme of things, baristas hold a very powerful spot within the world of coffee. Not only do they deliver a most enchanting cup of coffee for their customers, but they do it in a fairly quick amount of time. Often overlooked, they carry corporations' livelihoods on their backs, always delivering products with a smile. With the newest wave of coffee craze, baristas all over the world have decided that they will no longer be overlooked and underpaid for their art. Self-declared as a skilled labour, they have let the word out that unionizing may be in the cards in the upcoming years, vowing to immortalize their art and the integrity of the coffeehouse. This can be done by: paying higher wages, offering better working conditions, or respecting baristas' art through various means.

Barista workers are also riding the ethical wave. Among their concerns for their art lies an overarching concern for a supportive work culture, one that includes ethically produced and harvested coffee beans. Solidarity among workers is not uncommon. In the mid-1800s, labour movements in the USA were largely inspired by revolutionary ideals such as social equality among the classes and virtuous citizenship.¹²⁶ It inspired anti-capitalistic ideals that countered the typical corporate model we see today and encouraged values of community. Later on, this will lead to an influx in union membership, raking in about 30% of the working population in the USA at the time.¹²⁷

Unfortunately for them, baristas are not being largely supported as of now. Among the coffee wave, other shocks are being made in the world. Union membership is suffering under high unemployment rates, global economic competition, and a major shift in labour demand.¹²⁸ As we have seen historically, corporations all over the world are also not too keen on the potentiality of higher worker expenses and coffeehouse expenses, valuing their stockholders and high margins of profit instead.¹²⁹ Currently, the baristas are only largely supported by other in-house workers and lower-level management.

However, baristas laugh in the face of adversity, just like artists have always done in the past. Their presence will not waver and might just initiate the first Barista Renaissance.

Price Effects: When unionized, corporations experience an increase of 30% in operating expenses, generally.¹³⁰ Alternatively, corporations could brainstorm other ways to appease the baristas at a lower cost.

¹²⁶ "Labor Movement," History.com, Mar. 31, 2020. https://www.history.com/topics/19th-century/labor#section_1

¹²⁷ Raisa Bruner, "American Companies Have Always Been More Anti-Union Than International Ones. Here's Why," Time, Apr. 21, 2022. <https://time.com/6168898/why-companies-fight-unions/>.

¹²⁸ "Key issues for labour market and social policies," Organisation for Economic Co-operation and Development, p. 97. <https://www.oecd.org/els/emp/4358365.pdf>.

¹²⁹ Raisa Bruner, "American Companies Have Always Been More Anti-Union Than International Ones. Here's Why," Time, 2022.

¹³⁰ Walter Orehwa, "The Cost of Unionization," Projections Inc. <https://projectionsinc.com/unionproof/the-cost-of-unionization-2/>.

The Creation of UCPC

Existing in a largely unregulated market, the coffee corporations of late are now privy to the policies and decisions made by the newly formed Union of Coffee-Producing Countries. These global union federations allow for swift action to be taken on pressing topics quickly, regulating laws, economies, and trade.¹³¹ Often, decisions made by such organizations severely limit the available options for large corporations, fast-tracking a specific desired result. In the case of the UCPC, this might entail bans on specific types of beans, forced product replacements, environmental protection protocols, or adjusted average prices, among other issues regarding global coffee production practices. Countries can also discover new coffee beans. Fortunately for you, corporations do not remain separate from this conversation. Just as their actions influence you, you can help support or impact decisions that countries make. The creation of the UCPC is meant to support and uplift the entirety of the industry; it remains to be seen how this will play out for the corporation's benefit.

¹³¹ Jeannie Evers, "International Organization," National Geographic, Nov. 14, 2022. <https://education.nationalgeographic.org/resource/international-organization/>.

State of Affairs

As we turn into a new decade, many people in the coffee industry are excited about where our future is headed towards. After all, we now enter the formidable days of the coffee industry. New issues and products entering the scene requires corporations to take special attention to all that is going on. One slip up could cause the doom of the industry before it's even gotten its feet wet.

The year is 1980. First and foremost, the creation of the Union of Coffee-Producing Countries signals the promising outlook of our future. Countries worldwide have realized the profitability of coffee and wish to make ethical and practical decisions as we delve deeper. Next, the industry as a whole is showing signs of promise and competition. Specialty coffee is becoming richer and more desirable. People crave refinery beyond simple cups of black coffee. Bubble tea, different variants of tea, and other coffee grounds are also being called on more. Corporations need to address this new balance of product demand. New inventions have changed the way the public thinks about consuming their coffee. And with all these new inventions brings into question the ethical/environmental production of coffee, both the drink and its consumption methods. While the larger public has yet to express their advocacy for such endeavours, these ongoing issues certainly bring into question the morality of corporations and where they wish to go with their business model. Additionally, consumers have been known to change their mind quite rapidly... Among those pushing for ethical decisions are the Baristas of the world. On top of their growing concern for the integrity of the coffeehouse, these skilled workers are also hoping that their employers take their craft more seriously.

With all these issues, the coffee industry is at the mercy of a great many players and scenarios. How will you act? Will your actions bring the coffee industry to unprecedented glory or will you bring this centuries-old delicacy to its doom ...

Mechanics

- **Popularity Ranking:** A list will be revealed at the beginning of every session to rank each corporation in terms of popularity. This ranking is all-encompassing, showing the corporation's position among their customers, the general public and one for their ethical standing. Delegates will be able to use this to determine their outreach for promotions, revenue predictions, and the reception among their house workers.

How can this number change? The public reception of each corporation will fluctuate throughout the committee. Perhaps one product promotion did not hit as well as you hoped, lowering the company's ranking. Perhaps your menu is not trending, or your local customers are becoming unhappy with your spread. Or maybe the public is questioning your actions as unethical. All this will affect your standing in the eyes of the world.

- **Trade and Cooperation Agreements:** Here, delegates have opportunities to form alliances with countries in the Union and other corporations. These can be used for joint promotions, gain government economic support, etc. There is no backroom for this committee, so delegates are encouraged to declare these agreements in debate.
- **Economic Strength:** This will be determined on a scale of 1-20 (20 being affluent, 1 being a start-up) and will be used to regulate economic mobility for new potential products. It will also be shown at the beginning of each session. This will encourage competition or influence partnerships. There are no private notes to the crisis so delegates can only see these rankings at the designated time(s). Exact prices listed for the menu are advertisements to be used as guidance, there is no standardized ratio for delegates to keep in mind. Purchases of beans will be set to USD for simplicity, but corporations should have their set menu listed in their own currency.
- **The Menu:** For each corporation's character guide, a description will be given to each describing their coffeehouse's spread. During the conference, there are a number of products that delegates can add to their menu. They can pick from the list of approved products in the product definition section labelled "Menu", can creatively come up with a new product, or can work together with countries to create new coffee bean strands (like GMOs). A corporation's menu is there to cater to their customers, and make the best business decisions they can.

In this mechanic, at the start of the committee, delegates will send a note to the Dias with their menu, including products and prices. Then, during debate, delegates can declare changes in their menu (to be done through promotions, (etc.)) and the change will be noted by the Dias. The delegates will need to keep track of what they declare in debate and adopt smart business practices. Reminder, there is no backroom to send notes to. And, above all, have fun.

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