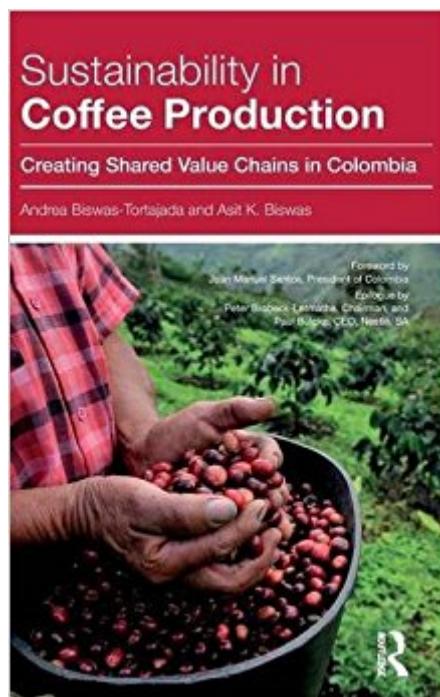


The book was found

Sustainability In Coffee Production: Creating Shared Value Chains In Colombia



Synopsis

Coffee, as a commodity and through its global value chains, is the focus of much interest to achieve fair trade and equitable outcomes for producers, processors and consumers. It has iconic cultural and economic significance for Colombia, which is one of the world's major coffee producers for the global market. This book examines sustainable coffee production in Colombia, specifically the initiatives of NestlÃ© to create shared value. It describes the transformation of the coffee landscape by the development of economically, socially and environmentally viable and dedicated supply chains. Suppliers have been encouraged to shift production and quality paradigms, in order to develop long-term and sustainable strategies for higher value and premium quality products. This has been partially achieved by establishing a robust partnership with the Coffee Growers Federation and other public, private and social actors, thereby taking control of the institutional architecture and knowledge base that exists in the country. The book provides an important lesson of corporate social responsibility and the creation of shared value for the benefit of farmers, corporations and consumers.

Book Information

Hardcover: 228 pages

Publisher: Routledge (June 16, 2015)

Language: English

ISBN-10: 1138902071

ISBN-13: 978-1138902077

Product Dimensions: 6.1 x 0.6 x 9.2 inches

Shipping Weight: 15.5 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #4,545,343 in Books (See Top 100 in Books) #93 in Books > Science & Math > Agricultural Sciences > Tropical Agriculture #1263 in Books > Business & Money > Processes & Infrastructure > Infrastructure #1567 in Books > Textbooks > Business & Finance > Business Ethics

Customer Reviews

The social and economic importance of coffee in Colombia is analyzed with a political economy perspective in this book. The Creating Shared Value concept implemented by NestlÃ© and allies, is presented in an applied way, allowing a better understanding of the scope and limitations of the concept in the context of "complexity" described for coffee guild in Colombia. I like the way the

authors make a comprehensive review of the issues on the agenda for the discussion of coffee production future, making important arguments to generate a serious debate on the challenges and decisions facing the coffee sector in Colombia to meet the needs of social change for the benefit of producers and the whole supply chain. In this analysis, there is an interesting balance of tasks from coffee farmer level and the challenges to be business oriented and more productive, support services, the role of the market as well as the importance of long term public policies. The kind of actions needed for building social capital, for having a clearer approach to the concept of sustainable coffee and generate prosperity in a sector dominated by small producers, requires a high dose of innovation, policy decisions and foremost the ability to work collaboratively between stakeholder.

[Download to continue reading...](#)

Sustainability in Coffee Production: Creating Shared Value Chains in Colombia Easy Coffee Cake Recipes: - 20 Delicious Recipes with Cream, Blueberries, Chocolate, Streusel (Coffee Cake, Coffee Cakes, Recipe for Coffee Cake, Delicious ... Streusel, Crumb Coffee Cake) Book 4) Cadenas Alimentarias De Los Pantanos / Wetland Food Chains (Cadenas Alimentarias / Food Chains) (Spanish Edition) Shared With The Bull: An Interracial Wife Sharing Story (Interracial Bulls And Shared Wives) Shared by the Sheikhs: A Wife Sharing Romance Novel (Hotwife and Cuckold Erotica) (The SHARED BY Cuckolding Series Book 2) Modern Radio Production: Production Programming & Performance (Wadsworth Series in Broadcast and Production) Batteries for Sustainability: Selected Entries from the Encyclopedia of Sustainability Science and Technology De Los Maras a Los Zetas. De Colombia a Chicago: Los Secretos Del NarcotRÃ¡fico De Colombia a Chicago (Best Seller (Debolsillo)) (Spanish Edition) Las Guerrillas del Llano: Una visiÃ³ n de la violencia en Colombia (1948-1953) (Actores de la Violencia en Colombia) (Spanish Edition) Coffee: Everything You Ever Wanted to Know About Coffee Coffee Time: A Coffee Lovers Coloring Book For Stress Relief and Relaxation (Whimsical Refreshments) (Volume 3) All about Coffee: A History of Coffee from the Classic Tribute to the World's Most Beloved Beverage I Love Coffee! Over 100 Easy and Delicious Coffee Drinks Coffee Roasting: Quick and Easy Guide to Make a Great Cup of Coffee! The Art and Craft of Coffee: An Enthusiast's Guide to Selecting, Roasting, and Brewing Exquisite Coffee How to Make Coffee So Good You'll Never Waste Money on Starbucks Again (The Coffee Maestro Series Book 1) Coffee and Cake: Enjoy the Perfect Cup of Coffee--with Dozens of Delectable Recipes for CafÃ© Treats Breakfast Ideas Value Pack II - 200 Recipes For Waffles, Omelets, Coffee Cake and Quick Bread (Breakfast Ideas - The Breakfast Recipes Cookbook Collection 10) Formulas and Calculations for Drilling, Production, and Workover, Fourth Edition: All

the Formulas You Need to Solve Drilling and Production Problems The Coal Handbook: Towards Cleaner Production: Coal Production (Woodhead Publishing Series in Energy)

[Dmca](#)