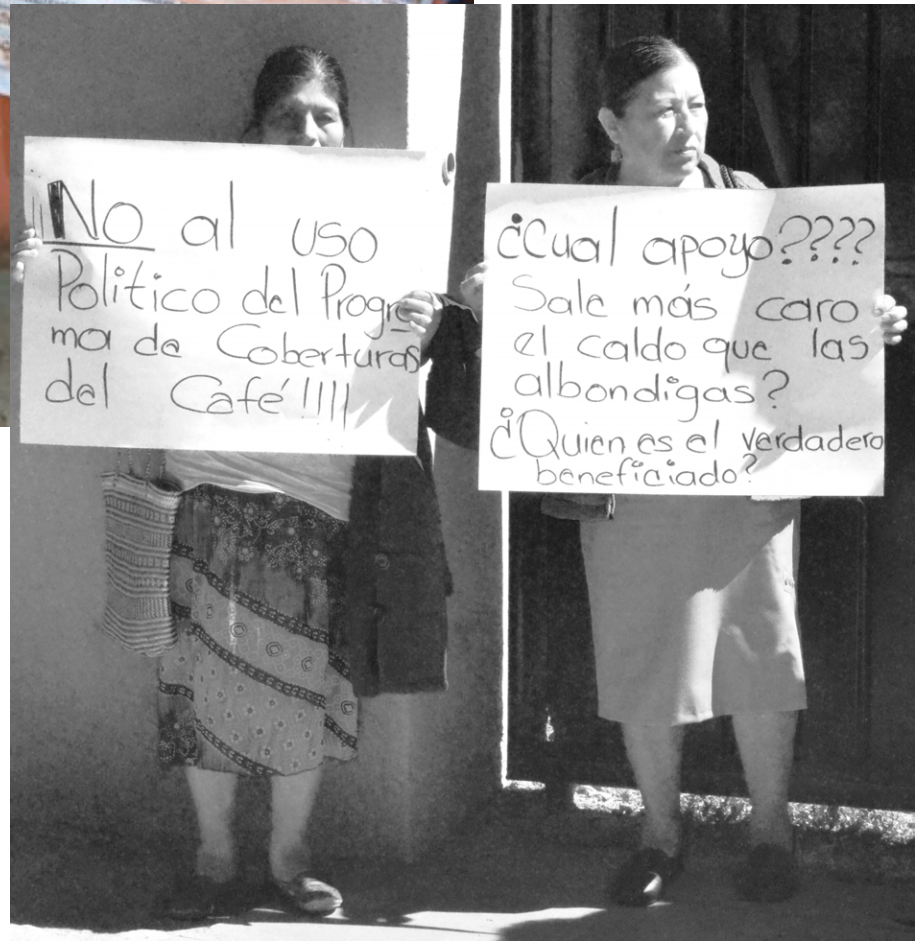


19 January 2015

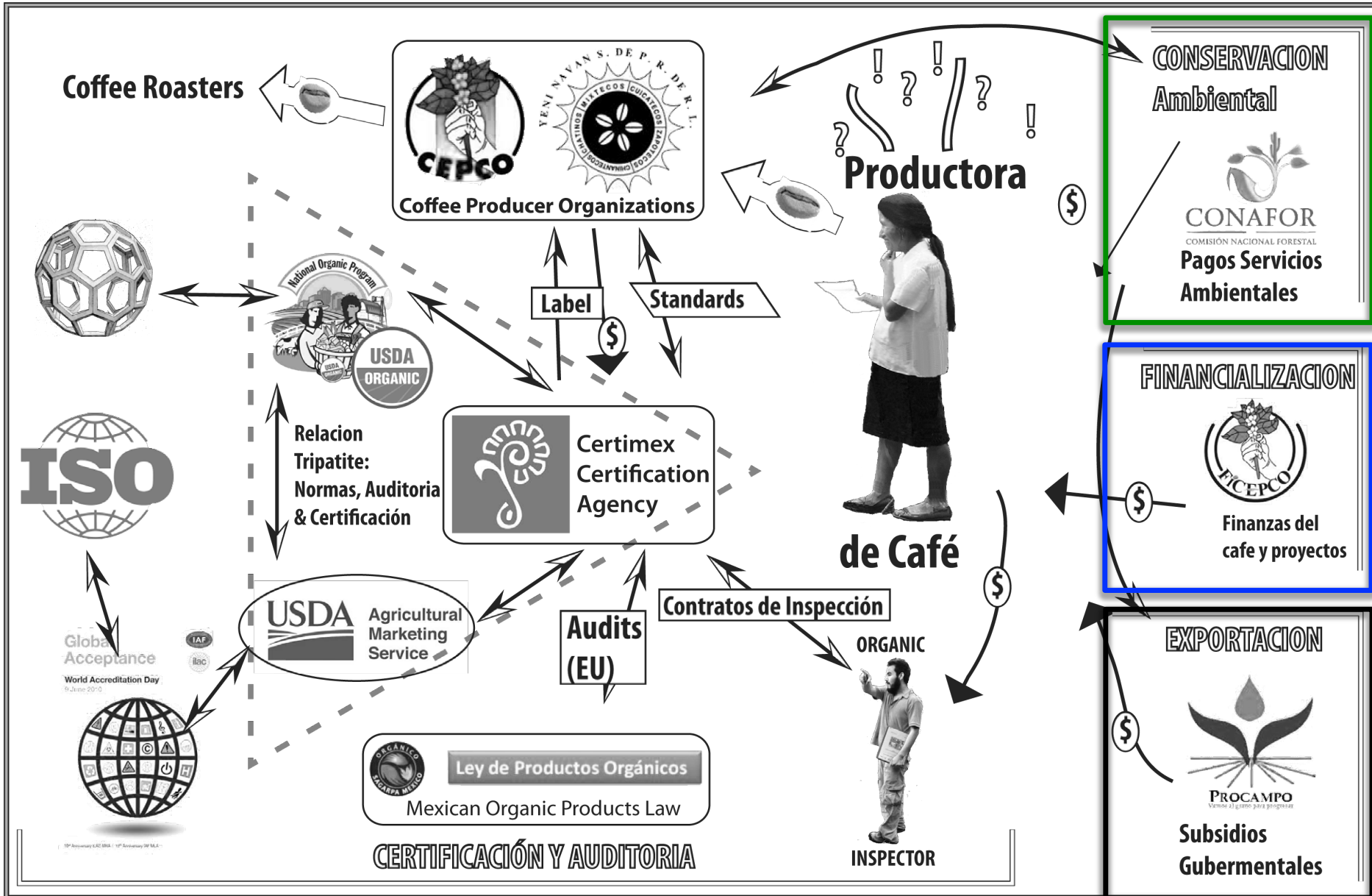
Protests at Mexican Govt  
Coffee Crop Support Office



“What Help??  
The broth costs more  
Than the meatballs”



# State-mediated regulation: Firms and NGOs vs Unions and Communities





How to study? **First, these aspects are unique to coffee:**

- generalized across certified value chains, e.g., CO2 and any of the other 500+ ecolabels.
- Coffee is however a great site to study these relations due to the size, diversity, and dynamism of the sector.

**1. Research certification databases, coffee producer registries:**

- *who* is caught up in the web of state-mediated or quasi-public regulation?
- *How* does the state attempt to manage registries,

**2. Examine processes of financialization:** these have become paramount:

- studying the expansion of credit services, often connected to coffee – financializing the commodity stream – rather than directly to property, particularly in the mexican case
- However, *access* to the commodity stream, à la point #1, *becomes* a property that is stabilized by registries, subsidies, and quality certification

**3. Calculate the rentier relations among quality certifications.**

- Qualities are most valuable when bundled: the certification structures, typically interlocking, stabilize some qualities
- Others, e.g., ‘women-grown’ are also valued, and provide value, when articulated within a certified quality context: I would argue that they are monetized via association

**4. Fighting for rents, access and power within the Q-GVC**

- how have Q-GVCs become a site of political struggle for unions and communities?
- What does it take to stabilize access and capture rents?
- Social media campaigns? Media-friendly protest?
- Representation? **Women’s coffee, better than men’s coffee!**