PROJECT QUESTION – SETRA YAPPI

As the United States do not produce coffee beans, over 1.5 billion kilograms of coffee was imported into the country in 2014. Green coffee (unroasted coffee beans) is a commodity that is price-sensitive and prone to supply fluctuations (based on weather changes). It is also a commodity which has been sold under various certification schemes to ensure sustainability in the agricultural processes involved; one of the international certifying bodies is UTZ. Such certification may increase demand as well as pricing.

I want to assess how several factors affect market shares of individual countries that produce coffee beans and export them to the US in 2014 (not those who re-export coffee beans into the US):

* average price per kg (2014),
* percent change in average price per kg (2011-2014),
* percent change in quantity of exports (2011-2014),
* total production in kg (2014),
* percent of UTZ certified coffee (2012).

Market shares will be assessed by the custom value of imported coffee, not the quantity in kg.

Datasets:

<http://dataweb.usitc.gov/>

<http://www.nationmaster.com/country-info/stats/Agriculture/Crops/Beans/Coffee/Coffee-production>

http://europe.chinadaily.com.cn/business/2014-12/24/content\_19153826.htm

<http://comtrade.un.org/data/>

Standard-Compliant production as a percentage of total national production For 20 largest coffee producers, 2012: <https://www.iisd.org/pdf/2014/ssi_2014_chapter_8.pdf>