





Consider the market for Coca

**P**

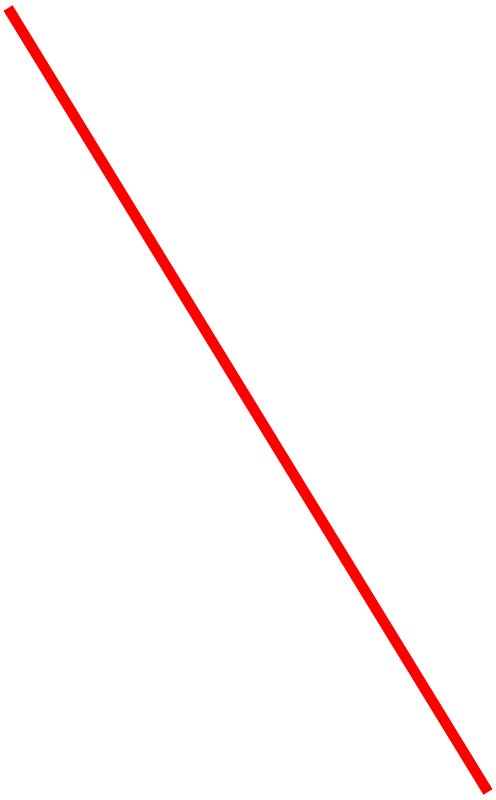


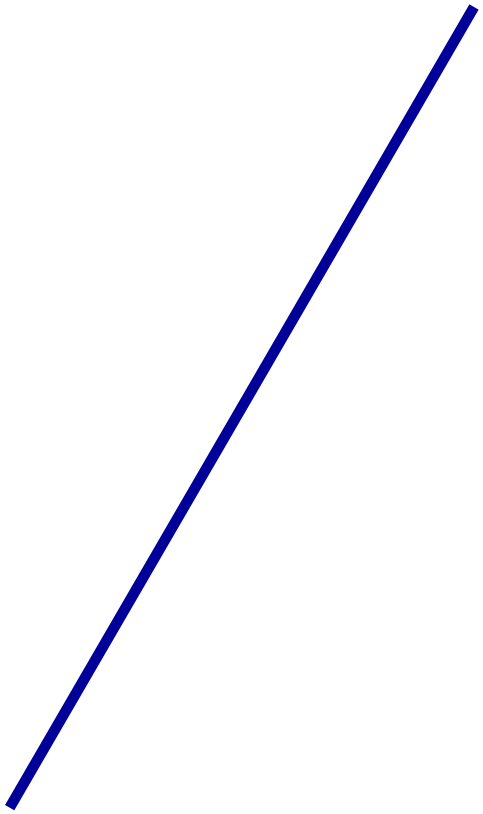












S





PO

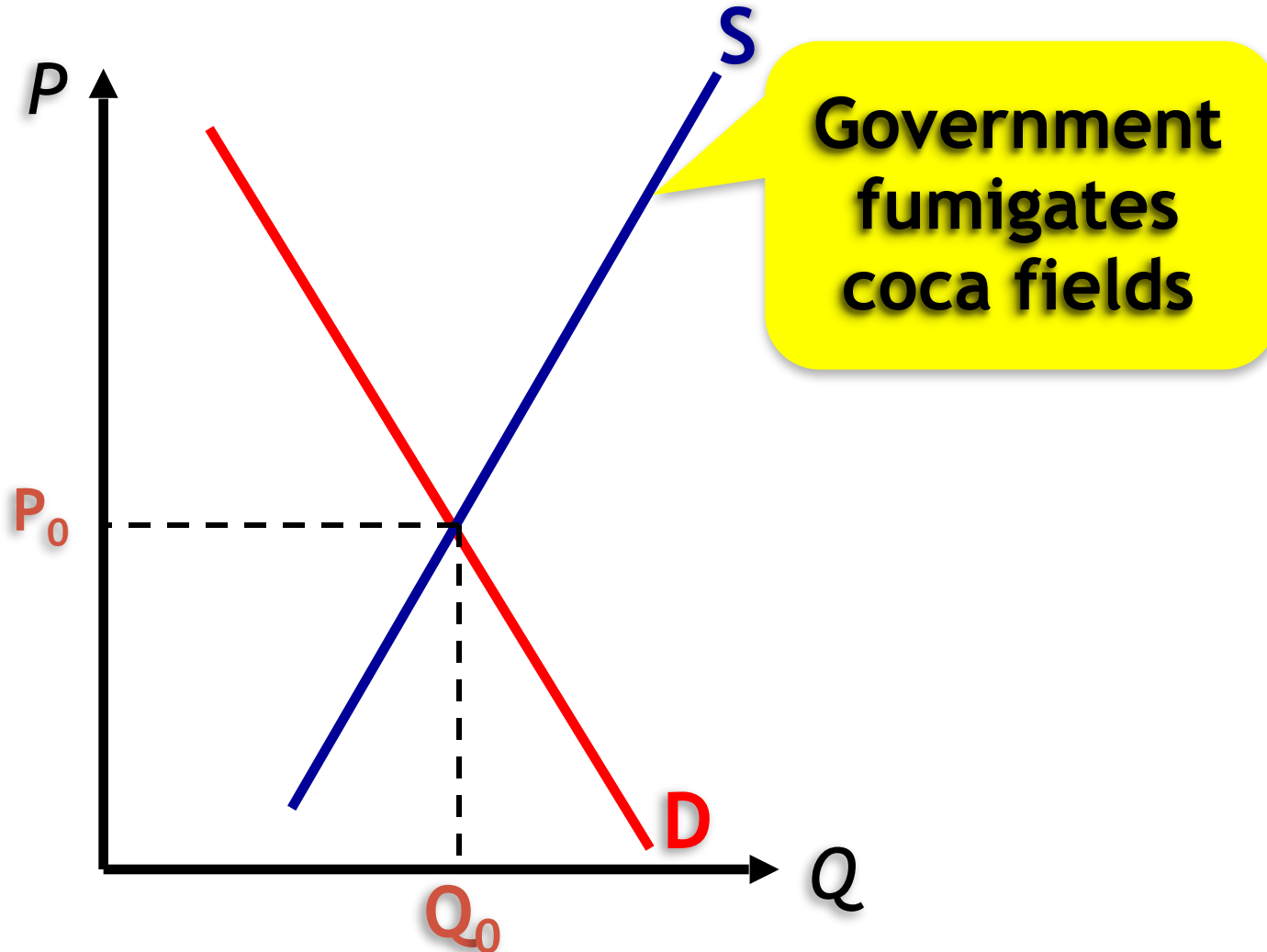
Q0

A bright yellow speech bubble with a pointed tail on the left side, containing bold black text. The bubble has rounded corners and a subtle drop shadow.

**Government  
fumigates  
coca fields**



# Consider the market for Coca



# Who is affected first?

