

Research Methods Final Report Outline 2022

Part 1: Coffee Production

- What specialty coffee(s) were researched by your team and from which Central American country does this coffee originate?
- What are the stories told by farmers, processors, and exporters about the specialty coffee brand(s) examined by your team?
- What effects has specialty coffee production had on them and their communities?
- What do they want coffee consumers in the USA to know about this coffee?

Part 2: Consumption

- Who consumes or doesn't consume the specialty coffee(s) examined by your team?
- What are the stories told by consumers, roasters, and cafés about the specialty coffee brand(s) examined by your team?

Part 3: Analysis

- What connections do people make between the coffee(s) they choose to consume and their self-identity?
- Are stories told by the people who produce the specialty coffee(s) examined by your team persuading people in the USA to consume it?
- Why is this persuasion happening/not happening?

Part 4: Recommendations

- Given your team's analysis of the data it has collected, what recommendations does your team have for the farmers, processors, exporters, roasters, and cafés that sell the specialty coffee(s) examined by your team?