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Research Proposal Rough Draft

Introduction

Over the course of the semester, we've read multiples articles about coffee culture regarding the consumer side of the market. For example, Roseberry's article about how companies began to push towards third-wave coffee and described how the market reacted, and Oldenburg's article about the importance of cafe's being a third-place to many people. But before pushing marketing efforts forwards, they had produced legitimate coffee that would be able to back up their words. We have greatly overlooked the production of coffee and how different countries' coffee, different landscapes, and different companies sourcing from the same countries affect the price of coffee and the marketability of coffee in America. Ethiopia will be the focus of the research in this paper and more specifically, Ethiopian coffee from Sey Coffee in order to lessen the scope of a very broad issue.

Annotations

1. Tollera, M. T. "Ethiopia's Coffee-Growing Areas May Be Headed for the Hills." *Eos*, 18 Oct. 2021,
<https://eos.org/articles/ethiopias-coffee-growing-areas-may-be-headed-for-the-hills>. This article talks about the effects of climate change on coffee and why coffee farmers in Ethiopia may have to move their crops uphill. This relates to my research because moving the crops may cause for an increase in price.