

Coffee Marketing & Economics

Digital Discovery Activity

**An Engaging
&
Fun
Commodity Case Study**

Critical Thinking!

NO PREP!



- ❑ What is a commodity?
- ❑ Explore the Countries that Export the Most Coffee to the U.S.A.
- ❑ Fair Trade practices
- ❑ The Economics of a Cup of Coffee
- ❑ Coffee Target Market and Demographics Analysis
- ❑ Includes a Video Clip of Coffee from Tree to Cup
- ❑ Explore Leading Coffee Brand and Leading Coffee Shop Brands



Students learn about agricultural commodities and explore the top commodities in the U.S.

A video of coffee growing and processing from tree to cup is included!



WebQuest

Where is most of the world's coffee grown?
Click to add text

Search the Web... List the top 5 coffee producing countries.
(These countries EXPORT coffee to the U.S.)

Search the Web... List 5 other agricultural commodities that are IMPORTED to the U.S.
Click to add text

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Noticing & Wondering



Watch **THIS VIDEO** to witness the coffee process from tree to cup.
What do you NOTICE about the process?
(there is no need to have your volume on for this video)

Click to add text

After watching the process, what do you WONDER?

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Fair trade is an arrangement designed to help producers in growing countries achieve sustainable and equitable trade relationships. Members of the fair trade movement add the payment of higher prices to exporters, as well as improved social and environmental standards. Fair trade promotes trade equity and fairness for farmers, growers, and laborers.

Fairtrade (one word) refers to primary products including tea and coffee, where farmer organizations have undergone the certification and labelling of products by Fairtrade International. The Fairtrade system allows consumers to easily identify products (tea, coffee, chocolate, rice, cotton) that have met internationally-agreed Standards according to the Fairtrade system.

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Explore **THIS LINK**
List the 10 principles of Fair Trade

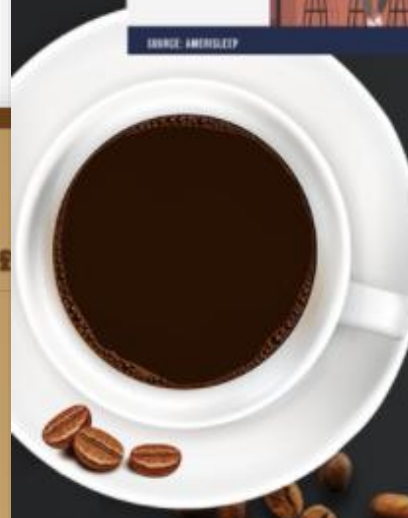
Click to add text

YEARLY SPENDING ON COFFEE BY GENDER IN THE UNITED STATES



SOURCE: AMERICASPEAK

Perfect Brew



The target market for coffee drinkers is...
(male or female...what age?)

Click to add text

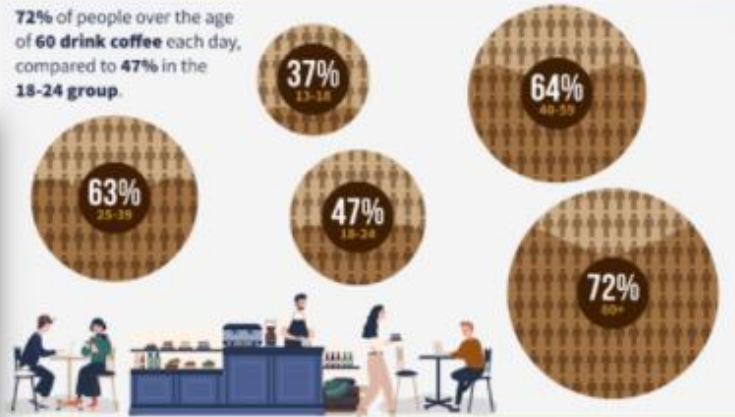
Designed by pngtree
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Coffee Demographics

After reviewing these infographics, what can one conclude about the ideal customer for coffee?
Complete the statement below...

DAILY COFFEE CONSUMPTION BY AGE GROUP IN THE UNITED STATES

72% of people over the age of 60 drink coffee each day, compared to 47% in the 18-24 group.



SOURCE: ROAST MAGAZINE

Perfect Brew

Explore Fair-Trade and the 10 Principles of Fair-Trade practices.

Students assess the demographics of a coffee drinker!

Explore the economics of a cup of coffee as well as the stages of production from tree to cup!

Analyze COST!

Although the U.S. consumes a lot of coffee, there are other countries who consume more!



VISUALIZING THE ECONOMICS OF Coffee

CLICK HERE to explore the economics of coffee!
Use the infographic to complete the table below.

	What is the name of this stage?	What is the cost of this stage?	What happens during this stage?
1			
2			
3			
4			
5			

Discover information about America's most popular coffee brand!


Critique the website of this popular brand!



Click here to explore the official Website for Folgers Coffee.

Folgers is the leading brand of coffee in the U.S.

What is found under the "Our Coffees" tab?	Click to add text
What type of information is under the "Coffee Basics" tab?	Click to add text
Explore the "Coffee Recipes" tab and list two recipes that you think is interesting.	Click to add text
Click on "The Folgers Story" tab. List 3 facts about the history of Folgers Coffee.	Click to add text



VS DUNKIN'

Starbucks and Dunkin' dominate the coffee shop industry. Starbucks was the first to make coffee drinking vogue and on trend. In January of 2019, Dunkin' rebranded and dropped the "donuts" from their name so that they can truly compete as a coffee shop along side Starbucks.

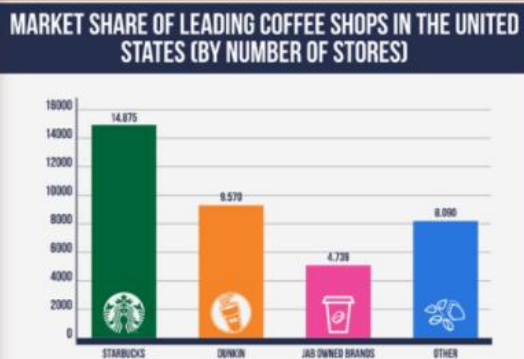
*Decide what brand you prefer. Defend that decision by listing what you admire or like about that brand.

Decide

Click to add text

Defend

Click to add text



MARKET SHARE OF LEADING COFFEE SHOPS IN THE UNITED STATES (BY NUMBER OF STORES)

Brand	Number of Stores
Starbucks	14,875
Dunkin'	8,570
Job Owned Brands	4,728
Other	8,090

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Discover the two most popular coffee shop companies and 'Decide and Defend' your preference.

Teacher Testimonials



My **students loved** this resource. They really enjoyed debating which was better Starbucks or Dunkin'!



This was a **great activity** to use on National Coffee Day (October 1st). Thank you for sharing. **Students enjoyed it.**



My students **loved** this activity. The discussion of choosing between Dunkin' and Starbucks was quite lively. We also **enjoyed** iced coffee in class which they **loved** as well.



I **love these no prep case studies.** I have almost all of them and they are so **easy to integrate** into any unit or class. Students always find them **interesting** and **spark good conversation**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

