

## POSITIONING TYPOLOGY: A Proposal of Classification for the International Market of Green Coffee

### Lúcio Garcia Caldeira

*PhD Business Student at the Federal University of Lavras  
Universidade Federal de Lavras – Campus Universitário  
Departamento de Administração e Economia/DAE, Código Postal 37200-000 – Lavras/MG – Brasil  
E-mail: [focolc@ig.com.br](mailto:focolc@ig.com.br)*

### Ricardo de Souza Sette

*Professor of the Department of Business and Economy at the Federal University of Lavras  
Universidade Federal de Lavras – Campus Universitário  
Departamento de Administração e Economia/DAE, Código Postal 37200-000 – Lavras/MG – Brasil  
E-mail: [ricsouza@dae.ufla.br](mailto:ricsouza@dae.ufla.br)*

### Elisa Reis Guimarães (Corresponding Author)

*MSc Business Student at the Federal University of Lavras  
Universidade Federal de Lavras – Campus Universitário  
Departamento de Administração e Economia/DAE, Código Postal 37200-000 – Lavras/MG – Brasil  
E-mail: [elisarguimaraes@gmail.com](mailto:elisarguimaraes@gmail.com)*

## ACKNOWLEDGEMENTS

Credits to the Department of Business and Economy (DAE) and the Federal University of Lavras (UFLA) for the noble assistance when it comes to the development of the article.

## ABSTRACT

*This study classifies several brands or types of green coffees in a positioning typology. It was found the most relevant differentials for each type of coffee, that were classified in a positioning typology of five dimensions: 1) for collective brands of origin; 2) by certified brand; 3) for quality or product characteristics; 4) by post-harvest processing; and 5) by price. The methodology used consisted of documentary bibliographical research and relied on secondary data. The coffees of the Cerrado Mineiro and Colombia were classified as positioned by collective brands of origin. Certified coffees (Utz, Rainforest Alliance, Fair Trade and organic coffee) were classified as positioned by certified brand. Other Milds, Brazilian and specialty coffees were classified as positioned by quality or product characteristics. Pulped coffee was classified as positioned by the beneficiation process and Robusta coffees were classified as positioned by price.*

**Keywords:** *Positioning; Image; Marketing; Brand.*

## 1. INTRODUCTION

The importance of coffee in the world economy dates from the early 19TH century, from which the product was present in the export/import tariffs from a large number of countries, establishing itself as the main source of foreign currency in several producing nations.

Currently, about 60 countries contribute to the global supply of the product. The exports from these countries, on average over four years (2009 to 2013), was 102 059 million 60 kilo bags, with coffees from the species *Coffea arabica* L. contributing to 63 908 million bags compared to the 38 151 million bags of coffee exported of the species *Coffea canephora* Pierre (OIC, 2013).

The brands or types of green coffee have made their mark on the international market. These facts have resulted from planned and unplanned positioning strategies, but the fact is that their characteristics influenced the image or meaning that they own. This meaning of the brand is the central focus covered in this article and it is intended, from the differences relevant to each type or brand of coffee, to classify them into a positioning typology.

In this way, we aim to answer the following question: How can the brands or types of coffees be classified, according to their most relevant differentiation aspect, in one of the five types of positioning for the green coffee market?

## 2. THEORETICAL FRAMEWORK

According to Aaker and Joachimstaler (1999), the practice of branding refers to the social use of signs to brand something and get lost in the anthropological horizon, assuming different functions and modes of expression. For these authors, with the passage of time, the brands have changed little and its essential functions continue to be: 1) make known, recognize and memorize; 2) affirm the identity; 3) ensure the authenticity, origin, and the provenance and quality of products.

For Bauer et al. (2007), the brand is a name and/or distinctive symbol created to identify the goods or services of one seller or group of sellers and to differentiate these products or services from the competition. In summary, it is possible to select two major goals for the brands: create the ID of an offer; and create a differentiation in relation to competing bids – a meaning.

The identification of a brand of a vendor occurs by means of a name, a distinctive symbol (logo), a design and other ways that make this brand easily recognized and remembered (KELLER and LEHMANN, 2006). This helps consumers to find the brand.

According to Tarsitano and Navacinsk (2004), the brand's differentiation over competitors occurs through the emotional and functional benefits offered by the brand, related to quality and value provided and linked to a product or service, which in turn generate a prominent position in the consumer's mind.

The association between differentiation and the creation of meaning is clear. Through tangible and intangible differences, the brand creates meaning and perception. Through the meaning, the brand makes a promise and establishes a contract with the consumer, which is related to the level of performance expected, result of the promise, which is born from differentiation.

The idea of triggering something in the mind suggests, according to Sciasci et al. (2012), that positioning is a strategy for creating a meaning and needs to take into consideration not only the strengths and weaknesses of a company or product, but also the strongholds and weaknesses of competitors. Keller and Lehmann (2006) created a template for positioning of a brand. The authors argue that deciding the positioning requires: 1) to determine the structure of reference (identifying audiences and target competitor) and 2) to define the ideal brand associations (points of parity and points of difference). In this case, the points of parity would give further effect to situate the mark in relation to a certain category, in this case the target competitor's category. The points of difference will fulfill the function of creating the differentiations regarding this target competitor. It is based on them that the meanings for the brands are constructed.

Kotler (2000) describes the positioning of value as being a way whereby the vendor positions its brand, with regard to benefits and price compared to the competitor. Thus, the positioning of value serves the purposes of positioning strategy, because it presents a competitor target and allows comparisons with respect to the competitor. The author basically considers five positions of value: 1) more for more: more benefits for highest price; 2) more for the same: more benefits for the same price; 3) same for less: the same benefits for lower price; 4) less for much less: fewer benefits for lower price; 5) more for less: more benefits for lowest price.

These positioning should serve the purpose of convincing the client to choose the marketing offer. The big advantage of this method is that the positioning of value leads, into account, competitor positioning and therefore it is believed that the consumer makes comparisons the moment he or she decides which product to buy.

Leão and Mello (2010) argue that the brand image is a process of interaction between the brand and its stakeholders, resulting in consumer perception. Thereby, the brand image is the perception or interpretation that the consumer makes of the brand and is a concept of reception, occurring with or without the interference of the company that owns the brand. Therefore, the concept of brand image is related to the meaning of the brand and is, in summary, the meaning that the consumer gives the brands. It is how he perceives the brands.

In turn, the concept of positioning is also related to the meaning of the brand. Kotler (2000, p. 321) says that the positioning is "the act of developing supply and the image of the organization to occupy a prominent place in the minds of target customers". Thus, the image is seen as a result of positioning, that needs to consider competitors, so that differentiations can be created. Therefore, positioning and image are concepts linked to the meaning of the brands. Through positioning, companies attempt to interfere in the image of its brands, which reflects the perceived meaning. The positioning is a concept of issue; the image is a concept from reception.

For this point, Keller and Lehmann (2006) highlight that the positioning is a necessary concept, since it reminds the consumer that all choice is comparative. Thus, there are two basic steps for positioning: 1) indicate which category you want to be linked or compared to and 2) indicate the essential difference, the reason for being of the brand, when compared to other products or brands in this category.

Therefore, through a strategy of positioning, organizations wish to interfere in the image of their brands. The image may occur without the existence of positioning, since it is a significance perceived by the public. The risk is that the image may be different than the company would like. Hence the importance of positioning: deliberately building a brand image.

In addition to the model used for the construction of the positioning, which was the aim of the work of Keller and Lehmann (2006), other authors have contributed to the understanding of positioning to suggest types that would serve both to classify positioning strategies and to guide such decisions. In this sense, Kotler (2000) and Trout and Rivkin (2000) provided valuable contributions.

For Kotler (2000), there are seven sources of positioning: By attribute (characteristic or distinctive feature); by benefit (benefit provided); for use-application (differentiation for certain application); by the user (adaptation or differentiation by group of users); by competition (differentiation in relation to a competitor); by category (differentiation in relation to a category); for quality/price (positioning determined by quality and price).

Another possibility of positioning typology was presented by Trout and Rivkin (2000), in eight ways to create differentiation, and consequently a positioning: be the first (connected to the idea of pioneering, the first on the market has a chance to be the first in the minds of consumers); have an attribute (a distinguishing feature); number 1 (associated with the idea of leadership in sales, i.e. the most sold in the industry or category); have a heritage (associated with time to market (longevity) or any origin recognized for its quality); be an expert (connected to the idea of focus, i.e. generates association with excellence); be the preferred (associated to be preferred by a particular sector, category or group of users); have a unique ability (connected to some distinctive capacity, usually associated with the process of production or use of an exclusive ingredient); be the most modern (associated with cutting-edge technology, i.e. innovative product).

### 3. METHODS AND PROCEDURES

The types of research can be classified according to four points of view. From the point of view of nature, the research can be basic or applied. In the perspective of approach, it can be quantitative or qualitative. From the perspective of the goals, it may be exploratory, descriptive or explanatory. Finally, in the prospect of the procedures, surveys can be classified as being bibliographic - which include the documentary, experimental and survey - or it can be a case study, including the types: ex post-facto, action research, participant, modeling or simulation (FERREIRA, 2009).

From the point of view of the nature of the research, this work is an applied study. We opted for this method according to the purpose of the article: classify the brands or types of coffees based on a typology of positioning. It is also a qualitative research. Understanding the results, which are related to the significance of the green coffee brands, depends crucially on the understanding of the processes that generate meaning. Basing on these meanings, the types or brands of coffees were clustered into categories.

From the point of view of the objectives, the research is descriptive, because it aims to describe the characteristics and meaning of the brands so they can be classified in the typologies. The description of the facts and differentiations related to types of coffees was the basis for the understanding how meanings are created, and such description came from existing bibliographic material, i.e. secondary data, which makes it a bibliographical research from the point of view of procedures.

For the identification of points of differentiation in the green coffee market, the authors started from various bibliographic researches and then selected eleven dimensions that serve or might serve as factors of differentiation. These dimensions were the basis to create the classification typology, with the five generic positioning possibilities.

### 4. RESULTS AND DISCUSSION

Based on the bibliographical reference submitted, one can infer that positioning strategies are aimed at the construction of the meaning of the brands (image) through differentials. In this way (shown in table 1, attached to the end of the article), the points of differentiation that can be, or are, in fact, used by brands or types of

coffees to promote a strategy of positioning. There are eleven dimensions of differentiation that will support the proposal of a classification typology for the brands or types of green coffee.

Regarding to species, coffees can be classified into two categories: the Arabica coffees and Canephora coffees. According to Lewin et al. (2004), the Arabica coffees are considered superior to canephoras coffee. They are more refined and tasty and consequently produce a superior drink. The two species have several varieties, some of which are already perceived as superior and produce the finest coffees. This is the case of the bourbon variety, one of the most well accepted among the varieties of the Arabica species, which makes it an important tool for the construction of differentials.

According to Caldeira (2013), the altitude, the cultivation system, the type of crop and the processing method (post-harvest) are also factors capable of creating market differentiation of green coffee. The altitude is a differentiation factor for coffee production, since it is considered that the higher the altitude, the greater the coffee quality tends to be. The cultivation system also emerges as a factor for the distinction between coffees: it is already the consensus among some 'niches' of the market that shaded crops produce more valued coffees than those grown in full sun, without the presence of trees between coffee plants. This brings a question related to the environmental appeal in the cultivation of coffee.

The type of harvesting is also presented as a factor of differentiation. Higher value is attributed to the selective harvest of ripe beans over the system of total seed dropping, where the ripe, green and raisined beans are harvested at the same time. The processing mode is also presented as a source of differentiation. The Colombian strategy caused this market to place greater value on the post-harvesting process by pulping, in relation to the preparation by dry method, in which the coffee is dried with the outer part of the fruit. The post-harvesting process that generates the "pulped" coffee is an intermediary between the other two: it is more valued than those dried with the outer part of fruits and less valued than the pulped coffee (drying after withdrawal from the outside of the fruit and the mucilage), which passes through a period when coffee is immersed in tanks containing water for pulping.

The quality of the drink is an essential factor to create differentiation for coffees. Particularly with the creation of the specialty coffees category, objective criteria were created to define the quality of the beverage. According to McManus (2007), the Specialty Coffee Association of America (SCAA) defines that the quality of the drink must be measured by a score of zero to 100 points and the higher the grade, the higher the quality of the coffee. Along with the quality criteria, standards have also been established to classify coffees according to the aspects of the beans, such as size, color and number of defects, which currently follow the criteria for the percentage of refusals, which defines the percentage in a sample of defective beans. Therefore, the lower the percentage of refusals means higher quality and hence better coffee.

For Moreira, et. Al (2012), the various certifications also emerged as important factors to classify and differentiate coffees. A Certified coffee is worth more than a not certified one. In this sense, there are several possibilities of certification: Utz; Rainforest Alliance; Fair Trade and organic. Each one follows certain standards and results in different values in terms of perception and price for the coffees.

According to Teuber (2010), the origin of coffee is also important. Strategies of collective brands caused the market to believe that the conditions of climate, soil, elevation and topography produce differentiated coffees. Thus, a given source can build, by means of the "terroir", an image of superiority.

The characteristics of a coffee's flavor and body also produce different perceptions on the consumer and buyer markets. According to Belmiro et al (2009) and Caldeira (2013), through the strategy of positioning of Colombian coffee, the market eventually came to associate mild coffees as superior to full-bodied coffees.

Thus, these eleven dimensions emerge as possibilities for the creation of differences and positionings for the various types of coffees. Based on this information, we will propose a classification or typology of positioning for the green coffee market, which is the objective in this article.

The coffees were classified in five dimensions, referring to their positioning, being: 1) for collective brands of origin; 2) by certified brand; 3) for quality or characteristics of product; 4) by post-harvest processing; and 5) by price. Table 2, attached to the end of the article, classifies the different types of coffees according to this typology.

The first type of positioning suggested is the collective brand positioning of origin. The collective brands refer to brands whose meaning is created through a differentiation based on origin of production. In this case, the

brands Colombian coffee and Coffee from Cerrado Mineiro have been classified as belonging to this type of positioning.

The Colombian, according to studies of Belmiro et al (2009); Teuber (2010); and Caldeira (2013), deliberately created a strategy to differentiate their coffee from other producing countries. Its name featured on the classification of the International Coffee Organization (ICO) – Colombian Milds - demonstrates that the origin is the most relevant differentiation factor for this brand of coffee, which achieved distinction from other countries coffees, classified as 'Other Milds', which produce coffees similar to the Colombians regarding characteristics, but did not create the concept related to origin. According to Caldeira (2013), Colombia built its strategy of positioning using the positioning value + by + compared to Brazil's coffee and managed, as a consequence, higher prices both in relation to Brazil as compared to other producers of mild-type coffees, which can be verified on the basis of the reports of the ICO (2013).

The Coffee from Cerrado Mineiro basically used the same means as Colombian coffees. According to Caldeira (2013), the Cerrado coffee brand created media related appeals in relation to origin, which by its own characteristics generate a differentiated coffee. Caldeira (2013) shows that the positioning value of Cerrado coffee was + by + compared to standard (Sul de Minas coffee) and obtained gains in prices as a result of this positioning. In both cases, the collective brand of origin appears as being the main factor of differentiation, which explains the classification of coffees from Colombia and the Cerrado as part of positioning by collective brand of origin.

The second type of positioning presented is positioning for brand certification. In this typology, we carried out classification of types or brands of coffees that have as a main factor of differentiation the processes of production, which must be tailored to the standards and rules set by the proprietor of the certified brand. These are the cases of Utz, Rainforest Alliance, Fair Trade and organic certified coffees, which are described in the work by Moreira et al. (2012). For the farm to be considered certified, producers must be in accordance with the requirements of the certification companies, which act on establishing the rules and controlling the production, which occurs through audits on properties. Moreira et al. (2012) showed the main differences related to each type of certification. In this work, the objective was not to define such differences but understand that, by going through audits of control, these coffees could be classified in the typology of positioning by brand certification. In all these cases, price differences were obtained in relation to coffee commodities, which explains the positioning of value of brand + by +. It is worth mentioning that other authors were also consulted when arriving at this conclusion, including: Claro e Claro (2004), that talk about the organic coffee market; Loureiro and Lotade (2005), which conducted a study about fair trade coffee; and Silva and Camargo (2007), which discussed the organic coffee market.

The third type of positioning described is for quality or characteristic. The 'Other Mild coffees' have key characteristics that classified them in this way. They are picked selectively, shade grown and are mostly processed by the pulped method, which produces a mild coffee, known on the international market as "milds". The key feature is to be mild. Therefore, according to Lewin et al. (2004), they have the same characteristics as the 'milds' and lose only to Colombian coffees in price because they have not built value via origin. According to the studies of Caldeira (2013), they managed price difference in relation to Arabica coffees of Brazil due to having perceived similar characteristics and quality with the coffees from Colombia (mild).

In the case of Brazilian coffees, the same type of principle occurs. They are produced in Brazil and have the characteristic of being grown in full sun, harvested by picking total beans and use the post-harvesting processing with the "shell of the fruit" (dry), which produces a more full-bodied coffee. These characteristics, according to Belmiro et al. (2009) and Caldeira (2013), differentiate this type of coffee of the Arabica species compared to other Arabica, which are mild. Caldeira (2013) argues that, in the case of the 'Other milds' as in the case of Brazilian coffee, there were no deliberate positionings for construction of the image of the brand. However, its characteristics and quality determine the inclusion in the typology of positioning by quality or characteristic. Overall, these are examples in which the brand image was a result not of a deliberate positioning of these coffees, but a consequence of positioning and image of Colombian coffee.

The specialty coffees are also classified in function of their distinctive features in relation to commodity coffees. The features in this case derive from objective aspects related to the appearance and quality of the drink. They need, according to McManus (2007), to be framed in 2 or 2/3 aspects and to score more than 80 points on the criteria of the SCAA. In this case, there was a planned strategy of positioning. The aspect (2 or 2/3) and the points above 80 determine that specialty coffee should be located in the typology of positioning by quality or characteristic.



The fourth kind of positioning presented is the positioning by post-harvesting process. The pulped coffee is different from others because of its preparation, as demonstrated in the work by Caldeira (2013). This coffee is pulped, as in the cases of mild Colombian and other mild, and is not dried with the "outer part of fruits", as in the case of coffee typical of Brazil. The key difference is that the ripe beans (cherries) are "peeled" and then dried in cemented terraces. This process produces a more full-bodied coffee than the mild and less full-bodied than with drying with the outer part of the fruit. The post-harvest processing is the determinant to classify it on the type of positioning.

The fifth type of positioning refers to positioning by price. The canephora coffee species or the Robusta group, according to the classification of the ICO (2013) are considered inferior to Arabica coffee. They feature less aroma and body and these characteristics, which are part of the identity of the species, produce an inferior (final product) coffee. In this case, there is no deliberate positioning strategy for this type of coffee, which manages to be competitive basing on lower prices resulting from lower costs, which is also a consequence of the plant species, more rustic and more productive than the Arabica coffee. All these characteristics of the canephora species are widely known in the coffee market and are described in studies of Lewin et al. (2004); Belmiro et al. (2009) and Caldeira (2013).

## 5. CONCLUSION

The aim of this article was to present a typology of positioning to classify the brands or types of green coffee. Using eleven dimensions that present the possibilities of differentiation applied to the sector of green coffee, we defined five types of possible positionings: 1) for collective brands of origin; 2) by certified brand; 3) for quality or product characteristics; 4) by post-harvest processing; and 5) by price.

One can then conclude that: the Colombian and from Cerrado coffees can be classified as positioned by collective brand. In positioning for certification, we included Utz, Rainforest Alliance, Fair Trade and organic certified coffees. In common, they all underwent audits that analyzed the degree of conformance to the characteristics and processes typical of each type of certification.

The positioning for quality or characteristic encompassed the coffees other mild, Brazilian coffee and specialty coffees. They were also based on key features that sets a coffee as another mild, Brazil, or special.

Pulped coffee was classified in positioning typology for post-harvest processing, since it differs from the mild and natural coffees due to its processing mode.

The coffees in the canephora species or Robusta group were classified in positioning by price. The characteristics of species classified them as inferior in terms of quality, but the lower price, sustained by lower costs, is its great advantage. Therefore, it was positioned in that category.

## REFERENCES

- Aaker, D., & Joachimsthäier, E. (1999). The Lure of Global Brandin. *Harvard Business Review*, 77(6), 137-144.
- Bauer, H.H.; Exler, S. & Bronk, L. (2007). Brand Perception: is global ways better? American Marketing Association Winter Educator's Conference Proceedings.
- Belmiro, J. N., Salgueiro, J., & Jesus, M. A. S. (2009). Competitividade do setor exportador de café no Brasil e na Colômbia: uma extensão do diamante de Porter. *Revista Eletrônica Patrimônio: Lazer e Turismo*, 7(6), 119-140.
- Caldeira, L. (2013). *Revoluções no Café: mudanças contraditórias na produção e no consumo*. Varginha: Editora Alba.
- Claro, P. B., & Claro, D. P. (2004). Desenvolvimento de indicadores para monitoramento da sustentabilidade: o caso do café orgânico. *Revista de Administração da USP – RAUSP*, 39 (1), 18-29.
- Ferreira, L. S. (2009). A pesquisa e a escrita na universidade: sistematizando uma prática pedagógica em aulas de metodologia da pesquisa em administração. *Cadernos de Educação*, (32), 267-284.
- Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6), 740-759.
- Kotler, P. (2000). *Administração de marketing: a edição do novo milênio*. São Paulo: Prentice Hall.
- Leão, A. L. M. D. S., & Mello, S. C. B. D. (2010). " Valor de Marca" para quem? Rumo a uma teoria da significação das marcas pelos consumidores. *Revista Organizações em Contexto-online*, 5(10).
- Lewin, B., Giovannucci, D., & Varangis, P. (2004). Coffee markets: new paradigms in global supply and demand. *World Bank Agriculture and Rural Development Discussion Paper*, (3).
- Loureiro, M.L., & Lotade, J. (2005). Do fair trade and eco-labelling in coffee wake up the consumer conscience? *Ecological economics*, 53.

McManus, B. (2007). Nonlinear pricing in an oligopoly market: The case of specialty coffee. *The RAND Journal of Economics*, 38(2), 512-532.

Moreira, C. F., de Nadai Fernandes, E. A., & de Freitas Vian, C. E. (2012). Características da certificação na cafeicultura brasileira. *Organizações Rurais & Agroindustriais*, 13(3).

Organização Internacional do Café. (n.d). Informações disponíveis no site. Recuperado em 02 março, 2015, de [www.ico.org](http://www.ico.org).

Sciasci, V., Garcia, S. F. A., & Galli, L. C. D. L. A. (2012). Posicionamento de Marcas Globais: Um Estudo Bibliométrico da Produção Científica na Área. *Revista Brasileira de Marketing e-ISSN: 2177-5184*, 11(2), 69-95.

Silva, R. M. H., & Camargo, J. M. (2007). Café e açúcar orgânicos certificados: problemas na produção agrícola e no processamento constatados por respostas a questionários. *Revista Cadernos de Economia*, 11(20), 129-145.

Navacinsk, S. D. G., & Tarsitano, P. R. (2005). Marca: patrimônio das empresas e diferencial dos produtos. *Comunicação & Sociedade*, 1(41), 55-72.

Teuber, R. (2010). Geographical indications of origin as a tool of product differentiation: The case of coffee. *Journal of International Food & Agribusiness Marketing*, 22(3-4), 277-298.

Trout, J., & Rivkin, S. (2000). *Differentiate or die: survival in our era of killer competition*. Nova York: John Wiley & Sons.

**ATTACHMENTS**

**Table 1 - Points of differentiation in the green coffee market**

Points of differentiation (dimensions)	Available Options
Species	<i>Coffea arabica</i> L. or <i>Coffea canephora</i> Pierre
Variety	'Bourbon'; 'Catuai'; 'Mundo Novo'; etc.
Altitude	The higher the altitude, the more valuable the coffee.
Cultivation System	Shaded cultivation opposed to growing in full sun.
Harvest Type	Selective harvest in opposition to harvesting by picking total beans
Post-harvest processing	By pulping; by the method of peeling and drying.
Beverage quality	By score, according to SCAA criteria; or Following the classification of "mole", "duro", "riado" e "rio", according to the official Brazilian classification rules.
Aspecto of the bean	Size, color, number of defects, percentage of picking.
Certification of the production process	<i>Utz</i> ; <i>Rainforest Alliance</i> ; <i>Fair Trade</i> , Organic.
Origin of production	By country, region, area of production or even farm.
Flavor and body features	Full-bodied versus Soft Several flavor characteristics.

**Source:** Prepared by the authors

**Tabela 2 - Typology of positioning for the green coffee market**

Tipology of Positioning	Classification of green coffee brands
Positioning by collective brand of origin	Colombian coffees Cerrado Mineiro's coffees
Positioning by brand certification	<i>Utz</i> <i>Rainforest Alliance</i> <i>Fair Trade</i> Organic
Positioning by quality or characteristic	Other Milds Brazilian Coffee Specialty Coffee
Positioning by post-harvesting process	Pulped cherry
Positioning by price	Robusta coffee or <i>canephora</i> species

**Source:** Prepared by the authors