




## IMPACT OF QUALITY CERTIFICATION ON THE VISIBILITY AND COMPETITIVENESS OF COFFEE PRODUCTION IN THE CERRADO MINEIRO

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### ABSTRACT

The demand for sustainable agricultural practices and products that meet ethical criteria has grown among consumers, making certifications such as Fair Trade, Rainforest Alliance and UTZ essential for producers looking to stand out in the market. This study is justified by the need to understand how certifications can add value to coffee and influence the profitability of producers, in addition to promoting practices that ensure the economic and social sustainability of rural communities. The general objective was to investigate the impact of certifications on the visibility and competitiveness of coffee from the Cerrado Mineiro. The methodology adopted was qualitative, with documentary analysis and literature review, following ethical guidelines and without direct interaction with producers. Data from reports, academic articles, and statistics from relevant institutions were collected. The results indicated that certified coffees tend to fetch prices up to 30% higher than non-certified ones, reflecting consumers' willingness to invest in products that meet quality and sustainability standards. In addition, the certifications encouraged the adoption of more responsible agricultural practices, generating social and environmental benefits for the producing communities. The study concludes that quality certifications are essential for the competitiveness of coffee growing in the Cerrado Mineiro, recommending continuous support for these practices to promote a sustainable and ethical production model.

**Keywords:** Quality Certification. Coffee. Cerrado Mineiro. Visibility. Competitiveness.

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## INTRODUCTION

Coffee production in Brazil has a centuries-old tradition and plays an essential role in the country's economy. Among the various producing regions, the Cerrado Mineiro stands out, an area with about 210 thousand hectares of coffee plantations located in the Triângulo Mineiro and Alto Paranaíba, responsible for approximately 14% of the national coffee production, which represents around 5 million bags per year (ASSOCIATION OF COFFEE GROWERS OF THE CERRADO REGION, 2022).

The Cerrado Mineiro is characterized by a tropical high-altitude climate, with well-defined seasons and altitudes between 800 and 1,300 meters, ideal conditions for the production of high-quality coffees. This exclusive terroir, combined with advanced agricultural practices, allows local coffee growers to grow beans with distinct characteristics, such as intense body, balanced acidity and a diversity of aromatic notes (SILVA & SANTOS, 2020).

The growing demand for high-quality products with traceability has driven the search for certifications in the coffee sector. Certifications such as Fair Trade, Rainforest Alliance, UTZ and the Certification of Origin aim to guarantee product quality, promote sustainable practices and ensure good working conditions. These certifications become a competitive differential, enabling access to more demanding and conscious market niches (GOMES & OLIVEIRA, 2019).

Coffee producers in the Cerrado Mineiro have invested extensively in certifications as a strategy to add value to the product and conquer new markets. Data from the Federation of Coffee Growers of the Cerrado indicate that more than 80% of the farms in the region have some type of certification, highlighting the importance of this resource for local competitiveness (FEDERATION OF COFFEE GROWERS OF THE CERRADO, 2023).

Quality certification not only ensures compliance with strict standards, but also contributes to the visibility of products in the international market. According to Peixoto and Souza (2021), certifications can increase the final price of the product by up to 25%, reflecting consumers' willingness to pay more for coffees that meet quality and sustainability criteria.

Obtaining a quality certification, however, is a complex and costly process, requiring investments in infrastructure, staff training, and compliance with rigorous standards. In addition, maintaining certifications implies periodic audits and continuous efforts to ensure compliance with the established criteria (LIMA et al., 2020).

The importance of investigating the impacts of certifications on the visibility and competitiveness of coffee producers in the Cerrado Mineiro is justified by the need to understand how these investments can be optimized and what are the real benefits for coffee growers. Studies in this area are still relatively scarce, especially focusing on the Cerrado

Mineiro region, which stands out both in quality and production volume (FERREIRA & ALMEIDA, 2018).

In an increasingly competitive and conscious global scenario, ensuring quality and sustainability can be decisive for the success of producers. Certifications not only add value to the product, but also influence the structure of the market, promoting more sustainable and socially responsible agricultural practices (GOMES & OLIVEIRA, 2019). In addition, by offering a detailed analysis of the impacts of certifications, this study aims to assist producers in making strategic decisions, providing valuable information on where and how to invest to maximize benefits. The study can also serve as a basis for the formulation of public policies aimed at supporting and encouraging certification for small and medium-sized producers, strengthening the coffee production chain (SILVA & SANTOS, 2020).

The main objective of this work is to analyze the impact of quality certifications on the visibility and competitiveness of coffee production in the Cerrado Mineiro, exploring how these certifications influence the market positioning of producers and how this is reflected in economic and social aspects.

By investigating the impacts of quality certifications on the visibility and competitiveness of coffee production in the Cerrado Mineiro, the study seeks to contribute to a deeper understanding of market dynamics and offer subsidies for sustainable development strategies in the region. The results are expected to benefit not only local producers, but also enrich the academic literature on quality certifications in the agricultural sector.

This article is organized into five main sections. The Literature Review section presents the fundamental concepts of quality certification.

in the coffee sector, addressing the importance and types of certifications available, as well as their impacts on the visibility and competitiveness of products. The Methodology section details the research design, the selected sample, the data collection methods, and the analysis techniques used to assess the impact of certifications on coffee production in the Cerrado Mineiro. Next, the Results section presents the data collected, offering an in-depth analysis of the differences between certified and non-certified producers, as well as the effects of these certifications on the market. In the Discussion section, the results are interpreted in the light of the literature, exploring their implications for the visibility and competitiveness of producers, along with practical recommendations. Finally, the Conclusion section summarizes the main findings, discusses the limitations of the study, suggests directions for future research, and highlights the study's contribution to regional coffee growing.

## THEORETICAL FOUNDATION

### HISTORICAL EVOLUTION OF COFFEE PRODUCTION IN THE CERRADO OF MINAS GERAIS

The Cerrado Mineiro, located in the Triângulo Mineiro and Alto Paranaíba, is currently recognized worldwide for the high quality of its coffee production. However, this successful trajectory is relatively recent. Agricultural exploration in the region began in the 1960s and 1970s, when advanced agronomic techniques made it possible to correct the acidity of the soil, making it suitable for several crops, including coffee (FERREIRA, 2005).

Originally considered unsuitable for agriculture due to its climatic and soil characteristics, the Cerrado Mineiro region has undergone a significant transformation driven by agronomic research. The introduction of liming and fertilization techniques was crucial to correct the acidic soil and adapt it to coffee cultivation (CARVALHO, 2008).

In the 1980s and 1990s, coffee growers in the Cerrado Mineiro began to adopt more efficient and innovative agricultural practices, such as drip irrigation and the use of new coffee varieties adapted to the region. These innovations have resulted in substantial increases in both productivity and coffee quality (SILVA & SANTOS, 2020).

The support of public policies, including agricultural credit programs and tax incentives, also played a key role in the expansion of coffee growing in the region, helping to finance the modernization of cultivation techniques and infrastructure.

The modernization of farms and the adoption of advanced technologies were fundamental to the success of production (MENDES, 2020).

In addition, the organization of coffee growers into cooperatives has played an essential role in the development of the sector. These cooperatives facilitated the exchange of technical knowledge and access to broader markets, both in Brazil and abroad (GOMES & OLIVEIRA, 2019).

In the early 2000s, coffee from the Cerrado Mineiro was already widely recognized for the high quality and unique sensory characteristics of its beans, resulting from the region's unique terroir. This recognition was consolidated with the achievement of several awards in quality competitions, establishing the region's reputation as a producer of specialty coffees (SOUZA & LIMA, 2016).

### ECONOMIC IMPORTANCE OF COFFEE PRODUCTION IN THE CERRADO OF MINAS GERAIS

Today, the Cerrado Mineiro is one of the main coffee growing regions in Brazil, contributing significantly to the local and national economy. The region accounts for about

14% of the country's total coffee production, with an annual harvest of approximately 5 million 60-kg bags (ASSOCIATION OF COFFEE GROWERS OF THE CERRADO REGION, 2022).

Coffee production in the Cerrado Mineiro generates a significant volume of jobs in the region. It is estimated that the sector directly employs around 34 thousand people, in addition to generating approximately 170 thousand indirect jobs, covering activities related to coffee logistics, marketing and processing (FEDERAÇÃO DOS CAFEICULTORES DO CERRADO, 2021).

Coffee growing is one of the main sources of income in many cities in the Cerrado Mineiro, where the local economy depends heavily on coffee production and exports. The generation of jobs and income promotes the socioeconomic development of these communities, improving the quality of life of farmers and their families (SANTANA & PINTO, 2018).

The economic impact of coffee from the Cerrado Mineiro transcends regional borders. The region's coffee is highly valued in the international market and exported to countries such as the United States, Germany and Japan. These markets, which require high quality, allow producers in the Cerrado Mineiro to obtain higher prices for their products (PEIXOTO & SOUZA, 2021).

In addition to its economic importance, coffee from the Cerrado Mineiro has a profound cultural role. The coffee tradition is intensely experienced by local communities, which celebrate this heritage through festivals, fairs, and events that value coffee and its different forms of preparation (MENDES, 2020).

## CHARACTERISTICS OF COFFEE PRODUCTION IN THE CERRADO OF MINAS GERAIS

The Cerrado Mineiro stands out for its exceptional terroir conditions, including a high-altitude tropical climate with well-defined seasons, deep and well-drained soils, and altitudes ranging between 800 and 1,300 meters. These characteristics allow the production of coffees with a distinct sensory profile, marked by a balanced body, moderate acidity, and a wide variety of aromatic notes, ranging from citrus fruits to chocolate (SILVA & SANTOS, 2020).

The combination of favorable natural conditions with refined agricultural techniques results in high-quality grains, appreciated both in the national and international markets. To ensure grain excellence, producers in the Cerrado Mineiro use advanced practices, such as efficient irrigation and manual selective harvesting, which ensure the harvest of fruits at the ideal point of ripeness (GOMES & OLIVEIRA, 2019).

Another factor that contributes to the success of Cerrado Mineiro coffee is the quality certifications. Certifications such as Rainforest Alliance, UTZ, Fair Trade and the Protected

Geographical Indication (PGI) of the Cerrado Mineiro ensure that coffees are produced according to strict criteria of quality, sustainability and social responsibility (FERREIRA, 2005). These certifications not only ensure the superiority of coffee but also differentiate it in the market, allowing producers to target specialized niches and consumers willing to pay more for certified coffees. According to Peixoto and Souza (2021), certified coffees can reach up to 30% more in the selling price compared to non-certified coffees, reflecting the additional value perceived by consumers.

Sustainability is a priority for producers in the Cerrado Mineiro, who promote practices such as integrated pest management, the use of organic fertilizers, and the preservation of native areas. These practices not only increase the environmental sustainability of production, but also contribute to improving the quality of the beans (SANTANA & PINTO, 2018).

Among the main challenges faced by producers are the need for constant innovation and adaptation to climate change. Climate variability requires continuous improvement of management techniques to mitigate adverse impacts and maintain the production of high-quality grains (MENDES, 2020). Collaboration between producers, researchers, and support institutions is essential to overcome these challenges. Agricultural research and extension projects have been fundamental for the development of practices that improve the efficiency and sustainability of production, including the cultivation of coffee varieties that are more resistant to pests and diseases (CARVALHO, 2008).

## TYPES OF CERTIFICATIONS AVAILABLE

Quality certifications in the coffee sector are important differentials that can add value to products and ensure the sustainability of agricultural practices. Among the certifications recognized worldwide, Fair Trade, Rainforest Alliance and UTZ stand out.

Fair Trade certification aims to strengthen smallholder farmers by ensuring that they receive a fair price and have decent working conditions. Fair Trade principles include promoting social and environmental justice, with support for community development and sustainable agricultural practices (TAYLOR, 2018).

The Rainforest Alliance focuses on environmental conservation and improving the livelihoods of farmers. This certification addresses sustainable land use, biodiversity protection, and workers' rights. Rainforest Alliance certified producers must adopt practices that reduce environmental impact, promoting sustainable crop management (RAINFOREST ALLIANCE, 2020).

UTZ certification, currently part of Fair Trade, also emphasizes sustainable agriculture, based on social development, environmental protection and economic efficiency. UTZ

certified farmers receive training in practices that increase productivity, soil health and the rational use of resources, responsible for the use of water and other natural resources (UTZ, 2019).

## CERTIFICATION CRITERIA AND PROCESSES

Each certification has specific criteria and processes that producers must follow to obtain and maintain certification:

**Fair Trade:** Fair Trade certification requires farmers to adopt sustainable farming practices while respecting social and environmental standards. It is necessary for producers to be organized into cooperatives or associations, ensuring that financial benefits are distributed fairly among members. The certification process involves a compliance audit, which evaluates cultivation practices, social conditions, and fair contracts. Certification is renewed annually, and cooperatives must demonstrate continuous improvement (FAIR TRADE INTERNATIONAL, 2020).

**Rainforest Alliance:** This certification requires producers to implement practices to protect local biodiversity and ecosystems. It includes the efficient use of natural resources, the preservation of habitats, and respect for workers' rights. Certification is granted after annual audits carried out by independent auditors, who verify compliance with the established criteria. At the end, producers receive a report with recommendations for improvements (RAINFOREST ALLIANCE, 2020).

**UTZ:** UTZ certification requires growers to follow responsible farming practices, covering social responsibility, economic efficiency, and environmental protection. This includes the efficient use of inputs and the guarantee of safety and health at work. Producers undergo training where they learn best practices and then undergo an audit to verify compliance. The certification is annual and needs to be renewed every cycle (UTZ, 2019).

Quality certifications not only meet social and environmental responsibility requirements, but also increase the competitiveness of coffees in the market. Studies indicate that certified coffees can reach prices up to 30% higher compared to non-certified ones, showing consumers' willingness to pay more for sustainable and ethical products (PEREZ, 2021). In addition, the presence of these certifications raises the visibility of products in niche markets that value responsible agricultural practices, allowing producers to position themselves effectively in a market where consumers are increasingly aware and concerned about the origin of products (ZARAGOZA et al., 2019).



## IMPACT OF CERTIFICATIONS ON COFFEE PRODUCTION

Quality certifications in the coffee sector contribute significantly to competitiveness in the market. Certified products can achieve up to 30% more in value, reflecting consumers' preference for ethical and sustainable products (PEREZ, 2021). In addition, certifications increase the visibility of coffees in niches that appreciate sustainable agricultural practices, allowing for a more effective positioning in a market where consumers value the origin and impact of products (ZARAGOZA et al., 2019).

## BENEFITS FOR PRODUCERS AND CONSUMERS

Quality certifications in the coffee sector bring important benefits to producers and consumers. For producers, they not only facilitate access to more profitable markets, but also encourage the improvement of agricultural and operational practices. By seeking certification, producers are motivated to adopt more sustainable and socially responsible practices, resulting in better resource management, environmental conservation, and quality of the final product (GOMES & OLIVEIRA, 2019).

such as Fair Trade and Rainforest Alliance, usually provide an average increase of 30% in the selling price of products compared to non-certified coffees. In addition, these certifications contribute to greater price stability, since specialty coffee consumers tend to be less affected by price fluctuations in markets in general.

For consumers, quality certifications ensure that they are purchasing products that meet specific sustainability and ethical criteria, responding to the growing demand for products that, in addition to being tasty, are produced responsibly. Certification indicates that the product is not related to exploitation, pollution, or deforestation practices, providing a positive consumption experience (ZARAGOZA et al., 2019). In addition, research shows that consumers are willing to pay more for certified coffees, valuing transparency about cultivation and marketing practices (TAYLOR, 2018). This relationship between certification and willingness to pay more indicates the added value that these certifications confer on the product.

## DEFINITIONS AND INDICATORS OF VISIBILITY AND COMPETITIVENESS

Market visibility refers to the recognition and appreciation of a product by consumers. For coffee, this involves its presence in supermarkets, participation in quality competitions, and mentions in specialized guides (GONZALEZ et al., 2020). Competitiveness, in turn, reflects the ability of a product to make sales in specific markets, influenced by its quality and price in relation to competing products.



Key indicators to measure the visibility and competitiveness of coffees include:

**Selling Price:** Directly reflects competitiveness, with certified coffees often fetching higher prices due to the quality and sustainable practices valued by consumers (PEIXOTO & SOUZA, 2021).

**Market Share:** The relative share of the total sales of the coffee market. Certified coffees, such as Fair Trade and the Rainforest Alliance, often capture market share in sustainable niches.

**Recognition in Awards and Competitions:** Obtaining awards in quality competitions confers additional visibility and improves consumers' perception of coffee quality (GONZALEZ et al., 2020).

**Transparency Reports:** The availability of information on cultivation practices and origin, usually linked to certifications, reinforces the image of the product and increases its visibility (ZARAGOZA et al., 2019).

Studies indicate that certification can increase the visibility of coffee by up to 50% in specialized markets, expanding sales expectations and strengthening the brand's reputation in the context of sustainability (GOMES & OLIVEIRA, 2019). Thus, quality certifications create a positive cycle that benefits both producers and consumers, while promoting sustainable agricultural practices.

## METHODOLOGY

The methodology of this study was developed to investigate the impact of quality certification on the visibility and competitiveness of coffee production in the Cerrado Mineiro, adopting a qualitative approach based on documentary analysis and literature review, without the use of questionnaires or direct contact with producers.

This work followed a qualitative research approach, focused on document analysis and literature review, which enabled a detailed understanding of market dynamics and the effects of quality certifications without the need for direct contact with participants, meeting the applicable ethical and regulatory standards (LÜDKE & ANDRÉ, 2019).

## DOCUMENTARY ANALYSIS

Document analysis was the main technique for collecting data on the impact of certifications on coffee production. The following documents and sources of information were used:

**Certification Reports:** Documents detailing the certification processes and quality standards required by entities such as Fair Trade,

Rainforest Alliance and UTZ: Documents from these certifiers were key to understanding the evaluation criteria and the benefits provided by the certifications.

Scientific Publications and Case Studies: Academic articles, dissertations and theses that explore coffee growing in the Cerrado Mineiro, its certifications and the impacts on visibility and competitiveness. Searches were carried out in databases such as Google Scholar, Scielo and JSTOR, which allowed the identification of relevant literature for the theme.

Statistical Data: Reports from associations and federations, such as the Association of Coffee Growers of the Cerrado Region and the Federation of Coffee Growers of the Cerrado, offered quantitative data on production, prices, and sales volume of certified versus non-certified coffees. Data from the Brazilian Institute of Geography and Statistics (IBGE) and the Food and Agriculture Organization (FAO) were also used to provide a broader statistical view.

Media Articles and Market Reports: Analysis of the coffee sector published in specialized journals, as well as market reports from companies such as Statista, Mordor Intelligence and the International Coffee Organization (ICO), which discuss trends and valuations of certified coffees in the domestic and foreign markets. Publications such as the Coffee Culture Magazine and reports from institutions such as Embrapa were also consulted.

Relevance: Documents that focused on the impacts of quality certifications on coffee growing, both in the Cerrado Mineiro and in other coffee-producing regions for comparative purposes.

Publication Date: Recent publications, preferably from the last 5 to 10 years, were prioritized, ensuring that the information reflected the current practices and dynamics of the coffee market.

Public Access: Documents available to the public or through academic institutions and coffee growers' associations have been selected to ensure the accessibility of the sources used.

Academic and Technical Sources: Peer-reviewed articles, technical reports from reputable organizations, and reference texts in the fields of agronomy, rural economics, and sustainability were considered.

Lack of Relevance: Documents that did not directly address the impact of quality certifications or that dealt with topics unrelated to coffee growing, such as different agricultural sectors, were excluded.

Very Old Publications: Studies prior to 2010 were disregarded, as they could not reflect current market conditions and current practices, unless they were classic research widely referenced in the field.

Unverifiable Sources: Materials without technical or academic basis, such as personal opinions on blogs or posts on social networks, which lacked scientific rigor, were excluded.

Low-Quality Documents: Studies that did not undergo peer review or that did not present robust and valid methodologies were discarded.

## LITERATURE REVIEW

A literature review was conducted to contextualize the study and discuss the findings collected in the document analysis. Topics covered included:

History of Coffee Production in the Cerrado Mineiro: Analysis of the historical evolution and development of coffee growing in the region, highlighting the importance of quality certifications.

Impacts of Certifications: Investigation of the effects of certifications on the visibility and prices of coffees in the market, based on previous studies that quantified these impacts.

Coffee Market Trends: Identification of the growth in demand for sustainable and certified coffees and the influence of this phenomenon on producers and the positioning of their products.

## ANALYSIS AND DISCUSSION OF THE RESULTS

The analysis of the data obtained in the literature review and in the documentary analysis revealed relevant patterns about the impact of quality certification on the visibility and competitiveness of coffee production in the Cerrado Mineiro. Certifications such as Fair Trade, Rainforest Alliance and UTZ have been shown to have a direct influence on selling prices, the opening of new markets and consumer perception.

The data collected from statistical sources and market reports provided important information about coffee production in the Cerrado Mineiro in relation to quality certification. Table 1 highlights the production and price indicators of certified coffees compared to non-certified coffees:

Type of Coffee	Production (annual bags)	Average Price (R\$)	Market Share (%)
Certified Coffee (Fair Trade)	1.500.000	800	20
Certified Coffee (Rainforest Alliance)	1.000.000	850	15
Non-Certified Coffee	2.500.000	600	65

Source: Author (2024)

The data in Table 1 show that, although non-certified coffee represents most of the total production, certified coffees have a considerably higher average price. Fair Trade certified coffee, for example, reaches an average price of R\$800 per bag, evidencing the market's willingness to value products that meet certification criteria. This situation is in line with the observations of Peixoto and Souza (2021), who point out that the prices of certified coffees can be up to 30% higher compared to non-certified coffees.

In addition to the economic benefits, the certifications also contributed to increasing the visibility of coffees from the Cerrado Mineiro. Studies, such as the one by Gonzalez et al. (2020), have revealed that shelf presence in specialized markets and in quality competitions has increased significantly for certified coffees. This visibility is critical in a global marketplace where consumers are increasingly influenced by sustainability and ethical issues.

Qualitative analysis of the reviewed publications and collected documents revealed patterns and perceptions about certification practices and their implications. The main findings can be categorized as follows:

Many producers reported that certifications improved farm management, introducing more sustainable and efficient practices (GOMES & OLIVEIRA, 2019). In addition, the certification was perceived as a motivation to adopt cultivation methods that favor environmental preservation and the improvement of working conditions. The growing appreciation of sustainable coffees has provided greater social and economic inclusion, as identified in studies that have shown an increase in the income of certified producers (SILVA & SANTOS, 2020).

The socioeconomic benefits resulting from certification are not only restricted to producers, but also extend to communities, with investments in infrastructure and social programs (TAYLOR, 2018). The studies also highlighted the importance of certifications in adopting sustainable agricultural practices. The analysis of reports and technical publications indicated that the implementation of the good practices promoted by these certifications not only improves the quality of coffee, but also contributes to the environmental preservation and social development of producing communities (GOMES & OLIVEIRA, 2019).

For a more in-depth exploration of the impact of quality certification on coffee production and its implications, Table 2 follows:

Authors	Year	Title	Synthesis
Peixoto & Souza	2021	The International Coffee Market and the Importance of Quality Certifications	They analyzed the impact of certifications on the competitiveness of Brazilian coffees, highlighting the willingness of consumers to pay higher prices for certified coffees.

onzalet et al.	2020	Market visibility of certified coffees: an empirical approach	Investigate how certifications have increased the visibility of coffees in specialty markets using sales data and market analysis.
Gomes & Oliveira	2019	Quality Certifications in the Coffee Sector: Impacts and Perspectives	They discussed the economic and environmental impacts of certifications, highlighting improvements in agricultural practices and the social condition of farmers.
Silva & Santos	2020	Coffee Production in the Cerrado Mineiro: Challenges and Opportunities	They presented an overview of the challenges and opportunities of coffee growing in the Cerrado, emphasizing the role of certifications in overcoming the challenges.
Taylor	2018	Fair Trade: A Beginner's Guide	They provided an overview of the Fairtrade movement, its guidelines and impacts on coffee-producing countries.
UTZ	2019	UTZ Certification Program: A Guide to Farmers	They described the requirements and benefits of UTZ certification, with a focus on best agricultural practices.
FAO	2022	Coffee market in 2021	They presented statistical data and analysis on global coffee production and trade, including market trends.
IBGE	2022	Agricultural production Municipal	They provided data on coffee production in Brazil, allowing a quantitative analysis of coffee growing.
Embrapa	2022	Coffee: Cultivation and Technology	They reported information on technologies in coffee cultivation, promoting a better understanding of the Best practices.
Cecafé	2022	Annual Coffee Exports Report	They made available data on Brazilian coffee exports, with a focus on certifications and their
BSCA	2022	Coffee Certification Report	They discussed the certifications of specialty coffees in Brazil, analyzing the contribution to the international competitiveness.
ICO	2022	Coffee Market Report	Published a monthly analysis with information on the coffee market, price trends and global consumption.
Statistics	2022	Coffee Market Statistics	They presented detailed statistics on the coffee market, including consumption, production, and trends in the main producing countries.
onzalet et al.	2020	Market visibility of certified coffees: an empirical approach	They looked at how certifications increased the visibility of coffees in specialty markets, using sales data and market analysis.

Source: Author (2024)

## CONCLUSION

The present research on the impact of quality certification on the visibility and competitiveness of coffee production in the Cerrado Mineiro proved to be essential for understanding the dynamics of the contemporary coffee market. Through document analysis and literature review, it was possible to identify how certifications such as Fair Trade, Rainforest Alliance and UTZ play a crucial role in the economic valuation of products and the promotion of sustainable agricultural practices.

The quantitative data collected demonstrated that certified coffees not only achieve significantly higher prices compared to non-certified ones, but also have a positive impact on market share, reflecting the growing willingness of consumers to choose products that meet ethical and quality standards. In addition, the qualitative results indicated that adherence to certification practices resulted in the implementation of more sustainable cultivation methods and the improvement of the social conditions of the producing communities, directly benefiting farmers and their families.

The survey also highlighted that quality certification not only offers a competitive advantage in the international market, but also increases the visibility of Cerrado Mineiro coffee in niches that prioritize sustainability. Recognition in quality competitions and inclusion on the shelves of specialized markets underscored the importance of marketing strategies focused on promoting certified coffees.

However, the challenges faced by producers in obtaining and maintaining these certifications should not be ignored. Training, adequate infrastructure, and continuous investments are essential to ensure compliance with the criteria required by certifications.

In view of the findings of this study, it is concluded that quality certification is a vital strategy for the future of coffee production in the Cerrado Mineiro. Therefore, it is essential that stakeholders in the sector, including producers, cooperatives and support institutions, continue to promote and encourage the adoption of certification practices. This will not only contribute to environmental and social sustainability but also strengthen the competitiveness of Brazilian coffee in the global market, while respecting the tradition and cultural value associated with this important commodity.

It is recommended that additional studies be carried out that can deepen the analysis of the impacts of certifications in other coffee-producing regions, as well as explore barriers and effective strategies for the adoption of these practices in different agricultural contexts. Promoting a more sustainable and ethical coffee production model is an urgent need, and quality certification can be one of the keys to achieving it.



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