

# The Specialization of Yunnan's coffee under market rationales – a case from Pu'er, Yunnan

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## ❖ Background

In 1988, Yunnan began to grow coffee on a large scale. Until 2018, the total coffee production in Yunnan accounted for 98% of the total coffee production in China.

In the past 30 years, the price of coffee in Yunnan has been affected by the international market. In order to get rid of this situation, after 2017, Yunnan coffee began to try to be specialization.



## ❖ Coffee Planting Area in Yunnan

## ❖ Methods:

What is the transformation of coffee industry in Yunnan? What are the forces to promote the specialization of coffee in Yunnan?



## ❖ Pu'er city, Yunnan Province

## ❖ Research Question

What is the transformation of coffee industry in Yunnan?

What are the forces to promote the specialization of coffee in Yunnan?

## ❖ Study site:

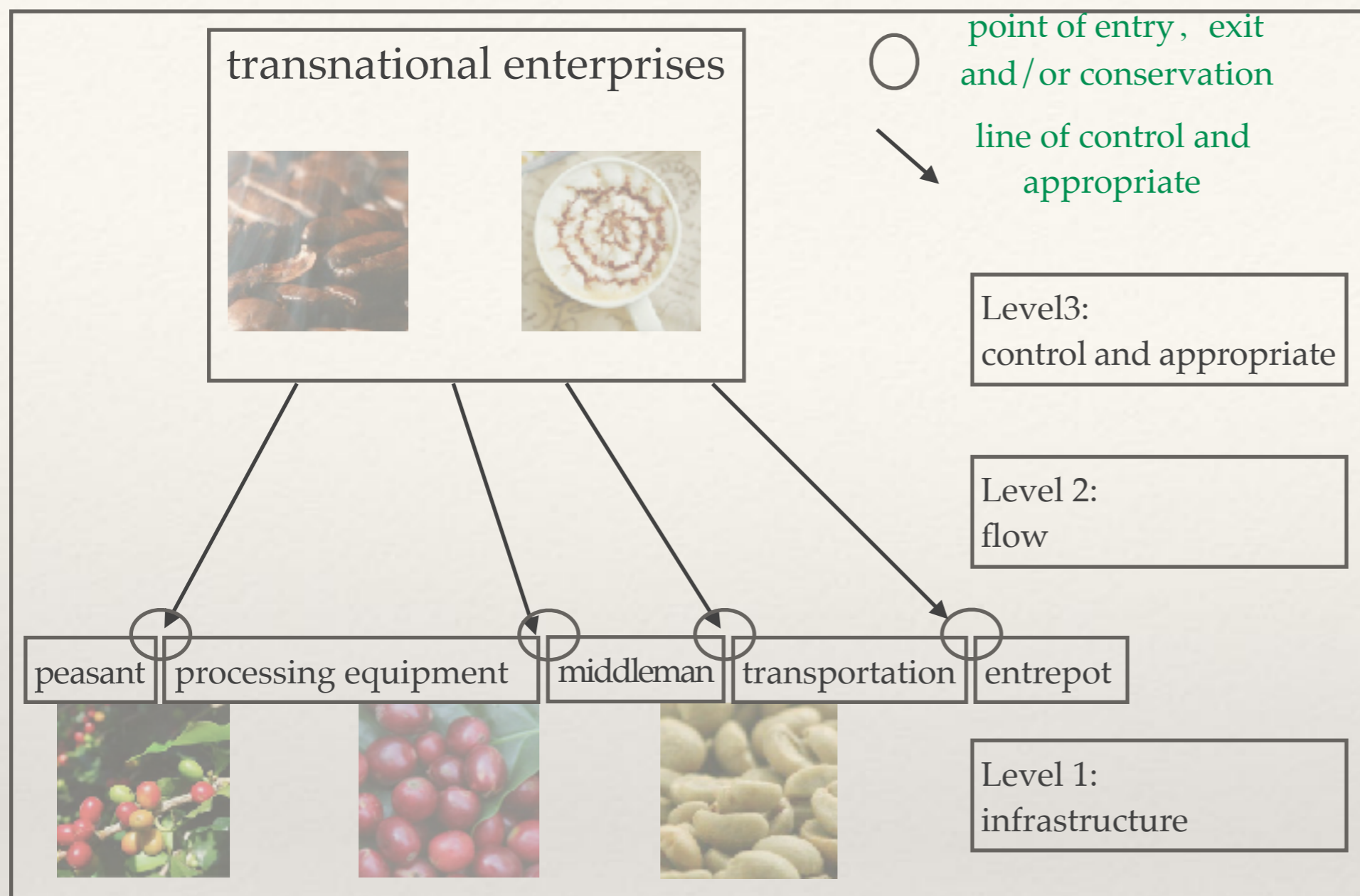
**Pu'er city, Yunnan Province**

Pu'er City is located in the southwest of Yunnan Province, with an altitude of 317-337 meters, a mild climate and abundant sunshine, suitable for coffee cultivation. Until 2019, the total area of coffee cultivation in Pu'er City have reached 12850 acre, with a total output of 58,000 tons.

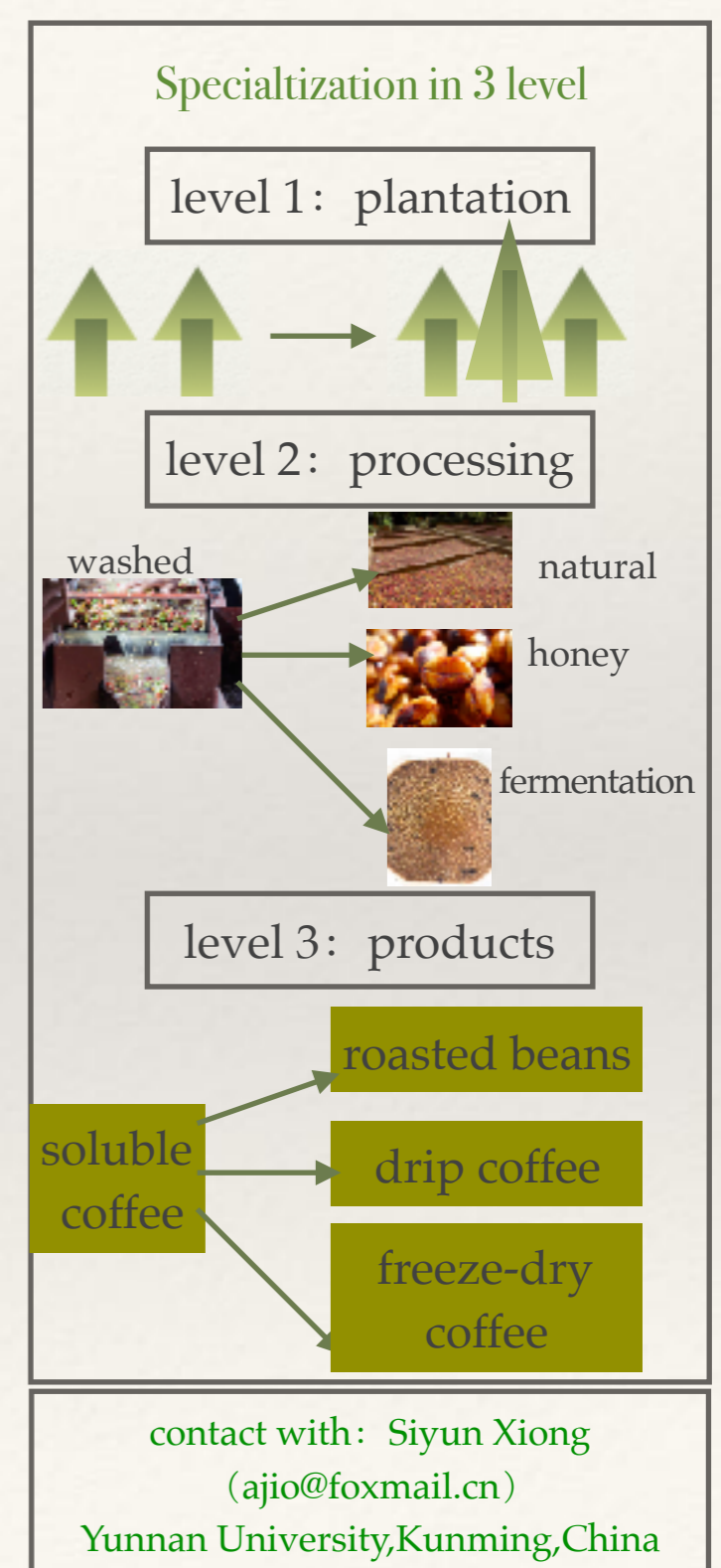


## ❖ planting mannon in Pu'er

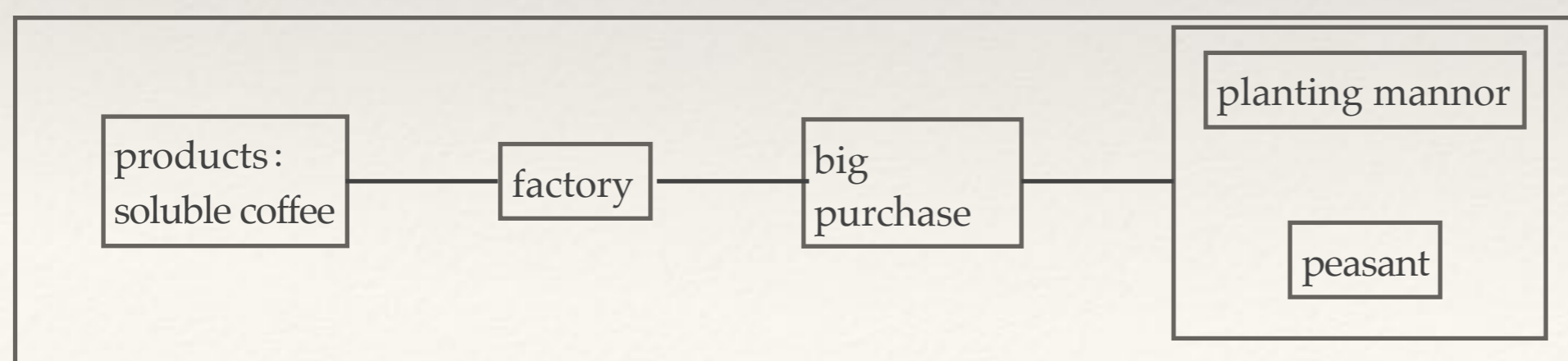
Phase 1: Traditional industrial chain were controlled by **international market**



Phase 3: For the sustainable development of the industry, **some enterprises and local peasants** are trying to improve the quality of coffee beans by making speciality coffee



Phase 2: To resist international market, **local government** began to support local enterprise



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