

Abstract

Refreshing the Agronomic R&D Approach towards Coffee Farmers' Profitability [†]

Christophe Montagnon 

RD2 Vision, 60 rue du Carignan, 34270 Valflaunes, France; christophe.montagnon@rd2vision.com

[†] Presented at the International Coffee Convention 2023, Mannheim, Germany, 30 September–3 October 2023.

Abstract: Recommendations to coffee farmers regarding agronomic practices are eventually based on agronomic research. The main target of agronomic research is often, if not always, yield measured in Kilograms of green coffee per Ha. We often see or hear claims that a given practice will double or even triple the yield. However, everyone can feel that supposed agronomic silver bullet solutions are not widely adopted by farmers. The reason often put forward is that farmers ignore these solutions and require training. Too often, agronomists and technical assistants explain that farmers are stubborn and will not change and not to mention other more derogatory statements used. We need to understand that the vast majority of farmers, just like any human being, is making rational decisions, optimizing the expected return on any investment in time or money. We hence need to refresh our R&D approach towards coffee farmers' profitability. Yield is not profitability. Every entrepreneur will understand the difference between gross and net income. In fact, extra-coffee yield obtained by recommended practices is not necessarily covering the extra-cost related to these practices. It is a compulsory first step to understand what the limitations of farmers are and then specifically work out some practices addressing these limitations. In my presentation, I will give some illustrations and show what a refreshed agronomic R&D approach would look like.

Keywords: agronomic practices; farming system; profitability; socio-economics

Funding: This research received no external funding.

Institutional Review Board Statement: Not applicable.

Informed Consent Statement: Not applicable.

Data Availability Statement: Data are contained within the article.

Conflicts of Interest: The author declares no conflict of interest.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.



Citation: Montagnon, C. Refreshing the Agronomic R&D Approach towards Coffee Farmers' Profitability. *Proceedings* **2023**, *89*, 10. <https://doi.org/10.3390/ICC2023-14828>

Academic Editor: Steffen Schwarz

Published: 4 August 2023



Copyright: © 2023 by the author. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).