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*Appendix 2: Per capita consumption for some importing and exporting countries.*

*Appendix 3: Share of coffee as sole-crop and associated production by province in the Amazonian region.*

*Appendix 4: Questionnaire.*

*Appendix 5: Cards utilized in the conjoint analysis.*

*Appendix 6: Frecuencies and percentages for Amazonian coffee attributes.*

## LIST OF ABBREVIATIONS

ABBREVIATION	FULL NAME
AEC	Alberta Energy Company
AOC	Appellation d'Origine Controlée
ANECAFE	National Association of Coffee Exporters
APPOG	Gualaquiza Organic Small Producers Association
CAN	Comunidad Andina de Naciones
COFENAC	National Coffee Growers Council
CORECAF	Ecuadorian Coffee Producers Corporation
CORPEI	Export and Investment Promotion Corporation of Ecuador
CREA	Centro de Reconversión Económica del Azuay
EEC	Council of the European Union
FAO	Food and Agriculture Organization
FECD	Ecuadorian-Canadian Development Fund
GDP	Gross Domestic Product
GESOREN	Sustainable Management of Natural Resources
GIO	Geographic Indications of Origin
GTZ	German Technical Cooperation Agency
ICO	International Coffee Organization
IEPI	Copyright Ecuadorian Institute
IICA	Inter-American Institute for Cooperation on Agriculture
INIAP	Agriculture and Livestock National Research Institute
INEC	National Institute for Statistics and Censuses
MAG	Ministerio de Agricultura y Ganadería
NCA	National Coffee Association of Unites States
NGO	Non-Governmental Organization
PAC	Rural – Sustainable Agriculture Production and Commercialization
PDO	Protected Designation of Origin
PGI	Protected Geographic Indication
OFIAGRO-SNV	Consorcio Ecuatoriano – Holandés
SCAA	Specialty Coffee Association of America
SICA	Servicio de Información Agropecuaria del Ministerio de Agricultura y Ganadería
SMEs	Small and Medium Size Enterprises
SNV	Netherlands Development Organization
UPA	Agricultural Production Unit
VECO	Vredeseilanden Country Office Ecuador, NGO
<b>Abbreviations created for this study</b>	
PEL	Primary Educational Level
SEL	Secondary Educational Level
TEL	Technical Educational Level
UEL	University Educational Level
LEG	Low earning group; Less than \$500
MEG	Middle Earning Group between; \$501 and \$1,499
HEG	High Earning Group; \$1,500 and more
CGGC	People who consume grain or ground coffee
NCGGCI	People who don't consume grain and/or ground but they are interested in consuming ground or grain coffee
NCGGCni	People who don't consume grain and/or ground but they are not interested in consuming ground or grain coffee