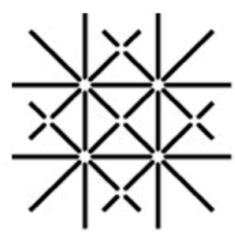


# TEIKEI Coffee Community



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## Background

In conventional coffee production, smallholder coffee farmers are in a weak position:  
 Price takers - Limited market access - Low share of final value - Limited support and stability

## TEIKEI

TEIKEI Coffee is a Community-Supported Agriculture initiative in Hamburg practicing direct trade with smallholder coffee farmers in Mexico. In the long term, they aim to expand their member community in Germany and Switzerland.



## Problem Frame

**Scaling Up:** How can TEIKEI gain more members?



**Consumer Commitment:** How can TEIKEI convey the reality of farmers' lives to consumers?

## Method

This investigation was conducted using a qualitative and exploratory approach based on literature review, media articles, website content, interviews and a questionnaire.

## Findings

**Main way of growth:** Personal recommendation.

**Strategy:** Involving members is gaining members

- Promote an understanding of the **alterity** and **sustainability impact**
- Develop a **member community culture**

**Aim:** Members stay and reach out to their social circle.

## Alterity & Sustainability Impact

Aspect	Conventional Coffee	Fair Trade Coffee	Teikei Coffee
<b>Value retained in origin</b>	10–12%	~20%	~25%
<b>Supply chain structure</b>	Many intermediaries	Fewer, certified intermediaries	Direct trade, very few middlemen
<b>Pricing model</b>	Market-driven, volatile	Minimum price + Premium	Pre-paid yearly commitment, price set in dialogue (cost evaluation)
<b>Community benefit</b>	Low	Medium-High	High (partner-/membership)
<b>Transport method</b>	Container ships (high emissions)	Container ships (high emissions)	Sailing ship + bike delivery
<b>Environment</b>	High footprint	Varies	Biodynamic farming + sail transport
<b>Roasting location</b>	Mostly Europe	Mostly Europe	Europe (transparent roasting network)



## Member community

Current main channels

- Instagram
- Blog
- Newsletter (Mail)

Our further ideas

- Coffee diaries
- Cultural exchange
- Crafts beyond coffee

## Conclusion

A sustainable long-term growth strategy could begin with retaining members: by fostering understanding of the positive impact on farmers' lives, and by a strong community culture, members may become ambassadors.