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QUALITY ASSURANCE AND SUSTAINABLE PRACTICES BEYOND
CERTIFICATION

**TERRITORIAL CONSUMPTION FLOWS IN BRAZILIAN COFFEE
GEOGRAPHICAL INDICATIONS (GIS): TRADE, TOURISM, AND
SUSTAINABILITY**

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This study analyzes territorial consumption flows associated with Brazilian coffee Geographical Indications (GIs), examining how export-oriented trade, domestic consumption, tourism, and sustainability interact within producing regions such as Mantiqueira de Minas, Cerrado Mineiro, Alta Mogiana, Caparaó, and Matas de Rondônia. The study adopts a qualitative, exploratory, and documentary approach based on secondary data from regulatory councils, institutional reports, public documents, and academic literature, with information systematized through structured data extraction supported by a large language

model (LLM). The analysis shows that Brazilian coffee GIs are predominantly integrated into long supply chains oriented toward international specialty markets. Most certified coffee is exported or commercialized outside the producing territories, while only a small share remains for local consumption. Despite this limited volume, coffee-related tourism has expanded in several regions through visitation routes, farm experiences, tastings, and direct sales. Although quantitatively marginal, tourist consumption exerts a strong symbolic and territorial influence by reinforcing narratives of terroir, strengthening emotional connections between consumers and places of origin, and enabling higher value-added transactions that increase local income retention. The study also addresses environmental implications associated with different circulation channels. Export-oriented chains are linked to higher environmental footprints due to long-distance transportation and logistics, whereas local and tourist consumption shorten distances and may reduce transport-related emissions. In this sense, tourism and localized sales contribute to sustainability strategies, even if their overall impact remains limited when compared to export volumes. Overall, the findings depict a hybrid territorial configuration in which Brazilian GI coffees circulate globally as high-quality commodities while simultaneously functioning locally as cultural symbols and experiential goods. Coffee tourism emerges as an important complementary mechanism for territorial communication, economic diversification, and the symbolic construction of local identity within coffee-producing regions. These dynamics highlight the strategic role of consumption patterns in shaping sustainable territorial development processes over time globally.

Palavras-chave: terroir; specialty coffee; short food supply chains; territorial identity; value retention.