

AP[®] HUMAN GEOGRAPHY 2014 SCORING GUIDELINES

Question 3 (continued)

Part C (2 points total)

Identify and explain one way increased coffee consumption outside of coffee growing areas affects its production.

ID		Explanation
1	Increased production	Increased resources dedicated to coffee production (land, machines, chemicals, labor); adoption of new techniques dedicated to coffee production; increased profit; new players in the coffee industry
2	Increased fair trade production	Increased farm earnings/workers' wages; fewer links in the commodity chain; more environmentally friendly farming techniques
3	Increased organic production	More environmentally friendly farming techniques; price premium
4	Increased demand for certain blends	More acreage devoted to specialty varieties at the expense of traditional varieties

Part D (2 points total)

Explain one change in the urban landscape in the developed world associated with coffee consumption.

Basic		Complex
1	More coffee shops	Discussion related to special concept/explanation/geographic theory; proximity to consumers (exit ramps, malls, office buildings, campus areas); central place theory (population threshold, range, density of coffee shops); diffusion (uniform/homogenous landscapes, placelessness)
2	Multi-function/specialty coffee shops	Destination coffee shops used as gathering spots (for the arts, business meetings, study, Wi-Fi); coffee-related merchandise (mugs, t-shirts, beans, gift packs)
3	Coffee shop as catalyst	Revitalization of CBD/neighborhood (real estate value enhancer, foot traffic multiplier, gentrification magnet, streetscape upgrades, agglomeration economies)
4	Environmental impact	Change in the urban viewscape (litter and signage); emissions and traffic congestion at drive-through windows; open space loss/urban sprawl

A. A common characteristic of coffee producing countries around the world is the fact that they are all developing, tropical countries. Brazil and India are perfect examples of this comparison because they are both exporters for many other cash crops for more developed countries when they don't get hardly any of the profit. They are all also tropical countries, literally being right between the tropics of Cancer and Capricorn on the map; those are hot, humid areas perfect for growing coffee beans.

B. A good aspect of developing countries producing coffee is that the level of economic activity and trade increases greatly. More developed countries love coffee beans, therefore, ~~there~~ the demand for the product creates ~~an~~ excitement and desire creating revenue for the product. The second impact on the producing countries is less positive. Labor rights are drastically lower because people want the lowest price for their coffee. Developing countries are also chosen for their low labor costs. This makes businesses and consumers happy because they save money, but the results on the developing country's worker treatment is lowered and that is unfortunate.

C) A increased level of coffee consumption is

affecting coffee production because as demand increases, product availability has to increase as well. More intensive land use is needed like double cropping systems and more coffee beans are grown and produced. As production increases, consumption then increases again which results in more need for production and thus the cycle repeats itself ~~again~~ which helps the developing and producing countries.

D. A major change in the urban landscape of ~~around~~ the world is the clustering of Starbucks drink stores. There is a Starbucks store or kiosk in even grocery stores now which changes the urban landscape of the world. As a world, we have become more homogenous in appearance because of the increased consumption of coffee. Smaller family owned stores are being outbought which leads to the urban landscape becoming more alike. There are most likely more than 4 Starbucks stores within Parker alone, not mentioning Denver or even Colorado. The urban landscape is greatly affected by this change.

A. Coffee producing countries are typically in the tropics. This is because it is the best climate for growing coffee, so these areas can produce more, better coffee. The climate is warm with moderate rainfall.

B. One impact on the producing countries would be a boost in the economy. Coffee became wildly popular and people became willing to pay a good amount for it. This results in a lot of it being exported, which results in a lot of money coming into the country. The high demand caused high profits. ~~Other~~ Another impact would be an increase in industrialization. The countries could now acquire some agricultural machinery, allowing them to produce more coffee more efficiently. They would be able to participate more in trade, including importing products that they need.

C. Increased coffee consumption raises the demand, ~~and other~~ Coffee producing countries then try to meet this demand, which

typically means increasing labor or purchasing machinery. It can cause some intensive work, but brings in more money from trade.

D. Coffee shops are found all over in the urban landscape. A majority of people in developed countries drink coffee. Coffee shops are included in every area of the urban landscape, because so many people want and are willing to pay for it. For example, pretty much anywhere you go in the United States, there will be a Starbucks.

A common characteristic of the coffee producing countries may be they all expect to make money for producing coffee. For every person that drink coffee and buys it, they make a profit off of those people. The countries that produce coffee may have a higher trade rate for exporting goods, which could give them better income. The more popular coffee gets, the more ~~need for~~ ~~for the~~ companies will have to make and export. Diffusion of coffee is a great thing for those countries. Increased ~~production~~ consumption, means increased production. ~~There~~ With the increase on production farmers that grow coffee beans has more income coming in, because of the need for more coffee needing to be produced. One change associated with coffee ~~consumption~~ consumption could be the fact that everyone is now wanting coffee, so farmers may buy land to plant coffee beans to make more money. In the developed world more countries would be making coffee and more than likely have it set up that farmers are no longer need to make the coffee beans, because they ~~are~~ ^{would} now ^{be} made at the factories.

AP[®] HUMAN GEOGRAPHY

2014 SCORING COMMENTARY

Question 3

Overview

This question was intended to determine students' understanding of coffee production and its effect on the global economy and landscape. The students were asked to apply their geographic knowledge to the global production and consumption of coffee, as well as the effects on the urban landscapes of the developed world. In part A, students were asked to describe a common characteristic shared by coffee producing countries. Part B asked students to explain the two impacts of coffee farming on producing countries. For part C, students were asked to identify and explain how coffee consumption outside the growing areas affects its production. Finally, in part D, students were asked to explain one change in the urban landscape in the developed world caused by coffee consumption.

Sample: 3A

Score: 7

The essay earned full credit and demonstrates a comprehensive understanding of the agricultural systems of coffee production and their effects. The essay received 1 point in part A for correctly describing the coffee producing countries shown on the map as tropical (A2). The essay received 2 points in part B: 1 point for explaining the positive impact of that coffee farming has on the economic development in coffee producing countries (B1) and 1 point for explaining the single commodity dependency of low labor costs that lead to low quality of life issues (B2). The essay received 2 points in part C: 1 point for identifying increased production and 1 point for explaining that more intensive land use such as double cropping is needed (C1). The essay received 2 points in part D: 1 point for a basic explanation of the increase in and clustering of more coffee shops (D1) and 1 point for a complex explanation that small, family-owned coffee shops are being bought out, which has created a homogeneous landscape (D1).

Sample: 3B

Score: 5

The essay earned full credit in part A, partial credit in part B, full credit in part C, and partial credit in part D. The essay received 1 point for part A for correctly describing that coffee growing countries are located in the tropical regions (A2). The essay received 1 point in part B for explaining a positive impact on economic development in that coffee production will boost the country's economy through exports (B1). The essay received 2 points in part C: 1 point for identifying increased production as the response by coffee producing countries as they work to meet demand brought on by increased consumption and 1 point for explaining that increased production may occur through increased labor and new technologies (C1). The essay received 1 point in part D for a basic explanation of more coffee shops found on the urban landscape (D1).

Sample: 3C

Score: 3

The essay earned no credit in part A, partial credit in part B, full credit in part C, and no credit in part D. The essay received 1 point in part B for explaining the positive aspect of economic development as increased trade leads to more income for the country (B1). The essay received 2 points in part C: 1 point for identifying that the response to consumer demand was increased production of coffee and 1 point for explaining that more land may be used to plant coffee (C1).