

As Lévi-Strauss aptly put it, the raw ingredients of food are part of nature while cooked food is part of culture.(note 9 자리) While coffee beans are part of “nature” in the hands of the growers, they enter the realm of “culture” when they are processed and packaged. Coffee drinkers may value the exotic, primitive, and diverse nature of raw coffee beans, but they pursue sophistication and scientific accuracy when it comes to coffee processing and retailing. Coffee beans accumulate thick layers of meanings as they travel from the hands of growers to those of the global dealers, processors, retailers, and finally to consumers (Appadurai 1988a).

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