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Contributions of community-based coffee enterprises and coffee-based farming to community development in Amadeo, Cavite: A case study in the coffee capital of the Philippines

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ABSTRACT

This qualitative case study examines the contributions of community-based enterprises (CBEs) and coffee-based farming (CBF) systems to community development in Amadeo, Cavite, Philippines, known as the "Coffee Capital of the Philippines." The study explores how these actors support economic, social, and environmental development within a smallholder coffee sector affected by price volatility, changing market demand, and climate-related risks. Using in-depth interviews, key informant interviews, and focus group discussions with farmers, cooperative members, local stakeholders, and institutions, the study identified distinct but complementary roles of CBEs and CBF systems. Economically, CBEs contribute through job creation, financial assistance, product development, market support, and tourism-related activities, while CBF systems improve household income, create employment, support small businesses, and contribute to local infrastructure and tax revenues. Socially, both CBEs and CBF systems strengthen community participation, cooperation, knowledge sharing, training opportunities, and human development. Environmentally, coffee-based activities support tree planting, erosion control, agroforestry practices, and environmental preservation. Guided by the Community-Based Enterprise, Inclusive Value Chain, and Social Capital perspectives, the findings show that locally embedded coffee enterprises and farming systems play important roles in sustaining livelihoods and promoting inclusive community development. However, as a context-specific qualitative case study, the findings are not intended for statistical generalization.

1. Introduction

Community development refers to processes through which local people collectively mobilize resources, strengthen participation, and improve social and economic well-being in a sustainable manner (Bhattacharyya, 2004). Coffee is among the most widely traded agricultural commodities globally, yet producers increasingly face challenges associated with market volatility, unequal value distribution, climate change, and sustainability pressures throughout the global value chain (Bacon, 2005; Bunn et al., 2015). In the Philippines, coffee production remains largely smallholder-based, with sectoral development closely linked to quality improvement, value addition, cooperative organization, and market integration strategies (Neilson and Pritchard, 2009). The country is also distinctive for commercially cultivating all four major coffee species, arabica, robusta, liberica, and excelsa, creating opportunities for diversified products and origin-based specialty coffee markets (Samoggia and Riedel, 2019). Fieldwork for this study was conducted within the study period, providing a current, locality-specific perspective.

This research takes place in Amadeo, Cavite, a municipality widely recognized for its coffee heritage and the annual Pahimis Coffee Festival, which has contributed to its identity as the "Coffee Capital of the Philippines." Such festivals and destination branding initiatives function as place-based mechanisms for tourism promotion, agricultural marketing, and stakeholder collaboration in rural economies (Everett and Aitchison, 2008). Previous studies on rural and agri-tourism development

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further emphasize that agricultural identity and specialty food products can strengthen destination appeal, community attachment, and local livelihood opportunities (Campón-Cerro et al., 2017).

In this context, community-based enterprises (CBEs) and coffee-based farming (CBF) in Amadeo face interrelated challenges, including volatile farmgate prices, quality-control and post-harvest gaps, limited access to finance/equipment/market intelligence, exposure to climate variability, and uneven organizational capacity among producer groups. At the same time, there are opportunities to pursue value-chain upgrading (e.g., quality protocols, cupping, roasting/branding, direct trade), leverage place-based branding and agri-tourism (the *Pahimis* "Coffee Capital" narrative, comply with emerging sustainability and traceability requirements, and build multi-stakeholder partnerships (LGU, DA/DTI, HEIs, private purchasers) as envisioned in the national strategy (Neilson, 2008).

Recent studies from the Philippines and related contexts support these trends, including research on the transformation and upgrading of agricultural value chains in developing economies (Reardon et al., 2019), cooperative-driven livelihood effects with cases such as the Café Amadeo Development Cooperative, and species-level work on coffee liberica/excelsa relevant to product differentiation (Ablan Lagman, 2023). Together, these works advance understanding of value-chain upgrading, cooperative livelihood pathways, and species-based differentiation; however, they do not provide actor-specific, place-based attribution that separates post-farm (CBEs) from on-farm (CBF systems) mechanisms within a single locality, an evidence gap this study addresses.

This research addresses the limited place-based, qualitative evidence that clearly identifies the benefits of CBEs and CBF systems to community development. Philippine coffee research often reports on value-chain upgrading, digitalized value chains, and cooperative-led livelihoods; however, it rarely compares the specific contributions of CBEs and CBF systems across economic, social, and environmental dimensions within a single locality. Policy road maps and traceability programs focus on sector-wide strategies and market access, yet they do not provide detailed, actor-specific analyses of how CBEs and CBF systems influence community outcomes, especially under conditions of price volatility, limited quality control, and evolving sustainability standards (Prijosusilo et al., 2026). This gap underscores the need for a location-specific study that documents and distinguishes how CBEs and CBF systems foster community growth.

Community-based enterprises (CBEs) are locally rooted, collectively oriented, including cooperatives, micro, small, and medium enterprises (MSMEs), and social enterprises that coordinate post-farm functions such as advanced post-harvest processing, roasting, branding, retail, agri-tourism, and market linkage to benefit the community and capture local value. In contrast, coffee-based farming (CBF) systems are smallholder farm systems where coffee is the primary crop, typically within agroforestry or intercropping, encompassing inputs, cultivation, harvesting, and primary post-harvest handling. CBF systems add value through cupping-led quality control, roasting packaging, origin interventions, highlighting equity dynamics, and distinguishing environmental pathways. This distinction highlights place-based strategies that use CBEs for place identity and CBF systems for sustainability, while recognizing synergies and trade-offs.

This qualitative study interpretation is guided by the Community-Based Enterprise (CBE) lens for embedded local impact (Mitzinneck et al., 2024), Inclusive Value Chain (IVC) thinking to locate on-farm versus post-farm upgrading and coordination (Michalscheck et al., 2024), and Social Capital to explain participation, trust, and network effects (Yang et al., 2024).

This paper is significant to enterprises and farmers, as it provides practical insights on strengthening livelihoods, improving market access and product quality, and sustaining environmentally responsible coffee practices amid price volatility, limited quality control, and evolving sustainability standards. It also offers recommendations for LGUs, DTI, DA, HEIs, cooperatives, coffee-based associations, and other coffee-sector stakeholders on upgrading, collaboration, and place branding, and identifies priority needs for funding, equipment, training, traceability, and sustainability compliance.

Generally, this study discusses and analyzes the contributions of community-based coffee enterprises and coffee-based farming systems in Amadeo, Cavite, Philippines. It treats CBEs and CBF systems as distinct actors, analyzing each one's contributions to the community's economic, social, and environmental development. The research focuses on Amadeo, Cavite, and its local coffee economy. It analyzes CBEs and CBF systems across the on-farm and post-farm phases of the value chain. Key actors include community-based enterprises such as cooperatives and coffee associations, smallholder farmers, and other institutions such as DTI/DA and HEIs, or other institutions and organizations directly involved with the CBEs and farmers. The study does not consider non-coffee value chains, extensive national processors outside the area, experimental agronomic trials, or quantitative effect studies (e.g., causal econometrics).

2. Research methods

This study utilized a qualitative case study design centered in Amadeo, Cavite, to examine the contributions of community-based enterprises (CBEs) and coffee-based farming (CBF) systems to community development.

Table 1 summarizes the study participants by data collection method, covering in-depth interviews, key informant interviews, and focus group discussions across CBE, CBF, and institutional stakeholder groups.

Table 1: Summary of participant categories by data-collection method

Method	Participant group	Category breakdown (n)	Total
In-dept interview	CBF participants	Coffee-based farmers	20
In-dept interview	CBE participants	Cooperative officers and members (3), coffee association officers and members (2)	5
Key informant interview	Institutions/partners, industries, and other stakeholders	Agencies (5), private (3), SUCs (2), LGU (4), experts (7), HEI/HEI-based research center (2), traders/processors (5), consumers (10), other stakeholders (5)	43
Focus group discussion	CBE & CBF participants	Cooperative officers and members (7), coffee association officers and members (5), coffee-based farmers (6)	18
		Total	86

The researcher employed purposive sampling to select participants in Amadeo, Cavite, who were directly involved in coffee-based farming (CBF) and community-based coffee enterprises (CBEs). For in-depth interviews (IDIs), the researcher chose CBF farmers who operated or worked on coffee farms in Amadeo, had at least 20 years of experience growing coffee, managed at least 0.5 hectares (owned or leased), and agreed to participate. The researcher also selected CBE officers and members from coffee enterprises operating in Amadeo for less than 5 years and willing to participate. For key informant interviews (KIIs), the researcher interviewed institutional and partner informants (e.g., government agencies, LGU units, industry partners, academe, and community stakeholders) depending on their jobs, knowledge, engagement in the local coffee sector, and availability. The researcher conducted focus group discussions (FGDs) with a selected group of CBF farmers representing various farming systems, as well as chosen members of the cooperative and coffee association who were actively engaged in coffee-related activities in Amadeo and willing to participate. The researcher posed follow-up questions as necessary to clarify responses.

The researcher employed IDI, KII, and FGD to gather data from the target participants. The researcher had the instruments validated through expert evaluation by researchers, farmers, and representatives from institutions, and thereafter refined the guide questions instrument based on their comments.

For sample interview questions, the researcher inquired about (1) the observed contributions of CBEs, (2) the observed contributions of coffee-based farming, (3) the impacts on employment, income, and livelihoods, (4) how CBEs assist farmers through market access, pricing, or financing, (5) the social contributions associated with training, unity, or participation, (6) the environmental contributions related to coffee activities, (7) the challenges that impede contributions, and (8) the implications of "Coffee Capital" branding for community benefits. Follow-up questions were asked as required to ensure the answers were clear.

All necessary permissions and approvals were obtained from relevant authorities and partner organizations. Informed consent was secured from participants; confidentiality and privacy were ensured through anonymization and secure data management practices. Voluntary participation and the right to withdraw were respected, with protocols observed to minimize potential harm to participants.

The researcher used HyperRESEARCH v4.5.2 to organize and code the interview transcripts, focus group discussions (FGDs), and field notes. Data analysis was guided by thematic analysis procedures developed by Braun and Clarke (2006), together with the phenomenological analytic approach proposed by Colaizzi (1978). The researcher first familiarized themselves with the data through repeated reading of the transcripts and identification of significant statements related to the contributions of CBEs and CBF systems. Codes were then generated and grouped into broader categories associated with economic, social, and environmental dimensions. Themes and subthemes were subsequently reviewed, refined, and interpreted to identify patterns across CBEs and CBF systems. Finally, participant validation and systematic documentation of coding and theme development were undertaken to strengthen analytic rigor and trustworthiness.

The study's rigor was ensured by following Lincoln and Guba's (1986) criteria: credibility, dependability, confirmability, and transferability. This was achieved through method and source triangulation, and member checking where appropriate, and a detailed contextual description to support transferability over statistical generalization.

3. Results

This section presents the results on the emerged themes and sub-themes on contributions of CBEs and CBF systems to community development as seen in Fig. 1. Findings are organized into economic, social, and environmental themes and supported by participants' verbatim accounts.

3.1. Contributions of community-based enterprises

3.1.1. Economic contributions

Business tax payment, job creation, and reduction of unemployment: One-way CBEs help local public finances that fund community initiatives are by paying business taxes. A member of the *Minantok* East Coffee Growers' Association (MECGA) said, "These funds are used to support infrastructure projects, such as roads from farms to markets and improvement efforts at tourist spots" (IDI, CBE Participant 1; male). Job creation was also mentioned by other participants in relation to

enterprise goals and operations. This was especially true for (CADC), which was pointed out by a female participant from CADC (CBE Participant 3, female) in an in-depth interview. A CADC informant said that local CBEs in Amadeo recruited citizens to perform farm maintenance and manual labor during harvest, which helped reduce local unemployment (IDI, CBE Participant 4; male).

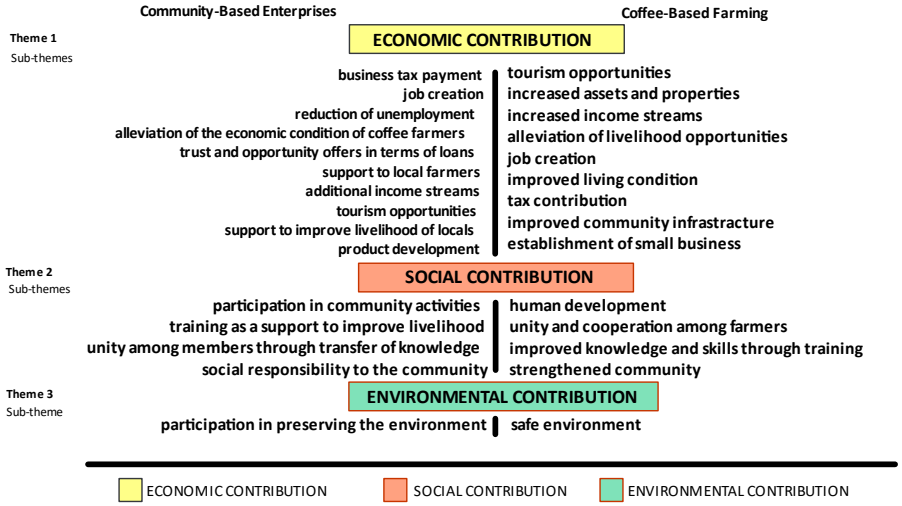

Fig. 1: Themes and sub-themes on the contributions of CBEs and CBF in Amadeo, Cavite, Philippines

Alleviation of the economic condition of coffee farmers, trust and opportunity offers in terms of loans, support to local farmers, and additional income streams: The CADC farmer relationship also showed that farmers' incomes remained stable and that they had better access to markets, even during times of disruption. CADC informants said that during the pandemic, the cooperative took in farmers' crops and paid them in cash, keeping their incomes stable when private traders discontinued operations (CBE Participant 3, CADC, female). Members share in the profits and do business directly with the cooperative, which helps stabilize income and expand market access (CBE Participant 4, CADC, male). Access to external support was reported in connection with offers from institutions and agencies, including frequent offers from Land Bank for loans and DOST for grants, and capacity-building seminars, which the cooperative actively takes up (CBE Participant 7, FGD 2, male). Industry and partner informants said that CADC buys members' coffee at market rates (KII, Participant 40, male) and sometimes pays more than the going price (e.g., Php 500 vs. Php 450) (KII, Participant 16, female). Farmer support also takes the form of dividend distribution, which serves as a revenue-sharing mechanism for members: "70% of the cooperative's income is paid out as dividends or share capital interest, increasing member returns with strong co-op performance" (KII, Participant 2, male).

Tourism opportunities, support to improve the livelihood of the locals, and product development: In addition to farm and market transactions, tourism and local livelihood assistance involving coffee-related activities were also spoken about as economic benefits. In Amadeo, the *Pahimis* Festival and the presence of the CADC have made coffee the town's distinctive image. Key informants said that visitors come "for the coffee," linking the cooperative and the festival to increase the destination's visibility (KII, Participant 22, male; KII, Participant 4, male). Participants also discussed livelihood support, noting that CADC accepts products from micro and small businesses, such as biscuits, cakes, and other *pasalubong* that pair well with coffee. This opens up shelf space, provides steady outlets for local producers, and brings in more money for the cooperative. They said that this was a dual strategy and that the organization offers promotion, training, and seminars (IDI, CBE Participant 3, female; CBE Participant 7, FGD 2, male). Participants said that the cooperative "developed other products from coffee" and that it had expanded roasted coffee into "coffee in a tea bag" that can be brewed without a machine, indicating that the enterprise remains committed to product innovation at all levels (KII, Participant 3, male).

3.1.2. Social contributions

Participation in community activities and training as a support to improve livelihood: Community engagement refers to being actively involved in community activities and projects. In Amadeo, CBE members described a visible presence in events and initiatives, being "active and participative in community building," and emphasized the "role-model effect their participation creates for other residents" (IDI, CBE Participant 2, male; IDI, CBE Participant 1, male). Participants highlighted training as an effective means of improving livelihoods and living practices. CADC and MECGA members and officers talked about "sharing know-how from trainings and seminars to raise output" (for example, by improving crop shelters and

production practices) and teaching business skills like marketing, record keeping, planning, processing, and business planning that link higher production to better livelihoods (IDI, CBE Participant 1, male; and Participant 3, female).

Unity among members through transfer of knowledge, and social responsibility to the community: Unity through transfer of knowledge among members was likewise reflected, with MECGA members reported to have unified around their nursery, where trained members shared techniques, illustrating how organizational unity speeds skills adoption (IDI, CBE Participant 2, male). Enterprise members demonstrated their social responsibility to the community through various collaborative activities. In Amadeo, CADC enterprise pursues CSR by donating to schools (e.g., *Brigada Eskwela*), providing community service, and offering low-interest loans for fertilizer and emergencies. CADC also provides scholarships and financial assistance to members' children (IDI, CBE Participant 3, female) and prioritizes local employment so that the benefits remain within the locality (IDI, CBE Participant 4, male). During the pandemic, the member relief fund gives out cash and food packs to help members, and annual health programs include free medical check-ups (IDI, CBE Participant 5, female).

3.1.3. Environmental contributions

Participation in preserving the environment: One environmental sub-theme that came up in the interviews was taking part in protecting the environment. Members practiced tree planting and maintenance to contribute to environmental protection. A male member of MECGA said that planting and caring for trees and crops helps clean the air and doesn't hurt the environment (IDI, CBE Participant 2). In a broader sense, participants linked their farming and enterprise activities to reduced risks of flooding and erosion, enhanced landscape beauty, and the provision of habitat.

3.2. Contributions of coffee-based farming systems

3.2.1. Economic contributions

Tourism opportunities, increased assets and properties, and increased income streams: Tourism became an important economic route in Amadeo's coffee-based agricultural operations. Branding the area as the "Coffee Capital" and hosting the *Pahimis* Festival have brought in tourists, opened new markets, and helped local businesses connected to coffee. Farmer testimonies highlighted increased awareness of the area, stating that it is popular and has many visiting tourists. Farmer-Participant stated that "Café Amadeo items are now noticed outside the town" (IDI, Farmer-Participant 1, female). Farmers claimed that coffee-based farming became their source of income, and this helped them acquire properties. They said that a steady income enabled them to buy land, build houses, buy cars, and purchase agricultural equipment. One key informant said that "about 70%" of the houses in Amadeo's *Poblacion* area were paid for with coffee proceeds (KII, Participant 9, male). Another farmer said that their family bought more land when coffee prices were high (KII, Participant 24, female), and their house was built from coffee earnings when coffee production and prices were at their peak (IDI, Farmer-Participant 1, male).

In Amadeo, families utilize coffee-based cultivation as their main source of income and as a way to make extra money. Even when the price of coffee changes, families said they could always count on a "modest but certain" income each year to help with their budget (IDI, Farmer-Participant 3, male). Other crops, like bananas cultivated alongside coffee, also bring in extra money that families use to smooth out their spending and meet their necessities (IDI, Farmer-Participant 4; Farmer-Participant 5, male).

Alleviation of livelihood opportunities, job creation, and improved living conditions: In Amadeo, farming, especially coffee, is a main way for families to make a living and sustain themselves, giving them more options for earning money. Farmers said that coffee provided them with a steady income every year, helped them satisfy their basic requirements, and kept their family budgets stable (IDI, Farmer-Participant 4, female). They also spoke about intercropping, which is planting bananas alongside coffee to earn extra income (IDI, Farmer-Participant 4, female). Coffee-based cultivation creates jobs for farm workers, notably during maintenance and harvest. Farm owners in the area said they pay hired workers with money from their farms, since many are aging and cannot do all the hard labor, and this means that they need extra help with regular maintenance and seasonal picking. During the busiest times of the year, laborers from outside of Amadeo come to work on farms. For example, *Bicolano* workers come to work during the harvest season. Participants said that farms "need people to keep a farm," and workers are compensated (IDI, Farmer-Participant 16, male). Others said that this affects the employment situation and contributes to money circulation in the local markets following sales (IDI, Farmer-Participant 6, male). Participants associated coffee farming with noticeably improved living conditions in Amadeo, citing home building, automobile ownership, and funding children's schooling. Some people said that many *Caviteños* had a good life because of coffee (KII, Participant 10, female) and remembered times when many people were doing well because coffee sales were at their highest (KII, Participant 24, male).

Tax contribution, improved community infrastructure, and establishment of small businesses: Farming coffee also helps the local government make money. Farmers said they paid taxes every year to the LGU of Amadeo. Once the farmer explained that "The taxes we paid to this town were for the locality of Amadeo, Cavite... we are

required to pay yearly" (IDI, Farmer-Participant 14, male). Coffee production led to obvious improvements in local infrastructure, such as new or improved roads, residences, and church buildings, which were funded, in part, by farm profits. One farmer said, "There have been several advancements, like the building of roads and big houses, and several farmers gave money to improve the church's facilities. Furthermore, coffee growers helped with road repair in their towns by donating supplies and labor when needed" (IDI, Farmer-Participant 9, female).

Participant remarked that cafés are increasingly being established in Amadeo, noting that "coffee shops are everywhere" (KII, Participant 14, male). Another participant mentioned Café Amadeo, Cake's Coffee, Kaffe Belardo, and Olivia's Coffee as examples (KII, Participant 5, female). This extends beyond Amadeo. For example, in Imus, Cavite, several residences have turned their lower floors into cafés that young people adore. Many of these places serve locally- made coffee from Cavite and also use "third-wave" value-adding practices (KII, Participant 10, male).

3.2.2. Social contributions

Human development, and unity and cooperation among farmers: Farmers frequently associated coffee cultivation with education-driven mobility, with several indicating they financed their children's education and careers only via coffee revenue (IDI, Farmer-Participant 7, male; Farmer-Participant 12, male). A key informant said that Amadeo now has doctors, lawyers, engineers, and public officials whose studies were paid for by coffee (KII, Participant 9, male). In addition to education, consistent income facilitated family experiences, such as international travel (IDI, Farmer-Participant 9, female).

Farmers said that working together and being together were important social benefits of coffee production in Amadeo. One farmer said, "Farmers and the community work together to grow coffee to be successful," and there are events that get young people interested in farming and encourage neighbors to support each other (IDI, Farmer-Participant 11, male).

Improved knowledge and skills through training, and strengthened community: A key informant learned useful skills through training and seminars organized by partner organizations, which helped them improve their agricultural practices and the quality of their products (KII, Participant 21, male). Participant 13 described farmers as the backbone of the community in Amadeo due to their significant contributions (KII, Participant 13, male). Coffee farming has also brought people together, enabling them to work together and coordinate their efforts (for example, by forming cooperatives and attending training and seminars). These developments have contributed to community growth and enhanced social development.

3.2.3. Environmental contributions

Safe environment: Farmers believe that coffee-based farming, particularly when practiced with agroforestry, makes the surrounding environment safer by minimizing runoff and soil erosion, enhancing water infiltration, and reducing the risk of flooding. Tree planting and crop diversification also help the climate adapt. As one farmer explained, “Planting and growing other crops will help reduce soil erosion... roots can hold the soil and keep it from washing away” (IDI, Farmer-Participant 11, male). People in Amadeo believe that coffee-based landscapes keep low-lying regions drier and protect the town's natural beauty, which aligns with World Coffee Research's (WCR) claim that growing coffee and other crops together helps ecosystems and people adapt to climate change.

4. Discussion

This section interprets the findings on CBE and CBF contributions to community development in Amadeo, Cavite, using the CBE, IVC, and social capital lenses. It compares actor-specific pathways, positions the results within the literature, and makes it clear why certain contributions emerged, how these enterprises influence community outcomes, while noting key challenges and limitations that affect how benefits are realized.

4.1. CBE lens interpretation: Enterprise-mediated pathways of contribution

When viewed through the CBE lens, organized, locally embedded institutions in Amadeo generate these contributions by coordinating resources, decisions, and post-farm activities in ways that individual farmers often cannot. In the economic area, certain CBE sub-themes show how businesses turn collective organization into real economic channels. These include tax contributions, job creation, income stability, access to credit, product upgrading, and dividend distribution.

First, CBEs are official economic entities that work with local government units and public finances by ensuring that everyone pays their taxes. Participants connected this to initiatives that people could see in their area, such as roads from farms to markets and attempts to make things look better. Registering and scaling operations allow CBEs to enter the local tax system and, based on participants’ perspectives, contribute to expanding the municipal revenue base for community investments.

Second, CBEs help create jobs by expanding operations and organizing activities connected to farming. Farming inherently creates seasonal jobs, but the CBE lens shows how enterprises may hire more people by creating organized positions for procurement, processing, retail, and service, as well as maintenance and harvest tasks. These findings reinforce the view that entrepreneurship creates

local employment opportunities, especially in rural communities where jobs are limited and seasonal cycles shape labor demand and household income (Kangile et al., 2021).

Third, CBEs make the market less unpredictable for members by providing steady places to sell goods and organizing how to buy things. This process is especially clear in stories of how the cooperative took in farmers' crops and gave them money when private dealers stopped working during the pandemic. From a CBE perspective, this reflects the enterprise's role as a risk-bearing intermediary that can stabilize member incomes when market conditions become volatile. At the same time, the results also set a clear limit: market assurances are "helpful but not boundless," because cooperatives cannot buy unlimited amounts when outside markets fail, and they have limited capacity. This tension is important for analysis because it stops people from thinking of cooperatives as safety nets that can do anything. Instead, enterprise-mediated stability works within limits on capital, storage, working cash, and downstream demand. The CBE lens, therefore, promotes an interpretation that is both positive (enterprises can adjust shocks) and pragmatic (their adjustment capacity is contingent).

Fourth, the sub-theme on "trust and opportunity offers in terms of loans" speaks to a crucial business mechanism: CBEs leverage credibility and organizational structure to gain access to funding and build relationships with other institutions. Participants said that the Land Bank and other institution partner, such as DOST, often offer loans or grants, and seminars to them. These kinds of partnerships are not just "support" from the outside; they are a way for businesses to access resources that help them grow their working capital, update their equipment, and enhance their operations, which in turn benefits the members and the community. Prior research demonstrates that cooperatives and producer groups leverage institutional networks to obtain funding, training, and infrastructure assistance that individual smallholders often cannot secure independently. When viewed through the CBE lens, "trust" becomes a real thing: it is not just social goodwill that shapes the resources available to farms and businesses; it is also institutional legitimacy.

Fifth, CBEs help farmers by ensuring fair buying and pricing. Informants noted that CADC buys produce at the prevailing market price and sometimes pays more (e.g., PhP 500 instead of PhP 450). Pricing rules and purchase agreements are ways for farmers to keep their value in CBE terms. They show how much of the market value goes to farmers rather than middlemen, and how important fairness and member support are to the organization. The results indicate that these buying and pricing methods function in conjunction with other corporate services (e.g., marketing assistance, shelf space for local items, and training), resulting in a multi-channel contribution package rather than a singular advantage. These mechanisms fit with what the literature says about enterprises as platforms that bring together market access, price stability, and capacity building to help members and boost local economic activity (Aragón-Guzmán et al., 2024).

Sixth, the additional income streams in the CBE findings show a unique enterprise-mediated pathway for distributional returns through dividends or share capital interest. The fact that "70% of the cooperative's income is paid out as dividends or share capital interest" shows that CBEs may regularly make money beyond farmgate sales. This relationship matters because it shows how the performance of the enterprise can translate into member welfare through institutional rules and revenue-sharing systems. Similar arrangements reported elsewhere through dividends, certification premiums, or quality incentives illustrate how cooperatives can reward members and encourage higher performance, thereby reinforcing sustainability when markets value quality and traceability (Berihun and Gutema, 2025). In the Amadeo context, this enterprise financing and return pathway is also consistent with the literature that positions the cooperative as a mechanism for member returns and enterprise strengthening (Bijman and Iliopoulos, 2014).

Seventh, CBE's "tourism opportunities," "support to improve the livelihood of locals," and "product development" all show how businesses can help the economy in ways beyond just making things. Micro-entrepreneurs can reach more customers and make income by accepting and selling additional items, such as cookies, cakes, and *pasalubong*. Upgrading items, such as making "coffee in a tea bag," shows how businesses can move from simple roasted goods to more convenient forms that reach a wider audience. In enterprise terms, they are ways to diversify and be more resilient; this makes one less reliant on a single source of revenue, reaches more customers, and may increase margins by moving up the product ladder. Research indicates that innovation, continuous product development, and strategic alliances, including partnerships with universities and hospitality businesses, enhance sustainability and strengthen their contribution to local development (Niyomves, 2026).

In the social domain, the CBE lens highlights that CBEs are not only economic units but also social organizations that embed norms and routines enabling collective action. The findings suggest that people are actively involved in community events, that barangay engagement has a "role-model effect," and that members are getting formal training and sharing expertise. These results show that CBEs institutionalize learning through seminars, sharing sessions, and peer-to-peer exchange, and foster cooperation through organizational membership. Such practices function as social infrastructure, strengthening coordination, building shared identity, and reinforcing mutual accountability, which can extend beyond the cooperative into broader community life (Bautista, 2018). The CBE perspective also clarifies how CADC's social

responsibility efforts, such as donations to schools, scholarships, health programs, relief funds, and low-interest loans, gain analytic clarity through the CBE lens. The lens sees CSR not as a way to be kind to others, but as a way to keep value and develop legitimacy in a certain place. CSR initiatives can build confidence in the company, improve its social license to operate, and keep members committed, all of which may be important for long-term viability. This interpretation is consistent with research that conceptualizes CSR in cooperatives as both an ethical framework and a pragmatic tool that influences member conduct, enhances organizational reputation, and amplifies contributions to community welfare (Cha and Jo, 2019). The indicated attitudes toward replanting and maintenance in farming are consistent with documented views on subsidy support and replanting maintenance as part of sustaining production systems.

Environmental contributions associated with CBE outcomes, including engagement in planting and caring for trees and crops, may represent enterprise-enabled environmental stewardship. Although farmers implement these methods on their farms, enterprises such as cooperatives and coffee-based farms can drive sustainability by promoting better practices, offering training, and aligning incentives with environmental goals. Agroforestry and shade-grown coffee systems deliver ecosystem services, including soil conservation, erosion control, improved microclimates, and biodiversity support. The findings show that the environmental sub-theme reflects a plausible outcome of tree-based cultivation and maintenance practices rather than a general 'green' claim (Anhar et al., 2025). The idea that planting trees cleans the air and keeps people safe in Amadeo shows how residents see environmental stewardship as a moral and practical obligation that benefits everyone in the community.

The CBE lens shows that CBEs add value through enterprise-mediated pathways, such as coordinated market access, resource mobilization through institutional ties, diversified value addition and product upgrading, structured learning and participation, and locally embedded CSR. In line with Mitzinneck et al. (2024), these processes explain why the economic and social sub-themes manifest as structured, recurrent behaviors rather than discrete stories.

4.2. IVC lens interpretation: Value chain integration, place branding, and local value capture

The inclusive value chain (IVC) adds another layer of explanation by looking at where value is made and stored in the coffee system, from growing coffee on farms to processing it, branding it, creating tourism experiences, and selling it in stores. It also looks at how benefits move around (or do not) in the area. The results for both CBE and CBF demonstrate active value-chain dynamics, including tourism and place branding, the growth of cafés and small enterprises, product upgrading, and the wider recognition of Amadeo coffee.

From an IVC perspective, tourist options in both CBE and CBF are not just nice extras; they are a way for the local government to connect origin identification with consumer demand. Participants spoke about how Amadeo was becoming better known and how coffee and festivals were attracting more people. The statement that visitors come "for the coffee" indicates that coffee has become a place-based attraction, generating local spending through product purchases, café visits, and complementary services. Literature such as Candelo et al. (2019) indicates that these connections can drive enhancements in production, broaden market prospects, and generate positive externalities for other local livelihoods, particularly when place identity is deliberately nurtured and community stakeholders collaborate to provide genuine experiences.

The CBF results add depth by showing that place-based branding and festival visibility affect households (e.g., income streams, tuition fees, and asset purchases). In contrast, the CBE results focus on effects on businesses (e.g., product development, retail outlets, and planned tourism activities). IVC thinking sees this as complementary: farming produces the main product. It keeps the landscape and cultural identity alive, while businesses turn that product into higher-value products and market connections. In this way, CBE and CBF contributions can work together in the same area: farm-based quality and environmental stewardship can make branding claims stronger, and enterprise upgrading and market coordination can make farmgate incentives stronger by making price realization and demand stability better (Michalscheck et al., 2024; Murphy et al., 2019).

The CBF sub-theme on small business establishment, particularly café expansion and the emergence of named coffee establishments, reflects downstream value capture. When cafés and SMEs grow, local consumption and experience provide value beyond raw bean sales. This finding highlights the role of SMEs and cafés in translating growing coffee market demand into entrepreneurship and localized value addition (Anggadwita et al., 2019). It also supports Chantal et al.'s (2018) claim that inadequate market linkages hinder agriculture's development impact and that stronger connections between production and downstream markets are necessary to multiply local value." Coffee-related businesses are growing in Amadeo, suggesting stronger market links that could offer entrepreneurial opportunities, local employment, and exposure to the origin in adjacent markets.

IVC thinking clarifies the economic sub-themes of taxes and infrastructure by framing them more systematically. Expanding agricultural and commercial activity may boost local income through business taxes or other compliance measures that support municipal initiatives. Participants in both CBE and CBF groups related taxes to local benefits.

The study's qualitative aspects limit how broadly we can interpret these claims. However, they suggest that value chain growth can broaden the fiscal-based support for local services and infrastructure, thereby improving roads and community facilities in the coffee economy. Historical evidence also suggests that organized farm-based systems can develop community infrastructure development through collective investments in local facilities, supporting infrastructure spillovers in agricultural economies.

IVC interpretation must also include distribution: who gains value as the value chain grows? Asset accumulation, improved living circumstances, educational investments, job development, and contributions to community infrastructure are evident in the results. The research also suggests unevenness as a border criterion. For instance, the "around 70%" estimate of homes financed by coffee income suggests that coffee has been a major driver of prosperity for many households, but it may not apply to all farmer types. Proximity to retail hubs, tourism routes, or enterprise leadership enables actors to capture café expansion and tourism-related advantages more effectively. These distributional problems do not nullify the contributions; rather, they suggest that greater monitoring and future research could clarify who benefits most and under what conditions.

Another piece of evidence of IVC-related upgrading is the creation of CBE products, such as "coffee in a tea bag." Upgrades shift value capture from the main production process to processing, packaging, and convenience. When there is a lot of competition in the market, and buyers seek one-of-a-kind items, such changes may make a business more profitable and stable. Upgrading products and offering a wider range of retail options (such as accepting local items that pair well with the product) might increase the number of value-added offers in Amadeo and encourage people to spend more. Evidence suggests that innovation, market integration, and inclusive supply chains strengthen local development by ensuring that value-added activities remain within the area (Murphy et al., 2019).

Generally, IVC interpretation shows that Amadeo's contributions to community development are stronger when on-farm production, place identification, post-farm upgrading, and downstream business growth are all part of a well-organized local system. These dynamics clarify why tourism, small business formation, and market exposure stand out as key economic sub-themes in both CBE and CBF.

4.3. Social capital lens interpretation: Trust, participation, learning, and community cohesion

A social capital perspective highlights how trust, networks, shared norms, reciprocity, and participation shape economic and environmental outcomes by lowering coordination costs and enabling collective action. The results consistently indicate the functioning of social capital mechanisms in both CBEs and CBF systems, including community participation and a "role-model effect," training and skill diffusion, unity and knowledge transfer, cooperative formation and festival participation, and community enhancement through shared labor and identity.

The CBE results portrayed that people were actively involved in barangay-level events and projects, which had a "role-model effect" on other residents. These remarks show that CBEs can boost civic involvement and establish shared standards, thereby strengthening the community. From a social capital standpoint, participation is significant not merely as an outcome but as a process: continual involvement fosters networks and trust that can subsequently be leveraged for collaborative initiatives, crisis management, or collective problem-solving (Bautista, 2018). The analysis shows that community-based organizations generate social benefits that go beyond economic transactions and contribute to broader community welfare.

When learning is shared and dispersed with networks, training and livelihood support become social capital processes. Results demonstrate that members and officers expressed a desire to "share know-how from trainings and seminars to raise output," and that unity around the nursery facilitated the sharing of techniques. Classic dissemination patterns, organizational membership structures, relationships, and formal training abilities learned through informal training and collaboration. In coffee entrepreneurship, such as cooperatives, instruction spreads through farmer networks, promoting coordinated practices and collective learning (Duflo et al., 2026). Continuous farmer education supports sustainable production and helps smallholders respond to constraints, supporting the idea that training strengthens resilience and performance when linked to practical adoption and market realities (Yudha, 2021). Findings from some contexts show that enterprises do not significantly improve human capital, indicating that training outcomes depend on design, intensity, and sustained participation. These conditions should guide how to interpret skill-development claims across contexts (Bhakti et al., 2025).

The CBF results highlight cooperation, teamwork, and community engagement during the *Pahimis* Festival. Farmers and the community cooperate in coffee farming, suggesting that social cohesiveness helps farmers and communities succeed. The social capital interpretation holds that such collaboration reduces coordination costs, enables mutual support (e.g., during labor peaks or interruptions), and sustains community identity around coffee as a shared livelihood. Coffee-based farming becomes part of the community through cooperative creation and barangay-led involvement, boosting communal capacity and responsibility.

Trust is also a way to connect social and economic contributions, especially in the CBE sub-theme on loans and institutional assistance. Organizational credibility, or being seen as

trustworthy by banks and other agencies, is one reason why organizations may get loans, grants, and capacity-building seminars. Social capital theory elucidates the significance of trust and networks as conduits for resource accessibility, mitigating perceived risks for external partners, and thereby enhancing the probability of assistance. Social capital is not simply a social advantage; it also facilitates economic contributions, including access to financing, business enhancement, and crisis resilience (Yang et al., 2024).

CSR activities reported in the CBE results, such as donations, scholarships, health programs, and relief funds, can be interpreted as reciprocity and norm reinforcement. Such practices signal commitment to community welfare, which can strengthen trust and member loyalty, and help maintain collective action capacity. Within a social capital framework, CSR is both an outcome and a mechanism; it reflects community-oriented values and strengthens the relational foundation that supports the cooperative's continued functioning and legitimacy (Cha and Jo, 2019).

The social capital lens explains why social sub-themes are prominent and why they matter for sustainability. Participation, unity, and learning are not peripheral "soft" outcomes but are enabling resources that support economic coordination, resource mobilization, and environmentally responsible practices over time. A social capital lens also draws attention to power dynamics within CBEs, particularly how leadership roles, membership status, and network position can shape who participates in decisions and who gains access to key benefits.

Even in cooperative settings characterized by trust and reciprocity, opportunities such as loans and institutional support, pricing advantages, training slots, and access to market linkages may be distributed unevenly if rules and decision-making processes are not transparent or inclusive. This matters in interpreting "Coffee Capital" branding and tourism-related gains, while place identity can expand demand and local enterprises, the extent to which different types of farmers benefit may depend on their inclusion in cooperative networks and their capacity to meet quality or volume requirements (Murphy et al., 2019). Recognizing these dynamics supports the need for clear accountability and community-oriented responsibilities to sustain equitable local development outcomes in localities branded as "Coffee Capitals," including Amadeo, Cavite, Philippines.

4.4. Comparative synthesis: CBE vs. CBF pathways of contribution

The themes presented in Fig. 1 directly address the study's problem statement by clarifying how community-based enterprises (CBEs) and coffee-based farming systems (CBFs) influence community outcomes under conditions of price volatility, limited quality control, and evolving sustainability standards. In periods of price volatility, CBEs reduce risk through coordinated market access, pricing arrangements, and financing support. At the same time, CBF systems buffer household income through diversified earnings, asset accumulation, and seasonal employment.

In response to quality constraints, CBEs promote upgrading through product development, branding, and institutional linkages, while CBF systems strengthen production practices through training and knowledge transfer, improving market positioning. Under evolving sustainability standards, environmental stewardship practices, including agroforestry and resource management, enhance ecological resilience at both farm and enterprise levels. These mechanisms show that CBE and CBF operate through distinct but complementary enterprise- and farm-mediated pathways that stabilize livelihoods and sustain longer-term community development in Amadeo's coffee economy.

CBE and CBF share several contribution areas, but they operate through distinct pathways that clarify each actor's role in the study. However, they operate through distinct pathways that clarify each actor's role in the study. The results show that CBE primarily contributes through enterprise-mediated processes. For example, formal structure and governance enable coordinated market access, pricing policies, dividend distribution, and institutional collaborations that expand training and financing options. Enterprises also enable post-farm upgrading by developing new products; integrating retail (for example, by giving local goods shelf space), and creating organized CSR portfolios that keep their value in the community.

In contrast, coffee-based farming has a significant impact on the community over time through household- and farm-mediated processes. Farmers shared about income sources that help them pay for their daily needs and the education of their children, buy assets like housing, land, and equipment, improve their living conditions, create seasonal jobs for hired workers (including workers from outside the town), and make contributions to local infrastructure and community institutions (for example, donations to improve church facilities and support road work). The rise of cafés and small businesses shows that agricultural outputs and place identity can foster entrepreneurship, which in turn stimulates downstream entrepreneurship, strengthening the farm-to-market connection.

This comparative view shows CBE and CBF as complementary forces: farming builds the product base and landscape identity that underpin the 'Coffee Capital' narrative, while enterprises transform that identity and output into upgraded products, stronger market linkages, and institutional relationships that sustain broader community development. IVC thinking strengthens this complementarity by emphasizing how value capture rises when the quality of farming and environmental stewardship is associated with post-farm enhancement and

downstream market integration (Chantal et al., 2018; Murphy et al., 2019; Michalscheck et al., 2024). Social capital processes facilitate both paths by fostering participation, collaboration, and trust, thereby reducing the coordination costs and enabling collaborative action toward shared outcomes (Bautista, 2018; Yang et al., 2024).

4.5. Integrating challenges, boundary conditions, and limitations

Although the results depict wide-ranging contributions, the discussion is strengthened by recognizing the constraints, boundary conditions, and challenges that shape their extent. One important barrier is the lack of capacity in enterprise-mediated assistance. Participants in the cooperative said that although it helped stabilize earnings and replenish crops during interruptions, buying power is not endless and guarantees are "helpful but not boundless." A business's ability to buffer shocks depends on its capital, storage capacity, downstream demand, and operational capacity. Large-scale market shocks or sudden customer losses can challenge this capacity.

Seasonality and volatility can affect economic results, especially for CBF. Farming creates jobs based on when crops need to be maintained and harvested, and revenue varies across different fruiting periods. Farmers say that coffee revenue is "modest but certain," and they rely on intercrops like bananas to level out consumption. The findings show that market conditions and diversification strategies determine family resilience, confirming that these contributions are real but uneven over time, shaped by seasonal labor demand, price volatility, and households' capacity to manage production cycles (Dohrn, 2013). At a broader level, coffee revenues contribute to improved living conditions when communities channel coffee through local markets and enterprises, thereby generating local development benefits.

The distribution of benefits as an issue requires careful consideration. The findings imply that the community as a whole will benefit, with increased educational mobility and improvements in living conditions. However, certain advantages, such as starting a café or making money from tourists, may go to those with greater access to stores, capital, or networks. The qualitative findings do not measure benefit distribution quantitatively; instead, they point to possible variation that future research can investigate more rigorously. Recognizing this boundary condition strengthens credibility by avoiding overly generalized claims.

Both practice and contextual conditions shape environmental contributions. The CBE and CBF results highlight coffee-based practices and erosion-control advantages, which correspond with findings that agroforestry and diversified coffee-based systems can mitigate runoff and soil erosion, enhance water absorption, and facilitate climate adaptation (Blanco-Sepúlveda et al., 2024; Anhar et al., 2025). However, environmental benefits rely on long-term maintenance, adequate shade management, and the adoption of practices over time. These elements may be difficult to achieve due to labor shortages, aged farmers, or limited resources. Environmental stewardship requires continued support, training, and incentives to remain a viable contribution pathway.

In terms of limitations, the results reflect the viewpoints of specific farmers, enterprise and cooperative members, and key informants in Amadeo, Cavite, based on qualitative data collected through interviews and focus groups. The results are therefore best interpreted as context-based insights into how CBE and CBF systems contribute to community development in Amadeo, rather than as broadly generalizable causal claims applicable to all coffee-producing communities. Nonetheless, the mechanisms highlighted enterprise coordination, value-chain linkages, and social capital offer useful analytic lenses and practice-relevant insights for communities seeking integrated economic, social, and environmental stewardship.

The integrated interpretation shows that CBEs support coordination, upgrading, finance access, and social responsibility, while CBF supports household welfare, employment, and place-based economic activity that reinforces local identity and downstream entrepreneurship. These pathways illustrate how community-focused coffee systems can support inclusive and sustainable community development when enterprise mechanisms, value chain linkages, and social capital resources are deliberately cultivated and aligned.

5. Conclusion and recommendations

In Amadeo, Cavite, Philippines, CBEs and CBFs contribute meaningfully to economic, social, and environmental dimensions. They boost local economies by creating jobs, improving household incomes and assets, raising taxes, boosting tourism, and encouraging small businesses to invest in infrastructure and improve living conditions. Socially, they assist farmers' learning and skills development, create togetherness and collaboration, and maintain involvement in community events that enhance local relationships. Coffee-based landscapes and associated activities lower soil degradation risks and sustain natural services that communities connect with, leading to a safer, healthier environment. The coffee capital experiences demonstrate how coffee-based livelihoods and locally embedded enterprises can work in complementary ways to support inclusive and long-term community development.

The community-based enterprise (CBE) lens explains how locally embedded enterprises coordinate post-farm functions and retain place-based value through market coordination, upgrading, and community-oriented initiatives that help keep benefits circulating within the locality. Inclusive value chain (IVC) thinking highlights the

complementarity between on-farm quality and stewardship practices and post-farm enterprise upgrading and market linkages, showing how different actors contribute along a shared local system. Finally, social capital mechanisms such as trust, networks, reciprocity, participation, and knowledge sharing help explain how collective action is sustained and how coordination costs are lowered in ways that support community outcomes.

LGUs, DA, and DTI, and other coffee-sector stakeholders may support cupping/grading services, quality improvement workshops, direct trade or buyer-matching activities during *Pahimis*, coffee-related activities and programs, and targeted credit or equipment assistance for processing and quality control to strengthen and sustain these contributions. CBEs may institutionalize cupping-led quality verification, develop distribution channels (tourist routes and social media platforms), and utilize by-products and clean processes. To sustain family incomes, CBF groups may improve selective harvesting, collaborative drying and storage, agroforestry, soil management, outlet diversification, and coffee-based farming. Along with cleaner processing technical support, HEIs, NGOs, and extension partners may provide short courses, seminars, and training on costing, pricing, online marketing, and cooperative management. A simple monitoring scorecard (sales, profits, jobs, training participation, trees planted, waste diversion, among others) can help track progress and guide adjustments across stakeholders.

Future research may use quantitative or mixed-methods methodologies to evaluate the strength of correlations between enterprise or farming practices and community outcomes, analyze distributional impacts across various farmer categories, and compare findings across several coffee towns. More theoretical perspectives, such as governance and collective action, institutional theory, sustainable livelihoods, or resilience frameworks, might help us better understand power dynamics, inclusiveness, and how value-chain advantages are shared and maintained over time.

List of abbreviations

CADC	Cafe Amadeo development cooperative
CBE	Community-based enterprise
CBF	Coffee-based farming
CSR	Corporate social responsibility
DA	Department of agriculture
DOST	Department of science and technology
DTI	Department of trade and industry
FGD	Focus group discussion
HEI	Higher education institution
IDI	In-depth interview
KII	Key informant interview
LGU	Local government unit
MECGA	Minantok East Coffee Growers Association
MSMEs	Micro, small, and medium enterprises
Php	Philippine peso
SUCs	State universities and colleges
WCR	World Coffee Research

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Compliance with ethical standards

Ethical considerations

The study was conducted in accordance with ethical standards. Before data collection, participants were informed about the purpose of the study and their role in the study. The researchers also secured informed consent from the participants before their participation. Their participation was voluntary, and they were free to decline or withdraw at any point. The researcher ensured that all information gathered was kept confidential and used only for academic and research purposes. The rights, privacy, dignity, and well-being of the participants were respected throughout the study.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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