The sample of this study was designed to be representative of coffee producers in Ecuador. The sample was of probability design, with a total of 1,002 coffee producers were selected to be interviewed in a face-to-face format, in an interview of about 45 minutes long. The sample covered 13 of Ecuador’s departments, and was stratified into members of cooperatives vs. individual growers. The sample indicates the farm size and production information, along with the technology used on the farm.

Results of this study are analyzed in two research studies, "Small Farmer Coffee Cooperatives in Ecuador: Social Composition and Technical Development" and “Coffee Producers in Ecuador: A Comparison of Cooperative Members and Nonmembers," published in 1986 and 1987 respectively.