



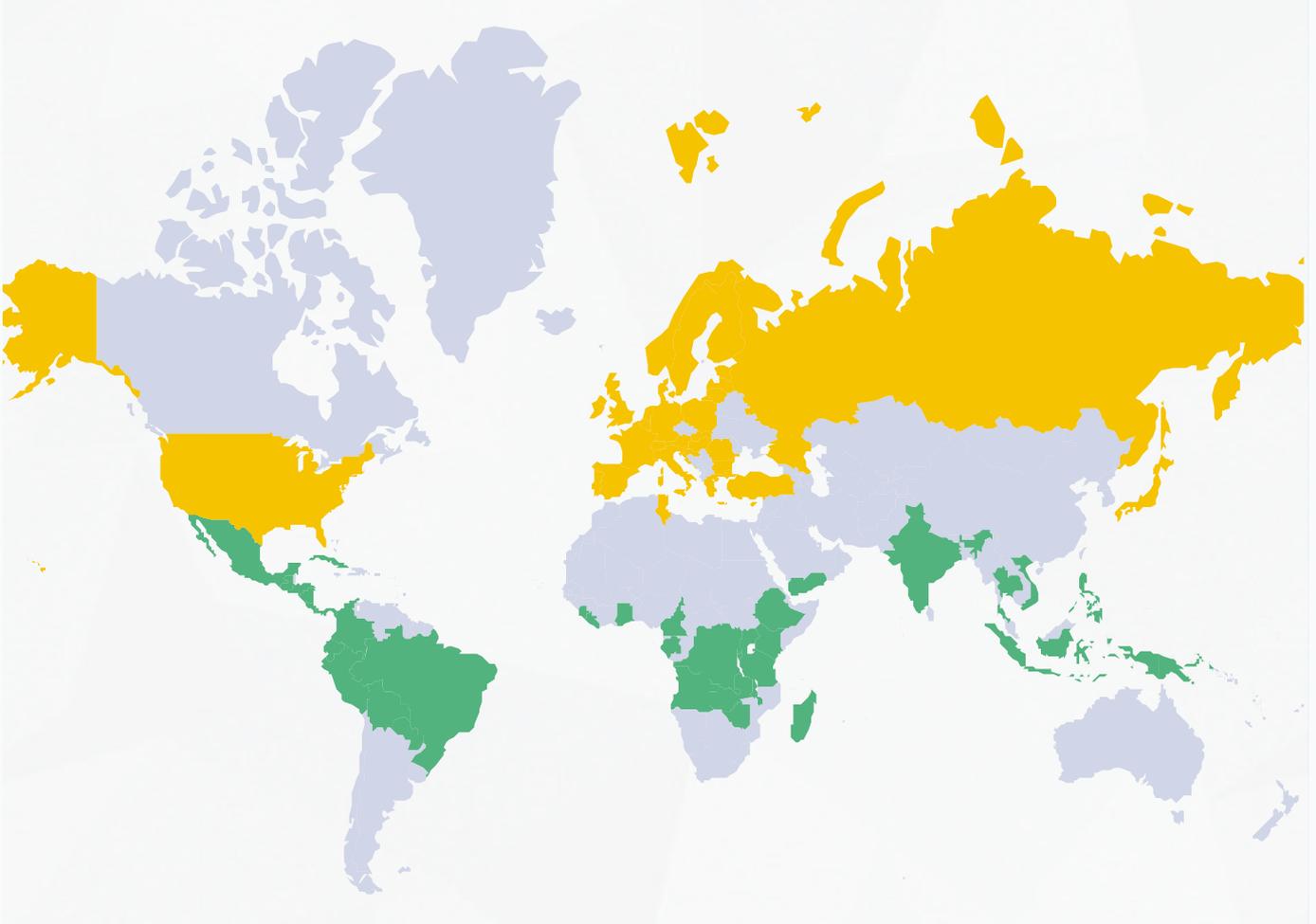
INTERNATIONAL  
COFFEE  
ORGANIZATION



Annual Review  
2014 - 2015

Strengthening the global  
coffee sector through  
international cooperation

# ICO Members



## Exporting Countries

Angola • Bolivia • Brazil • Burundi • Cameroon • Central African Republic  
Colombia • Costa Rica • Côte d'Ivoire • Cuba • Democratic Republic of  
the Congo • Ecuador • El Salvador • Ethiopia • Gabon • Ghana  
Guatemala • Honduras • India • Indonesia • Kenya • Liberia  
Madagascar • Malawi • Mexico • Nicaragua • Panama • Papua New  
Guinea • Paraguay • Peru • Philippines • Rwanda • Sierra Leone  
Tanzania • Thailand • Timor-Leste • Togo • Uganda • Vietnam • Yemen  
Zambia • Zimbabwe



## Importing Countries

European Union (Austria • Belgium • Bulgaria • Croatia • Cyprus • Czech  
Republic • Denmark • Estonia • Finland • France • Germany • Greece  
Hungary • Ireland • Italy • Latvia • Lithuania • Luxembourg • Malta  
Netherlands • Poland • Portugal • Romania • Slovakia • Slovenia • Spain  
Sweden • United Kingdom) • Japan • Norway • Russian Federation  
Switzerland • Tunisia • Turkey • United States of America

The International Coffee Organization (ICO) is the main intergovernmental organization for coffee, bringing together exporting and importing Governments. Its mission is to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the coffee sector.

It makes a practical contribution to the development of a sustainable world coffee sector and to reducing poverty in developing countries by:

- Enabling governments and the private sector to exchange views on coffee matters, market conditions and trends, and coordinate policies at high-level meetings.
- Promoting market transparency by providing a wide range of statistics on the world coffee sector.
- Encouraging the development of strategies to enhance the capacity of local communities and small-scale farmers.
- Promoting training and information programmes to assist the transfer of technology relevant to coffee.
- Facilitating information on financial tools and services to assist producers.
- Providing objective and comprehensive economic, technical and scientific information on the world coffee sector.

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Map created using infogr.am  
Front cover: Blending coffee at Expo Milan 2015

ISSN 1473-3331

## OFFICE HOLDERS



### **International Coffee Council**

**Chairman:** Mr Conradin Rasi (Switzerland)

**Vice-Chairman:** H.E. Mr Iván Romero-Martínez (Honduras)

### **Consultative Forum on Coffee Sector Finance**

**Chairman:** Mr Juan Esteban Orduz (Colombia) ▪ **Vice-Chairman:** Mr Brendan Lynch (USA)

### **Core Group on the Consultative Forum**

**Exporting Members:** Brazil, Colombia, Costa Rica, Côte d'Ivoire, Ethiopia and Uganda ▪ **Importing Members:** European Union, Switzerland and the USA ▪

**Ex-officio Member:** Executive Director ▪ **Assisted by:** Chairman of PSCB, and four advisors: Mr Marc Sadler (World Bank), Ms Noemí Pérez (Fast), Mr Silas Brasileiro (Conselho Nacional do Café, Brazil) and Mr Nicolas Tamari (Sucafina SA) (2013/14)

### **Finance and Administration Committee**

**Chairman:** Mr Aly Touré (Côte d'Ivoire) ▪ **Vice-Chairperson:** Ms Amy Diggs (USA) ▪

**Exporting Members:** Brazil, Colombia, Côte d'Ivoire, India, Indonesia and Mexico

▪ **Importing Members:** European Union, Norway, Switzerland and the USA

### **Projects Committee**

**Chairperson:** Ms Amy Diggs (USA) ▪ **Vice-Chairman:** Mr Belisario Domínguez

(Mexico) ▪ **Exporting Members:** Brazil, Colombia, Côte d'Ivoire, Ecuador, Honduras, India, Indonesia and Kenya ▪ **Importing Members:** European Union, Switzerland and the USA

### **Promotion and Market Development Committee**

**Chairman:** Mr Andrea Illy (EU-Italy) ▪ **Vice-Chairman:** Mr Belisario Domínguez

(Mexico) ▪ **Exporting Members:** Brazil, Cameroon, Colombia, Ecuador, India, Indonesia, Mexico and Tanzania ▪ **Importing Members:** European Union, Switzerland and the USA

### **Statistics Committee**

**Chairperson:** Ms Marcela Urueña (Colombia) ▪ **Vice-Chairman:** Mr Piotr Krawczyk

(EU-Poland) ▪ **Exporting Members:** Brazil, Colombia, Costa Rica, Gabon, Ghana, India, Indonesia and Nicaragua ▪ **Importing Members:** European Union, Switzerland and the USA

### **Private Sector Consultative Board (PSCB) - Alternates in italics**

**Chairman:** Mr Ric Rhinehart (SCAA) ▪ **Vice-Chairman:** Mr Leman Pahlevi (GAEKI)

▪ **Producer representatives:** **Colombian Milds:** Federación Nacional de Cafeteros de Colombia (FNC), *Sociedad Exportadora de Café de las Cooperativas de Caficultores (EXPOCAFÉ)*, African Fine Coffees Association (AFCA) ▪ **Other Milds:**

Asociación Nacional del Café (Anacafé), Coffee Exporters Association of India ▪

**Brazilian and other Natural Arabicas:** Associação Brasileira da Indústria de Café (ABIC), *Associação Brasileira da Indústria de Café Solúvel (ABICS)*, *Conselho dos Exportadores de Café do Brasil (CeCafé)*, Confederação da Agricultura e Pecuária do Brasil (CNA), *Conselho Nacional do Café (CNC)*, *International Women's Coffee Alliance (IWCA)* ▪ **Robustas:** Conseil du Café/Cacao (3C), Indonesia Coffee Exporters Association (GAEKI), *Uganda Coffee Federation (UCF)* ▪ **Consumer representatives:**

All Japan Coffee Association (AJCA), Coffee Association of Canada (CAC), European Coffee Federation (ECF), Institute for Scientific Information on Coffee (ISIC), National Coffee Association of USA (NCA), Russian Association of Tea and Coffee Manufacturers (Rusteacoffee), Specialty Coffee Association of America (SCAA),

Speciality Coffee Association of Europe (SCAE)

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## FOREWORD BY THE CHAIRMAN OF THE COUNCIL

Coffee year 2014/15 was an eventful year for the International Coffee Organization.

It culminated in the successful Global Coffee Forum and the memorable celebration of the first International Coffee Day on 1 October 2015 in Milan.

While the success of the Global Coffee Forum is proof of the continuing relevance of the ICO within the diverse and complex world of coffee, the launch of International Coffee Day demonstrated the ability of the Organization to create purposeful initiatives and to mobilise a substantial number of actors around the world for the cause of sustainability in the coffee sector.

Because the ICO, like any other institution engaged in the international sphere, faces a dynamic, complex and constantly changing environment where interests diverge, attention windows are narrow and resources are scarce, both of these aspects – relevance and the ability to set the agenda and to mobilise around it – have to be earned and are not to be taken as givens.

In this context, being able to draw on a sharp, well-focused, soundly derived, and periodically and critically reviewed organizational strategy is more important than ever. Only the systematic monitoring of macro-trends and the anticipation of risks within its scope of activities will ensure the Organization's resilience and adaptability in the future. Both of these are necessary organizational capabilities in order to take advantage of opportunities, to allocate scarce resources effectively and ultimately to ensure the continuance of the ICO as a key actor in the coffee world of the future.

The ICO is aware of this and initiated a review of its organizational strategy in coffee year 2014/15. The ultimate aim of this important initiative is to ensure that the ICO continues to deliver the best possible service to its Member states and more broadly to all actors along the long coffee value chain.

Switzerland looks forward to accompanying the ICO on its challenging and exciting journey towards a sustainable coffee sector for all.

### **Conradin Rasi**

Chairman of the International Coffee Council for coffee year 2014/15  
**Embassy of Switzerland**



**Mr Conradin Rasi**  
**Chairman of the Council**

## OVERVIEW BY THE EXECUTIVE DIRECTOR



**Mr Robério Oliveira Silva**  
Executive Director

As the main intergovernmental organization for coffee, the International Coffee Organization has been bringing together stakeholders since its inception in 1963. For over fifty years the ICO has facilitated dialogue along the coffee value chain and Members of this Organization have shown that international cooperation can accomplish tangible results.

Five new Members, namely the Russian Federation and Japan joined as consuming countries and Madagascar, Peru and the Democratic Republic of the Congo joined as producing countries of the ICO. The Organization's membership now represents 98% of the world's coffee production and 83% of consumption.

At a time when the coffee sector is faced with many challenges, ranging from low productivity, high production costs, to the threat of climate change, it is crucial to remember those most affected. Approximately 25 million small scale coffee farmers and their families produce 70% of the world's coffee and it is they who bear the brunt of these problems. The International Coffee Agreement 2007 provides a platform through which the international coffee community undertakes activities aimed at supporting and protecting smallholder coffee growers.

The ICO continues to organise well established meetings such as the Consultative Forum on Coffee Sector Finance, bringing together stakeholders in the coffee sector to exchange ideas and share knowledge on financing for smallholder coffee farmers. In March 2015, the 5<sup>th</sup> Consultative Forum took place, promoting an exchange of views on how to effectively structure coffee development projects in order to obtain financing.

At the end of September 2015 the Government of Italy hosted the first Global Coffee Forum (GCF), which was held in Milan within the context of Expo Milan 2015. The theme of the Forum was coffee and pleasure, health and sustainability.

There was a general consensus amongst the speakers at the Forum that the coffee sector would continue to grow, due in part to increased demand in emerging markets and the allaying of health concerns. However, among the many challenges facing the coffee industry, the most significant is climate change.

On 1 October Members of the ICO launched the first official International Coffee Day (ICD) at Expo Milan 2015. Over 67 independent events in more than 35 countries were organised to celebrate the International Coffee Day.

During the year I participated in Conferences and meetings in Brazil, Ethiopia, Italy, Kenya, Mexico, and Sweden.

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Coffee year 2014/15 was also an important year for the establishment of the ICO's Private-Public Partnerships, most notably, the alliance entered with Vision 2020. By partnering with the 4C Association and IDH The Sustainable Trade Initiative, the Organization is aiming to improve coordination with existing coffee development initiatives and to implement new programmes to foster sustainability.

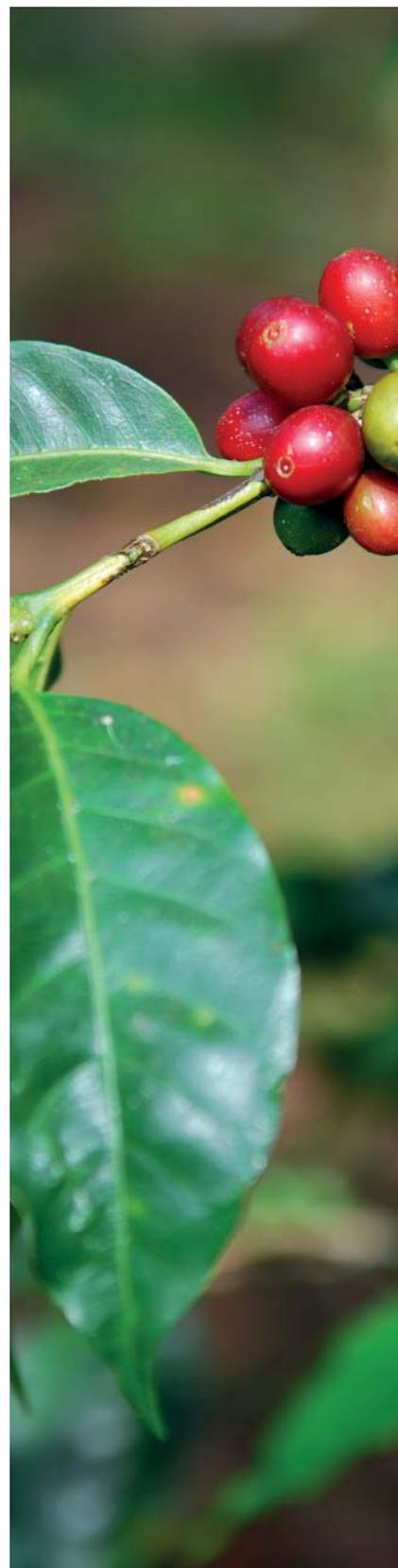
The ICO has also allied with the Speciality Coffee Association of Europe-UK Chapter to form a new series of coffee education events targeting young coffee professionals. Two events in the series, titled 'The Coffee Sessions', were hosted this year with experts presenting on the latest science behind water in coffee brewing as well as insights into achieving greater sustainability in green coffee supply chains. More events are scheduled for this upcoming coffee year and we expect the popularity of the events amongst young professionals to grow.

There is no doubt that the coffee market has encountered challenges this year, the biggest impact of which was borne by coffee growers worldwide with the decline in prices to a 20-month low. Production also reduced from the previous year as a result of adverse weather conditions in some of the major coffee growing regions. Despite this lower production, exports maintained a steady pace, with Brazil registering its highest export volume on record over the course of the coffee year. This was made possible by the drawdown of stocks accumulated in previous seasons, which has exacerbated the downward pressure on prices. On the positive side, demand for coffee has continued to increase and the outlook remains promising.

The 4<sup>th</sup> World Coffee Conference is being hosted by the Government of Ethiopia. The Conference will take place in Addis Ababa from 6 to 8 March 2016. It is the first time that the World Coffee Conference is being held on the African continent. The theme of the Conference is 'Nurturing coffee culture and diversity'.

In conclusion, I would like to thank the Chairman of the International Coffee Council, Mr Conradin Rasi of Switzerland, as well as the Chairmen of the ICO Advisory and Consultative bodies, for their work and collaboration over the past year. Finally, I would also like to extend my gratitude to all members of the ICO staff for their continued commitment to the world of coffee.

**Robério Oliveira Silva**  
Executive Director  
**International Coffee Organization**



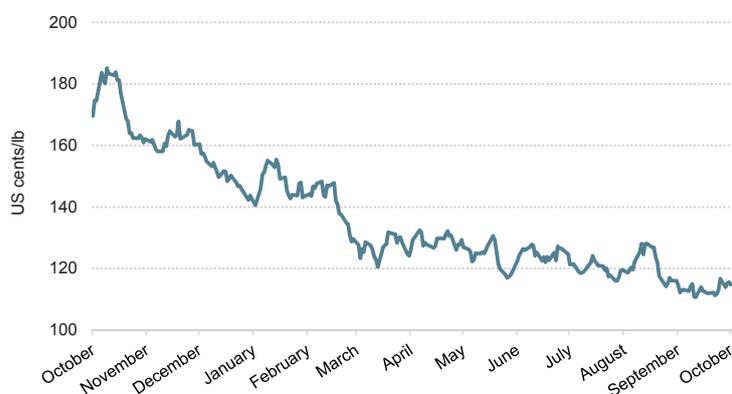
## THE WORLD COFFEE MARKET



### PRICES

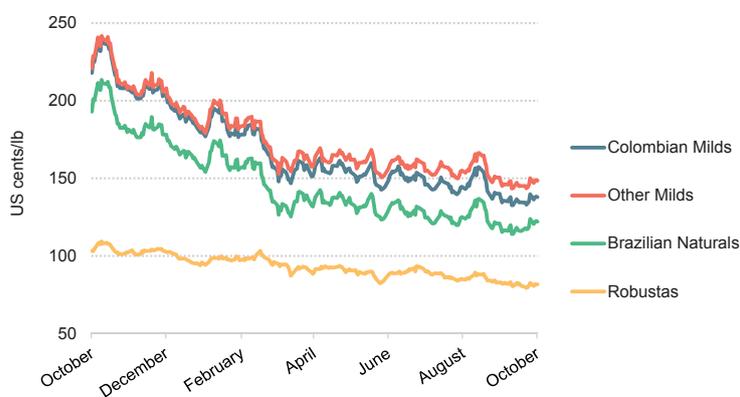
The global coffee market followed a broadly downward trend over the course of 2014/15, with the overall average of the ICO composite indicator reaching 136.14 US cents/lb, 3.4% lower than the 2013/14 average of 141 cents. This decrease occurred mostly during the first six months of the year, with the monthly average falling from 172.88 cents in October to just 127.04 in March. In the latter half of the year, monthly prices ranged from around 113 cents to nearly 130.

**Graph 1: ICO composite indicator daily prices**



The four ICO group indicators all followed a similar trend, with Other Milds again trading higher than Colombian Milds over the course of the year. The strongest annual decline was registered in Colombian Milds, which were 5.7% lower than their 2013/14 average, with Other Milds, Brazilian Naturals and Robustas down by 2.6%, 4% and 2.7%, respectively.

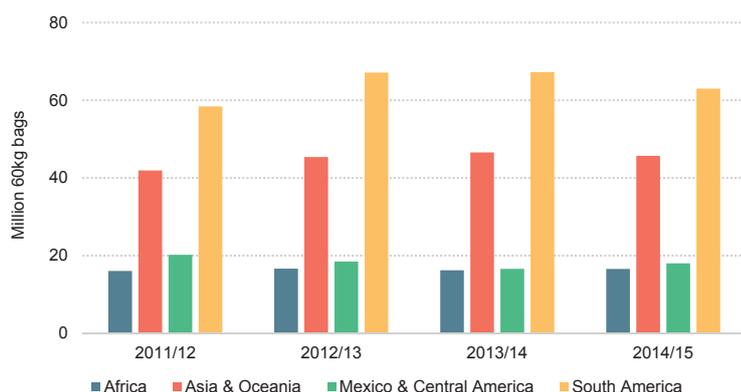
**Graph 2: ICO group indicator daily prices**



## SUPPLY

World coffee production in crop year 2014/15 was 143.3 million bags, 2.3% lower than last year. This is the second consecutive year that output has fallen, with both Arabicas and Robustas lower year on year. The most significant decline was in the Brazilian Naturals group, which fell by 6.2%, while Other Milds were 1.1% lower. The only group to register an increase was Colombian Milds, which increased by 8.7% to 14.7 million bags.

**Graph 3: Coffee production by continent**



Coffee production in Africa increased by 2% to 16.6 million bags, or 11.6% of the world total. Several major African countries recorded increased output, including Ethiopia, Uganda and Côte d'Ivoire, although production was lower in Tanzania.

Output in Asia & Oceania, on the other hand, was estimated 1.9% lower on 45.7 million bags. Production in Vietnam, the largest producer in the region, remained unchanged on 27.5 million bags, but Indonesia was estimated 9.5% lower on 10.4 million bags, while India increased by 7.7% to 5.5 million bags.

In Mexico and Central America, coffee production has started to recover from the outbreak of coffee leaf rust that had such a severe impact last year. Overall output, of which 99% is Arabica, increased by 8.5% to 18 million bags, but is still less than its level of two years ago. Honduras saw a particularly strong recovery to 5.4 million bags, while Mexico was mostly unchanged on 3.9 million. Guatemala also recovered by 10.8% to 3.5 million bags, with Nicaragua and Costa Rica up by 5.6% and 4.4% respectively.

Turning to South America, production was 6.3% lower on 63 million bags, or 44% of the world total. Brazil, the world's largest coffee producer, was negatively affected by a severe drought in early 2014 which cut output by 7.8% to 45.3 million bags. Colombia, on the other hand, continued to record higher production for the third consecutive year, increasing by 10% to 13.3 million bags. In Peru, the effect of coffee leaf rust reduced production to just 2.9 million bags, over a third less than the previous year.

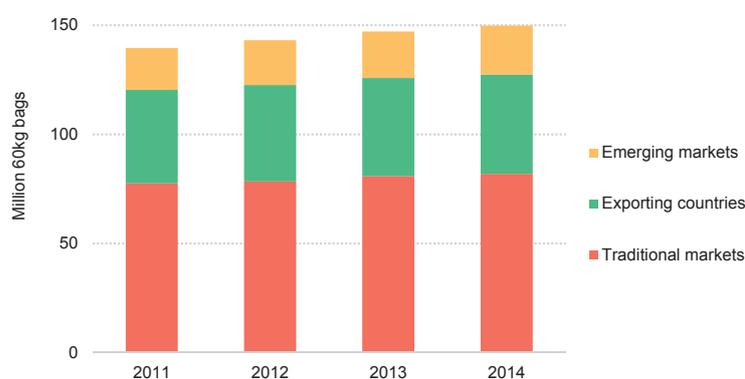




## DEMAND

World coffee demand continues to grow at a healthy rate, reaching 149.8 million bags in calendar year 2014, averaging 2.4% annual growth over the last four years. The strongest growth rates have been seen in exporting countries, which averaged 2.1% growth, and emerging markets such as the Russian Federation and the Republic of Korea, which averaged 5.4%. Traditional consuming markets such as the European Union and USA recorded more modest growth rates of 1.8%, but still account for over half of total world demand.

**Graph 4: World coffee consumption**



## INTERNATIONAL TRADE

Total coffee exports in coffee year 2014/15 came to 110.7 million bags, 3.1% less than last year. This represents the first year-on-year decrease in export volumes for five years. Shipments of both Arabicas and Robustas were lower, by 1.9% and 4.9% respectively, although an increase of 11.6% was recorded in the Colombian Milds group. Nevertheless, the largest exporter, Brazil, actually increased exports to a record 36.3 million bags, while Vietnam saw severely restricted exports, down 19.2% to 20 million bags.

## PROSPECTS

Coffee year 2014/15 saw rather contrary trends regarding prices and fundamentals. Production was down overall as Brazil struggled to recover from the effects of drought, yet Brazil managed to export its largest ever amount of coffee due to the build-up of stocks. The surfeit of demand over supply suggests a deficit in the market, yet prices maintained a broadly negative trend over the course of the year. Stocks accumulated in exporting countries over the two previous seasons have been used to fuel consumption leaving little buffer for any supply threats. The El Niño effect in 2015/16 is likely to be significant, and could have an adverse effect on coffee production over the next year.

## 5<sup>th</sup> CONSULTATIVE FORUM ON COFFEE SECTOR FINANCE

The ICO's Consultative Forum on Coffee Sector Finance provides an arena in which participants can exchange ideas and share knowledge on financing for smallholder coffee farmers including how to manage issues such as risk and price volatility.

The 5<sup>th</sup> Forum took place in London, on 3 March 2015. It was designed as a follow-up to the 4<sup>th</sup> Consultative Forum that took place in September 2014 under the title 'Bridging the gap between farmers and finance'. The aim of the 5<sup>th</sup> Forum was to provide producing countries with the practical steps necessary to apply for funding from not only the various regional development banks but also social lenders, bilateral organisations and commodity funds. Its title was 'How to effectively structure a project in order to obtain financing.' The financial institutions represented included the African Development Bank Group (AfDB), the Asian Development Bank (ADB), the Inter-American Development Bank (IDB), the International Finance Corporation (IFC) and the World Bank.

Ten different institutions gave presentations throughout the day covering a range of financing, development and assistance opportunities for agriculture, in particular for the coffee sector. In the morning session the main international development banks gave presentations outlining how coffee producers could work with them and gave specific examples, such as the Asian Development Bank's paper-free system implemented in the Lao People's Democratic Republic for smallholder farmers to simplify the export procedure through one dedicated website.

This was followed by a question and answer session during which the Chairman, Mr Juan Esteban Orduz, emphasised the need for smallholder coffee farmers to be more connected not just to what was happening in their immediate vicinity but also throughout the world. There was a discussion about the use of stabilisation funds as a way of offsetting the natural fluctuations in coffee prices which make coffee an unreliable source of income for many farmers and about the solutions to this problem.

In the afternoon it was the turn of the representatives of several bilateral institutions, commodity funds and social lenders. They outlined how they support the coffee sector and provided concrete examples and case studies.

There were networking opportunities during the day to enable participants to leave the Forum with the necessary information to apply for financing for their projects and thus continue the efforts to develop the global coffee sector and reduce poverty in rural communities.



**Mr Juan Esteban Orduz**  
Chairman of the 5<sup>th</sup> Forum



**Delegates attending the**  
5<sup>th</sup> Forum

## GLOBAL COFFEE FORUM



**Mr Andrea Illy**  
Chairman of the Promotion and  
Market Development Committee



For two days, Milan was turned into the coffee capital of the world: on 30 September and 1 October 2015 coffee lovers from around the world got together in the Expo city for engaging presentations and debate at the 1<sup>st</sup> Global Coffee Forum (GCF). Leading figures in the worlds of research, business, and culture took to the stage at the GCF to present a variety of topics important to the coffee sector. The main themes covered were pleasure, health as well as environmental and economic sustainability.

Speakers included Prof. Jeffrey Sachs, Director of the Earth Institute at Columbia University; Mr Maurizio Martina, the Italian Minister of Agriculture and Forestry; Mr Andrea Illy, Chairman and CEO of illycaffè; Mr Giuseppe Lavazza, Deputy Chairman of Luigi Lavazza S.p.A; Mr Ric Rhinehart, Executive Director of the Specialty Coffee Association of America; and Mr Bill Murray, Executive Director of the National Coffee Association of the USA, among others.

The Forum was a joint effort of the public and the private sectors. Strongly supported by Italy's leading coffee companies, the event was jointly organised by the Italian Ministry of Agriculture and Forestry, the Italian Coffee Committee, Expo Milan, and the ICO.

### PRESENTATIONS

The conference started with an overview of the current state and outlook of the coffee market. In the afternoon of the first day the focus shifted to the link between coffee and lifestyle, taking a global perspective but also learning from country-specific experiences – including that of the latest ICO Member, Japan.

As the programme moved on, the emphasis changed to the subject of coffee and health. In several engaging presentations, the audience was



**Mr Giuseppe Lavazza**  
Vice President of Lavazza

updated on the latest results of medical research. For example, evidence was provided on the positive relation between coffee consumption and the reduced prevalence of cardiovascular diseases and diabetes which have become a growing concern, especially in industrialised countries.

On the second day, emphasis was laid on climate change and its potential impact on the coffee sector. This was particularly topical as the GCF took place in the run-up to the UN summit on climate change in Paris. The speakers in the GCF Session comprised a mix of representatives from academia, the public sector and industry who examined the potential impact of climate change on coffee production and discussed possible solutions.

### MAIN RESULTS

There was a common view amongst the presenters that the global coffee sector would remain on a growth path, due in part to increased demand in emerging markets and the allaying of remaining health concerns. Nonetheless, there are many challenges facing the coffee industry, not least the significant threat of climate change. Consensus emerged that the coffee sector requires sustainability not just in environmental and social terms: coffee production also needs to be economically viable in order to ensure coffee farmers are fairly compensated.

On 1 October 2015, the GCF culminated with the official launch of the first International Coffee Day at the Expo Milan site. The Conference Centre was located next to the exhibition grounds. Hence, many participants in the GCF used the unique opportunity to combine participation in the Conference with a visit to the Expo site with its country pavilions and the exquisite Coffee Cluster with its highly original display of coffee culture.

### Blending coffee at Expo Milan 2015



Prof. Jeffrey Sachs, Director, Earth Institute, Columbia University

## INTERNATIONAL COFFEE DAY

### Launch of International Coffee Day



International Coffee Day Parade



The Member States of the ICO and coffee associations from around the world joined forces to celebrate the first official International Coffee Day on 1 October 2015.

International Coffee Day is a celebration of the coffee sector's diversity, quality and passion. It is an opportunity for coffee lovers to share their love of the beverage and support the millions of farmers whose livelihoods depend on the aromatic crop.

An online campaign was launched in August 2015 to spread the word about International Coffee Day and encourage coffee lovers to participate in the celebrations. The campaign included a website that featured more than 67 independent events from more than 35 countries around the world. The hashtag #InternationalCoffeeDay was used on social media sites including Twitter and Facebook to widen its reach.

As part of the celebrations, the ICO signed a Memorandum of Understanding with Oxfam to collaborate on a campaign focused around the concept of a 'caffè sospeso', an Italian tradition of paying for a second cup of coffee to be given to a person in need (see also page 16). The charity campaign entitled 'Coffee4Change' gave coffee lovers around the world an opportunity to show solidarity with smallholder coffee farmers by donating the value of an additional cup of coffee to Oxfam's work with such farmers via an online platform.

## INTERNATIONAL COFFEE AGREEMENT 2007

The International Coffee Agreement (ICA) 2007, the seventh Agreement since 1962, entered into force on 2 February 2011 and will last for ten years, with the possibility of extension for a further eight years. The objective of the Agreement is to strengthen the global coffee sector and promote its sustainable expansion in a market-based environment for the betterment of all participants in the sector.

Coffee year 2014/15 saw the expansion of the ICO to 75 Members (including the 28 states of the EU). After several years as an ICO observer, on 24 April 2015, the Russian Federation completed membership procedures and became the 7<sup>th</sup> importing Member. On 22 July Colombia completed membership procedures, having previously applied the ICA 2007 provisionally. A day later, on 23 July, Japan was the final addition for this coffee year. It re-joined the Organization after a six-year break and became the 8<sup>th</sup> importing Member.

At its 115<sup>th</sup> Session in September 2015, the International Coffee Council adopted Resolution 456 extending the deadline for the deposit of instruments of ratification, acceptance, approval or accession to 30 September 2016.

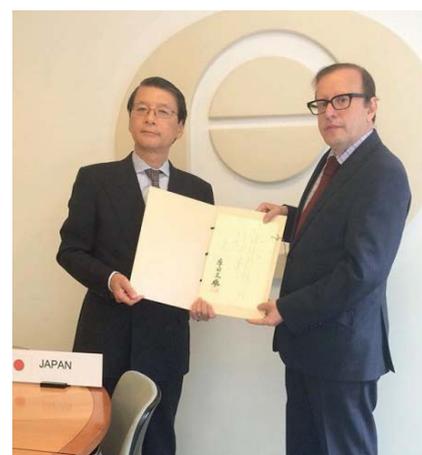
The Executive Director continues to pursue cooperation with the Republic of Korea and the Lao People's Democratic Republic with a view to their joining the Organization in due course. The Secretariat also answered enquiries regarding membership from Nepal and Montenegro.



**H.E. Mr Alexander Yakovenko,  
Ambassador of the Russian Federation  
Mr Robério Oliveira Silva,  
Executive Director**



**H.E. Mr Néstor Osorio,  
Ambassador of Colombia  
Mr Robério Oliveira Silva, Executive Director**



**H.E. Mr Keiichi Hayashi,  
Ambassador of Japan  
Mr Robério Oliveira Silva,  
Executive Director**

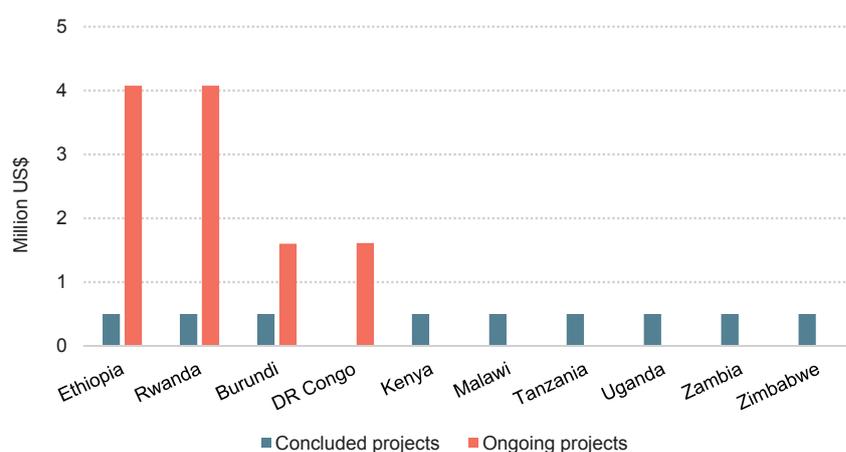
## COFFEE DEVELOPMENT PROJECTS



### INTRODUCTION

One of the core activities of the Organization is promoting coffee sector development projects in Member countries, and the use of concessionary financing facilities for this purpose provided by the Common Fund for Commodities (CFC), set up by the United Nations' Integrated Program for Commodities. Over the past 20 years, a close working relationship between the ICO and the CFC has shown remarkably positive results as more than 38 projects totalling around US\$100.3 million have been funded essentially through grants benefiting stakeholders in Member countries in Africa, Asia and Latin America.

### Project beneficiaries in coffee year 2014/15



### CHALLENGES AND STRATEGY FOR ICO PROJECTS

The CFC has adopted two major changes with serious consequences for the work of International Commodity Bodies (ICBs). One of the changes is the switch from financing through grants to repayable loans for projects that generate profits. Secondly, projects can be submitted to the CFC without going through an ICB such as the ICO. As a consequence a project can be submitted directly to the CFC without the endorsement of the ICO. Projects are submitted through a system of Open Call for Proposals issued by the CFC twice a year. Nevertheless, the ICO remains the focal point of expertise for coffee related projects as well as an ideal forum for forging public and private partnerships. The ICO will continue to provide technical assistance in the preparation of project proposals and seek alternative sources of funding for projects. The ICO will continue the relationship with the CFC as the main funding agency for commodities. The ICO could also play a leading role in designing project proposals on important topics and strengthen its role in disseminating project outcomes.

### ONGOING PROJECTS

#### **Qualitative and quantitative rehabilitation of coffee with the aim of improving living conditions of coffee farmers afflicted and displaced by war in the Democratic Republic of the Congo (CFC/ICO/51)**

The aim of this project is to rehabilitate the coffee sector through the creation of centres for propagation and distribution, the establishment of extension and support teams and making available to farmers high performance cuttings, essential inputs and appropriate guidance.

#### **Sustainable Credit Guarantee Scheme to promote scaling up of enhanced processing practices in Ethiopia and Rwanda**

This project is designed to improve livelihoods of small-scale coffee farmers in Eastern and Central Africa on a sustainable basis. This will be achieved by promoting the production of high quality coffee through the adoption of enhanced coffee processing practices. The high quality coffees should subsequently attract premium prices in the market, thereby translating into improved household income.

#### **Promoting a sustainable coffee sector in Burundi**

The main goal of this project is to promote the sustainable coffee sector through the improvement of productivity and production of high quality coffee and food crops to improve the livelihoods of coffee producers. The project is a practical example of a public-private partnership as the International Coffee Organization sponsored an initiative of SUCAFINA SA, a Swiss based coffee trading company, to promote a sustainable coffee sector in Burundi through the improvement of productivity and the production of high quality coffee. Following the launching of the project in October 2012 in Geneva, a non-for-profit organization, the Kahawatu Foundation was set up to start its implementation with the first committed funds while continuing to raise additional funding to cover all project activities.

### CONCLUDED PROJECT

#### **Building capacity in coffee certification and verification for specialty coffee farmers in AFCA countries (CFC/ICO/45)**

The overall goal of the project was to improve the skills of farmers to meet certification and verification standards. The project also aimed to train professionals from the national coffee institutions in order to provide training programmes to farmers and to ensure sustainable impact. The project has achieved many positive results in the nine participating countries, particularly improvement of field practices; record keeping; waste disposal; good storage for agro-chemicals, fertilizers and processed coffee. A multi-certification strategy has reduced the cost of certification through combined auditing of different standards.



Representatives from the ICO and illycaffè visited the offices of Kahawatu in Bujumbura, Burundi



Closing workshop in Kampala, Uganda

## SUSTAINABILITY AND PARTNERSHIPS



Mr Ted van der Put, IDH  
Ms Melanie Rutten-Suelz,  
4C Association  
Mr Robério Oliveira Silva, ICO

### VISION 2020 – THE INTERNATIONAL COFFEE ORGANIZATION ENGAGES IN A PUBLIC-PRIVATE PARTNERSHIP

This year has been an important milestone in the global effort towards sustainable development. Concluding the intergovernmental negotiations of the post 2015 Development Agenda, a final text containing 17 Sustainable Development Goals was adopted at the UN Sustainable Development Summit in New York.

Working towards a sustainable coffee sector remains at the heart of the activities of the ICO. There is a wide array of challenges faced by the supply chain. In many coffee producing regions productivity levels remain hampered as a result of low levels of skills and constrained access to inputs and credit. Volatile markets without risk management tools discourage long-term investment in coffee plantations. New threats such as climate change which lead to greater fluctuations in yields as a result of more frequent weather shocks require increased attention.

Tackling these tremendous challenges requires joint action of both the public and private sector. Against this backdrop, the approval of a Memorandum of Understanding between the ICO, the 4C Association and IDH The Sustainable Trade Initiative in order to formalise 'Vision 2020', a public-private partnership (PPP), is a major step. The 4C Association is an industry body which provides standards for the coffee sector in order to address sustainability issues, while IDH carries out large-scale PPPs and technical projects to support coffee producers.

Vision 2020 aims at promoting the long-term sustainability of the global coffee sector; the partnership aims to scale up existing initiatives and fill gaps towards collective impact in the coffee sector.

Vision 2020 builds on the firm belief that public-private cooperation is crucial to promote economic growth, reduce inequalities and improve living standards in coffee producing countries. Central to its development is a strategic framework for collaboration and action among key public and private coffee stakeholders at a national and international level. The next step will be to implement the Vision 2020 framework as part of a pilot project in a coffee producing country.

Besides this public-private partnership, the ICO has also engaged in a partnership with Oxfam to promote worldwide the first International Coffee Day around the concept of sustainability in the coffee sector, benefitting smallholder coffee farmers and the environment. A Memorandum of Understanding between the two organizations was approved by the Council in March 2015. As part of the fundraising campaign *Caffè Sospeso Against Poverty* launched by Oxfam, consumers around the world can show solidarity with smallholder coffee farmers by donating the value of an additional cup of coffee to Oxfam's projects.

## COOPERATION WITH OTHER AGENCIES

Cooperation with other organizations on global coffee matters is an important element of the work of the ICO and includes representation at international coffee conferences as well as collaboration with intergovernmental and other organizations during Council Sessions. The Executive Director and senior ICO officials represented the ICO and made presentations on the world coffee market and related topics at a wide range of global coffee events:

- The Executive Director participated at the TriestEspresso Expo 2014 from 23 to 25 in October 2014 in Trieste, Italy.
- The ICO hosted the 21<sup>st</sup> meeting between the Common Fund for Commodities (CFC) and the International Commodity Bodies at its offices in London on 27 October 2014.
- The Head of Operations participated at the 1<sup>st</sup> Lao Coffee Festival from 22 to 29 October 2014.
- The Executive Director delivered a speech at the 3<sup>rd</sup> Annual Ethiopian Coffee Conference, opened by His Excellency Dr Mulatu Teshome, President of the Federal Democratic Republic of Ethiopia on 6 November 2014.
- The Chief Economist visited Uganda on the occasion of the 2<sup>nd</sup> African Coffee Symposium, the 54<sup>th</sup> Annual General Assembly of the InterAfrican Coffee Organisation (IACO), which took place in Kampala, from 17 to 21 November 2014 on the theme of 'Unlocking the potential of the African Coffee Industry'.
- The Executive Director delivered the keynote speech at the World Coffee Leaders Forum 2014 in Seoul, Republic of Korea in November 2014.
- The Executive Director delivered the opening remarks at the 12<sup>th</sup> African Fine Coffee Conference & Exhibition hosted by the African Fine Coffees Association (AFCA) in Nairobi, Kenya in February 2015. He was accompanied by the Head of Operations and the Chief Economist.
- The Head of Operations participated in the African Sustainability Forum on 11 February 2015.
- Representatives from the Specialty Coffee Association of America (SCAA) and the Speciality Coffee Association of Europe (SCAE) visited the ICO on 18 February.
- The ICO and the SCAE UK Chapter Education Coordinators hosted on 18 March 2015 the first in a series of coffee education events titled 'The Coffee Sessions 2015'.
- Dr Donald Kaberuka, President of the African Development Bank Group (AfDB), visited the offices of the ICO on 19 March 2015. He was welcomed by the Head of Finance and Administration on behalf of the Executive Director. They exchanged views on a possible cooperation between the Organization and the African Development Bank Group to support further the coffee sector in Africa.



**3<sup>rd</sup> Annual Ethiopian Coffee Conference**



**Representatives of the SCAA and SCAE visited the ICO**



**Dr Donald Kaberuka, President of the AfDB visited the ICO**

- Following the approval of a Memorandum of Understanding between the ICO, the 4C Association, and IDH, The Sustainable Trade Initiative, the ICO hosted two successful interactive stakeholder webinars on Vision 2020 on 11 May 2015. The purpose of the webinars was to introduce the wider coffee community to the objectives of the Vision 2020 group and request feedback.

- Mrs Massandjé Touré-Litse, Director General of the Coffee and Cocoa Council (CCC), a sector regulatory body of Côte d'Ivoire, visited the ICO on 14 May 2015. Mrs Toure-Litse spoke about the CCC and the various development programmes it is implementing with the objective of improving the livelihoods of smallholder farmers and promoting sustainable growth. She requested the assistance and cooperation of the ICO in Côte d'Ivoire's coffee sector rehabilitation programme as well as other areas including the promotion of coffee roasting facilities to supply the increasing demand for coffee in her country and the sub-region.

- The Executive Director delivered a speech at the 6<sup>th</sup> Forum & Coffee Dinner on 18 and 19 May 2015. The event was hosted in São Paulo by the Council of Brazilian Coffee Exporters (CeCafé) with the support of the Museu do Café and the state's Cultural Secretariat.



**Ms Massandjé Touré-Litse, Director General of the CCC visited the ICO**

- The Head of Operations delivered a speech on 15 June 2015 at the Re:Co Symposium 2015 in Gothenburg, Sweden on the state of the global coffee supply chain.

- The Head of Operations participated on 24 June 2015 at the First International Competition of Coffees Roasted at Origin in Paris, France. He expressed the ICO's satisfaction in the celebration of the First International Competition of Coffees Roasted at Origin, organised by the Agency for the Valorization of Agricultural Products. The purpose of the event was to enable coffee farmers to present coffees both produced and roasted by them directly to the consumer.

- The Executive Director delivered a speech at the 2015 International Coffee Convention in Mexico held from 3 to 5 July 2015. The event was hosted by the Mexican Government through the Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA).

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## PROMOTING CONSUMPTION

The ICO and the SCAE-UK Education Coordinators joined forces in 2015 to create a series of coffee education events at the ICO's conference facilities in London entitled 'The Coffee Sessions'.

The Coffee Sessions aim to drive interest in coffee quality, to improve standards and to shorten the distance between farmer, roaster, barista and consumer. These events also provide networking opportunities for professionals and consumers alike – an opportunity for the various disciplines to cross the boundaries to new topics of interest.



## PRIVATE SECTOR COOPERATION

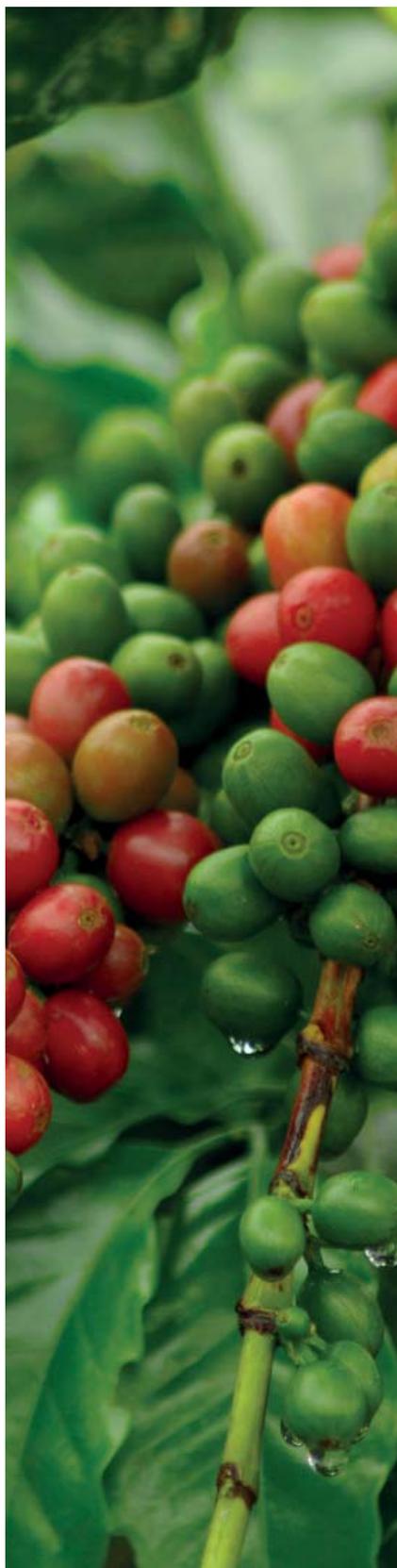
The ICO engages with the private sector through the Private Sector Consultative Board (PSCB), which meets twice a year during the Council sessions. The PSCB consults with and advises the Council on issues relevant to the coffee sector, and provides a platform for the representatives of private sector organisations of producing and consuming countries. It was chaired in 2014/15 by Mr Ric Rhinehart of the Specialty Coffee Association of America (SCAA).

One of the main issues discussed by the PSCB over the course of the year was the issue of coffee leaf rust, and its potential implications for the coffee industry. Specifically, the Board considered the work of World Coffee Research (WCR) in the USA and the Coffee Rust Research Centre (CIFC) in Portugal in developing rust resistant coffee varieties, and the urgent need to continue funding this work in the future. The CIFC, in particular, was at severe risk of closing down due to budget cuts.

The Board followed closely the Partnership for Gender Equity initiative, created by the Coffee Quality Institute (CQI). The CQI presented an initial summary report titled 'The Way Forward: Accelerating Gender Equity in Coffee Value Chains', which laid out the case for gender equity and offered recommendations for action.

Finally, the PSCB considered issues affecting coffee and health, including recent developments in the European Union concerning the effect of caffeine on health, and the impact of acrylamide in food, which could potentially have a significant effect on the coffee market.

## STATISTICS



In accordance with Resolution 420, the Organization continues to monitor and report on gradings of the futures exchanges for both Arabica and Robusta coffees, as well as on the implementation of the Coffee Quality-Improvement Programme (CQP). In 2014 the volume of green coffee exported and in compliance with the Resolution totaled 68.7 million 60-kg bags, compared to 68.8 million bags in 2013.

The volume of organic and differentiated coffee exports reported by exporting Members based on both Certificates of Origin and Statistical Reports, continued to grow. Inventories held in European ports and collected by the European Coffee Federation continue to be incorporated in the Organization's database.

Compliance with the provision of statistical data by exporting Members fell during the year and, on average, 68% achieved full or satisfactory compliance with the Rules on Statistics, while importing Members achieved 96%.

The Secretariat has increased its efforts to contact exporting Members in a further attempt to improve the provision of statistical data. A 'manual on compliance' for exporting Members is available on a USB memory stick from the Statistics Section. This can also be viewed on the ICO website.

Policies on the dissemination of data were reviewed and endorsed. Conversion factors were also discussed and remain on the Agenda of the Statistics Committee.

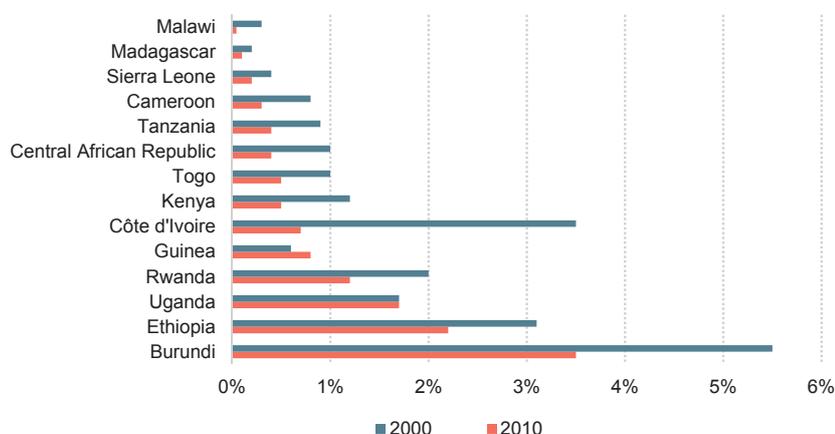
### **STATISTICS ROUNDTABLE**

The ICO Statistics Roundtable is composed of the ICO statistics team and experts from across the coffee sector, including analysts, consultants and traders. The purpose of the Roundtable is to examine ICO statistics rigorously, comparing them to other sources and discussing their accuracy. All participants in the Roundtable are required to share their own statistics, but these are treated in the strictest confidence. The Roundtable met twice in 2014/15, focusing mostly on production numbers in exporting countries, and on differences in stock estimates. The results of these discussions were then reported to the Council.

### SUSTAINABILITY OF THE COFFEE SECTOR IN AFRICA (ICC-114-5)

The study addresses the question of whether coffee growing is sustainable in Africa. A sustainable development is a process that takes into consideration three pillars: economic sustainability, social sustainability and environmental sustainability. Sustainability in the coffee sector refers to a way of assessing the well-being of coffee farmers as well as a conservation policy for the environment and the promotion of social equality. More precisely, a sustainable coffee farmer will meet long term environmental and social goals while being able to compete effectively with other market participants and achieve prices that cover his production costs and allow him to earn an acceptable profit margin. The study uses the main indicators of sustainable development to assess the situation in the African coffee sector. The coffee plant is indigenous to Africa, and it was in Ethiopia that the habit of drinking coffee first developed. The two botanical varieties, Arabica and Robusta originate from Africa. Africa is the region with the largest number of coffee producing countries and has the largest number of coffee farmers at over 12 million, representing 54% of the world total. But its production has declined over the last 25 years following the end of the coffee market control mechanism of export quotas.

**Graph 1: Share of coffee of total exports value of all commodities**

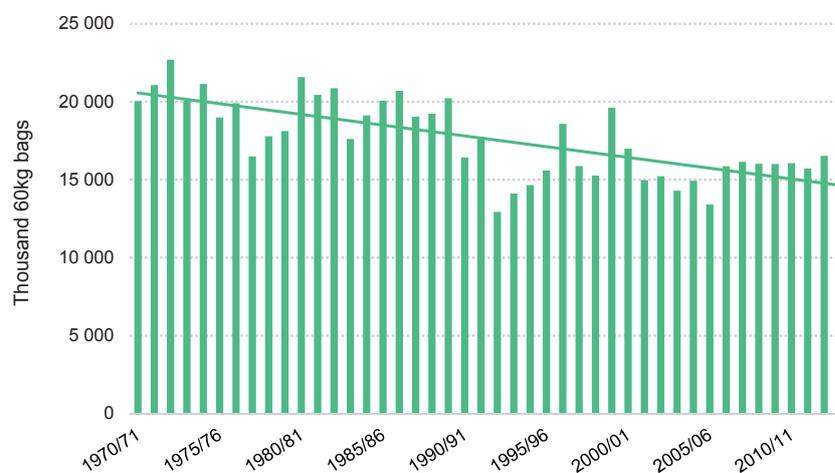


The average annual production under the free market era is 15.7 million bags compared to 19.7 million bags in the regulated period under quotas. Its share of world production has thus decreased from 27.2% in the 1970s to an average of 16% in the 1990s and 13.1% in the 2000s.





**Graph 2: African production since crop year 1970/71**

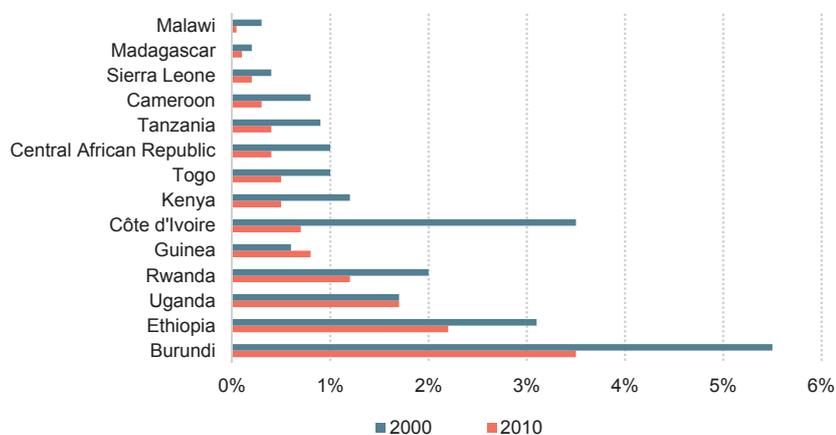


A number of factors led to the decline in production. It was initially attributable to structural factors such as low yields and ageing coffee trees. Although several initiatives have demonstrated the potential gains, it will take time to transform the coffee industry across Africa to comply with international sustainability standards. For instance, productivity is still too low to be able to promote sustainable coffee production in the case of long periods of low prices.

#### **SUSTAINABILITY OF THE COFFEE SECTOR IN AFRICA (ICC-114-5 Rev. 1)**

This study is an update of a previous study presented in document ICC-114-5. It analyses the dynamics of the coffee sector in Africa and highlights the main challenges to its sustainability. Twenty-five countries produce coffee in Africa as opposed to 11 in Asia & Oceania, 12 in Mexico & Central America and 8 in South America. All African countries except Ethiopia and Uganda experienced declining coffee production since the end of market control mechanisms. Therefore, the development of a sustainable coffee industry in Africa faces a number of challenges at all stages in the value chain from production to final consumption. These challenges include low farm productivity, low adoption of new technologies, the absence or reduction in support services for small scale farmers, poor organization of coffee farmers, ageing of the farming population and absence of young people in coffee farming, and limited access to finance. In addition to the many constraints, farmers in Africa, as in other continents, must also address the challenges posed by climate change. Changes in annual rainfall patterns or erratic changes in temperature impact negatively on agricultural production, including proliferation of diseases and pests and the subsequent drop in productivity. The main challenge is how to move the African coffee sector from a subsistence to an entrepreneurial sector. Coffee farmers need sustainable income generation and long-term security of livelihood.

### Share of coffee in the GDP of selected producing countries in Africa



### THE IMPACT OF THE PRICE OF OIL AND THE US DOLLAR EXCHANGE RATE ON COFFEE PRICES (ICC-115-6)

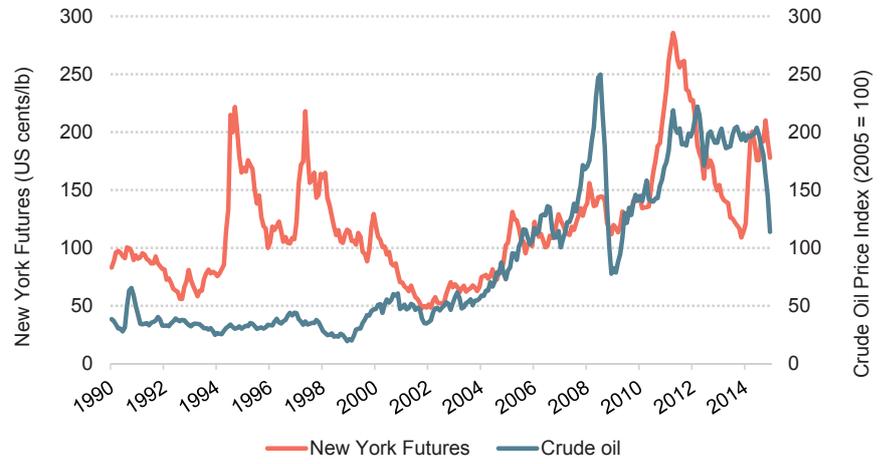
The study conducted a comparative analysis between the price of coffee and two other economic variables: the price of oil products and the US dollar exchange rate in relation to the national currencies of selected coffee exporting countries. It covers the period from January 1990 to December 2014 which corresponds to the era of free trade following the abandonment of the regulated quota market system which was in place previously. The reference prices for coffee were the average of the second and third positions on the New York and London futures markets. The study indicates that in the long period from January 1990 to December 2014 there is no determining relationship between the price index of crude oil and coffee market prices. As for US dollar exchange rates of the currencies of the selected exporting countries, it is not possible to establish a significant relationship with the price of coffee and the movements of the exchange rates against the US dollar.

From January 2002 to December 2014 there were many strong negative correlation coefficients between the price of coffee and the exchange rates of several currencies in relation to the US dollar. In particular, this concerns the euro, the Brazilian real, and the Colombian peso. A strong US dollar in relation to these currencies coincides with a fall in the price of coffee. On the other hand, the relationship is strongly positive in the case of the national currencies of Ethiopia, Mexico, Uganda, and Vietnam, indicating that the exchange rates in relation to the US dollar and the price of coffee develop in the same direction. In the majority of cases a strong dollar causes a fall in the price of coffee and vice versa.

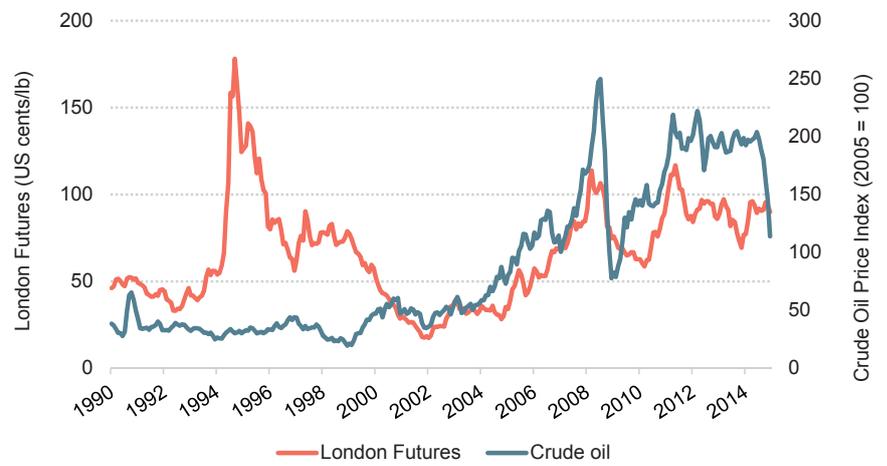




**Graph 1: Crude oil price index and New York futures price (January 1990 – December 2014)**



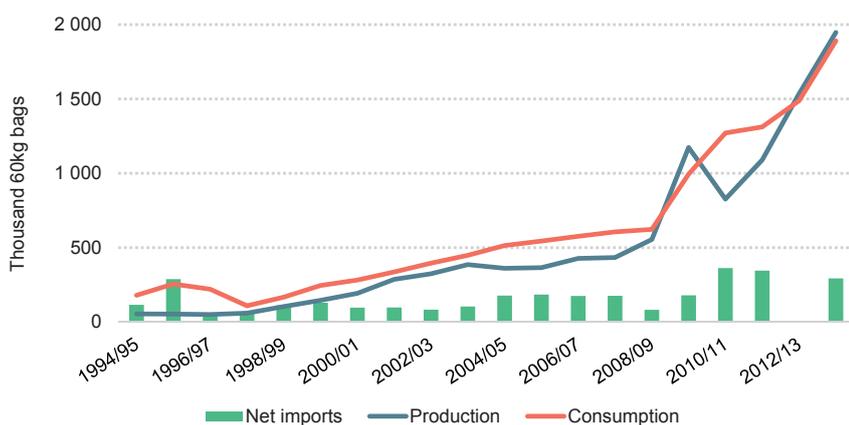
**Graph 2: Crude oil price index and London Futures price (January 1990 – December 2014)**



## COFFEE IN CHINA (ICC-115-7)

In recent years, both the production and consumption of coffee in China have been growing at double-digit rates, and show few signs of slowing. It is estimated that China now produces more coffee than Kenya and Tanzania combined, and consumes more than Australia. As the economy of China continues to grow, the pool of consumers with disposable income expands, and demand for coffee rises accordingly. Although still predominantly a tea-drinking nation, China is rapidly developing a taste for coffee, which could have significant implications for the world market. As can be seen in the graph below, coffee production and consumption in China have been growing rapidly over the last 20 years, and have followed a very similar path.

### Production, consumption and net imports of coffee by China



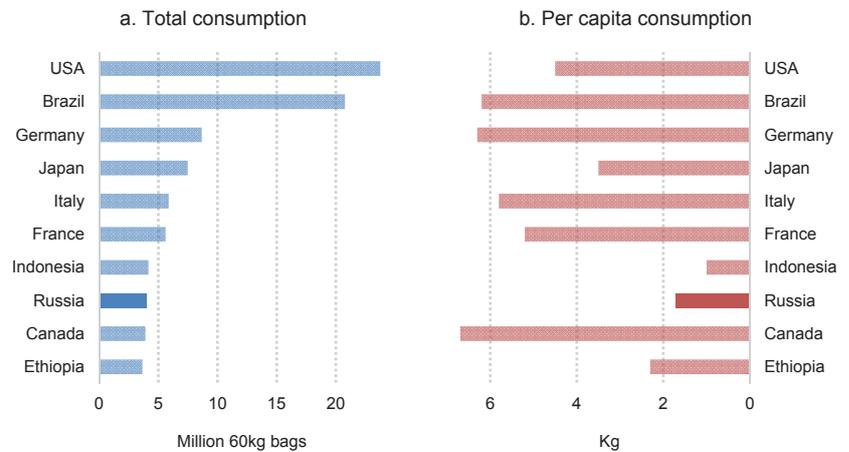
However, the coffee produced in China is Arabica, which is mostly exported, while consumption is heavily dominated by Robusta, which is imported from nearby producers. The overall effect on the global coffee market (i.e. net imports) is therefore marginal. However, given the rapid growth rates of both supply and demand, it is important to continue monitoring the Chinese coffee market, as it could soon become very influential.





### COFFEE IN THE RUSSIAN FEDERATION (ICC-115-8)

The coffee market in Russia has been developing significantly over the last 20 years, and is now the eighth largest coffee consumer worldwide, and one of the largest markets for soluble coffee. Total consumption in Russia reached just over 4 million bags in 2014, more than double its level of 2000. This gives a per capita consumption of around 1.7kg, which is relatively low compared to other major consumers, showing the potential for further growth.



The national market is dominated by soluble coffee beverages, but the expansion of international coffee chains, along with some domestic outlets, is driving new demand for fresh coffee. Nevertheless, Russia is still a traditionally tea-consuming nation, which accounts for nearly two thirds of the hot drinks market. Further potential for growth in coffee will be dependent on economic growth, and will likely be concentrated in more niche segments such as coffee pods and out-of-home consumption.

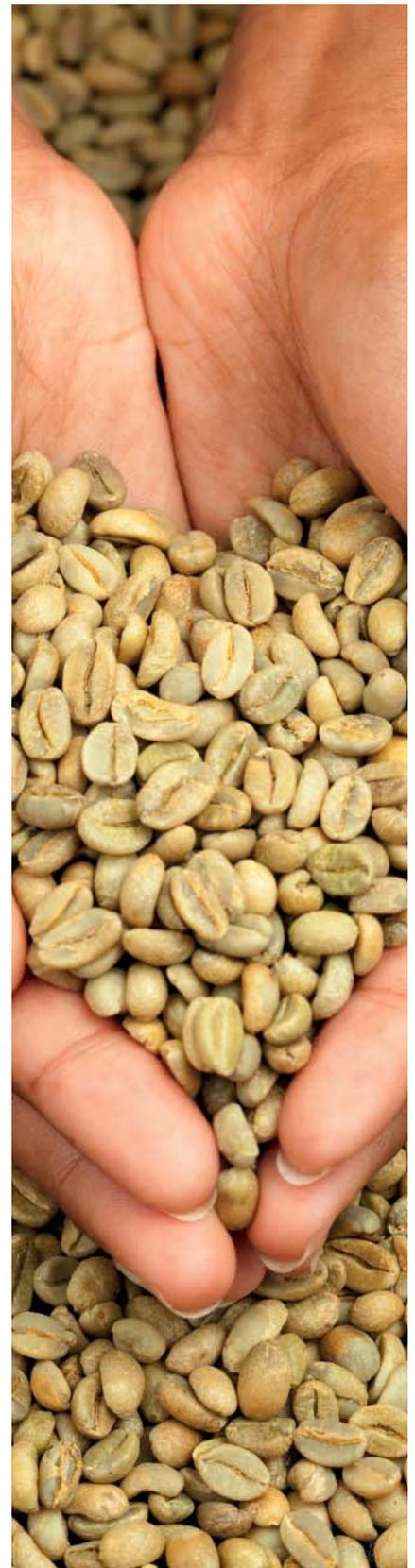
For many across the coffee world, whether farmers or civil servants, traders or market analysts, scientists or academics, the ICO Library represents the first port of call when seeking reliable and current information on every aspect of the industry. With that in mind, the Library has continued to expand and refine its operations to provide a full service to users, responding to new requests for information across a wide range of coffee-related subjects, both traditional and online.

The Organization's principal research tool is the Coffeeline database, a searchable online catalogue of material identified and processed by the section from 1973 through to the present. Materials prior to this date are only available from the reference Library and are now being processed and added to the database so they can be also searched online.

In coffee year 2014/15, apart from the United Kingdom, visitors coming to use the Library travelled from France, Poland, Spain and the Netherlands. Coffeeline was used by people across the world and online requests for information exceeded 2,000, from over 80 different countries.

The gathering, processing and dissemination of information are important in the coffee community. Anyone can benefit from the ICO's Library services, from young consumers to academics, to farmers and small cooperatives in remote areas of the globe.

#### LATEST ICO LIBRARY ACQUISITIONS



## FINANCE AND ADMINISTRATION



The ICO employs 23 people of 11 different nationalities. It is headed by Mr Robério Oliveira Silva, a Brazilian national who was appointed Executive Director in 2011. The ICO's Head of Operations, Mr Mauricio Galindo, from Colombia, resigned for personal reasons in July 2015 to return to his home country. His responsibilities have been undertaken by the Head of Finance and Administration, Mr David Moorhouse, on an interim basis. Ms Helen Wright, Secretariat Officer, resigned to move abroad after 16 years' service at the ICO. Two members of staff joined the Organization during the year: Ms Claire Selden as Senior Secretariat Assistant and Mr Christoph Sanger as Senior Economist.

The Organization is financed by contributions from Member Governments who pay a contribution based upon their average coffee exports or imports. The total expenditure budget amounted to £2.9 million in 2014/15.

The ICO's headquarters have been based at 22 Berners Street, London W1 for over 45 years. The space occupied by the ICO was reduced by a third in 2012. At the same time, the third which had previously been occupied by the Organization and which continues to be let under a lease expiring in March 2017, was refurbished. The latter was sub-let to a US headquartered, publicly listed company under the terms of a sub-lease which expires at the same time as the Organization's head lease. The Council decided in September 2014 in principle to vacate the premises at 22 Berners Street upon the expiry of the lease. A search is being undertaken for new premises in the London area and a decision is expected to be taken in late 2016.

The ground floor consists of a large, parliamentary style conference room which can accommodate up to 280 people with built-in facilities for interpretation. The ICO continues to hold its regular meetings, seminars and other conferences at these facilities. At the same time it generates revenue by hiring out the facilities to external bodies through a professional conference organiser.



# International Coffee Agreement 2007

Exporting Members	Date of Deposit	Exporting Members	Date of Deposit
 Angola	22 September 2009	 Liberia	6 October 2009
 Bolivia, Plurinational State of	10 April 2012	 Madagascar	26 November 2014
 Brazil	2 February 2011	 Malawi	18 July 2012
 Burundi	21 September 2009	 Mexico	8 April 2010
 Cameroon	17 September 2012	 Nicaragua	12 August 2009
 Central African Republic	24 August 2010	 Panama	12 March 2009
 Colombia	2 December 2008	 Papua New Guinea	6 November 2009
 Costa Rica	11 December 2009	 Paraguay	21 August 2013
 Côte d'Ivoire	15 October 2008	 Peru	14 December 2015
 Cuba	4 December 2008	 Philippines	29 March 2011
 Democratic Republic of the Congo	14 December 2015	 Rwanda	17 May 2012
 Ecuador	30 September 2008	 Sierra Leone	5 May 2011
 El Salvador	4 December 2008	 Tanzania	22 September 2009
 Ethiopia	8 July 2010	 Thailand	4 August 2009
 Gabon	25 February 2009	 Timor-Leste	5 January 2009
 Ghana	17 August 2009	 Togo	21 September 2010
 Guatemala	23 March 2011	 Uganda	1 March 2010
 Honduras	7 June 2010	 Vietnam	28 August 2008
 India	22 September 2008	 Yemen	14 July 2010
 Indonesia	5 February 2009	 Zambia	3 August 2011
 Kenya	22 May 2008	 Zimbabwe	24 May 2012

## Membership as at 31 December 2015

42  
Exporting Members

8  
Importing Members

## Importing Members

Importing Members	Date of Deposit
 European Union	17 June 2008
 Japan	23 July 2015
 Norway	21 September 2010
 Russian Federation	24 April 2015
 Switzerland	11 September 2009
 Tunisia	21 September 2010
 Turkey	28 March 2011
 United States of America	28 August 2008

## Signatory Governments

Signatory Governments	Date of Signature
 Benin	23 September 2009
 Guinea	2 July 2008
 Nigeria	21 July 2008



## International Coffee Organization

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