Colombian Coffee: Differentiation, Differentiation, Differentiation

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Video: Colombia Land of Diversity
Vision & Differentiation
Quality & Productivity
1732 – Coffee was brought to Colombia through Venezuela

1736 – Jesuits priest named Francisco Romero is attributed to have been very influential in the propagation of the crop. After hearing the confession of the parishioners of the town of Salazar de las Palmas in Santander, he required as penance the cultivation of coffee.
1835 – First bags exported from Cucuta (2,592, 60kg bags)

1850 – Coffee production expands to other Colombians regions
1910 – Colombian coffee production was 600,000, 60kg bags. (80% produced in Santander)

1927 – Founding of the Colombian Coffee Growers Federation (FNC) as an organization to protect the interest of coffee growers
1928 - Creation of the Extension Service to assist Colombian coffee growers

1929 – FNC builds warehouses to store and manage coffee
1930 – First FNC office open in New York. Representation, marketing & promotion and international image

1933 – **International vision**: Condor Coffee, the first brand 100% Colombian Coffee
1938 – Creation of the National Coffee Research Center, CENICAFe. Initially funded with US$250,000, close to US$4,500,000 today

1940 – Creation of the National Coffee Fund.
1957/58 – Coffee external price collapsed

What did we do?

1958 – Implementation of the purchase guarantee. FNC guarantees to all Colombian coffee growers the full purchase of their harvest at a fair and transparent price that is based on current international prices.
Tell the consumer that our coffee is better than all others.
1959 – The birth of El Exigente and Juan Valdez

1960 – Juan Valdez was launched in the New York Times
1965 – ALMACAFE is founded to ensure logistics, quality and verify the origin of 100% Colombian Coffee

1981 – 100% Colombian Coffee Program
Juan Valdez re-launched as a new global logo to support coffee brands its 100% Colombian origin
1989 – The end of the International Coffee Agreement changing the “quota” system to a completely free market system.

1995 – FNC established the *Specialty Coffee Program* to identify, promote and develop specialty coffees in Colombia. 43% of FNC exports are specialty coffees (2017) vs 16% Colombia (2016)
Avancemos en la estrategia por la rentabilidad del caficultor

1997 – Coffee Growing Information System, SICA

2002 – The Green Book
2002 – Juan Valdez coffee shops

2005 – Coffee becomes the first Colombian product that formally received a Denomination of Origin
2017 – Hosted the First World Coffee Producers Forum

- 1,351 Event attendees
- 44 Countries
- 4 Languages
- Main Conference: Jeffrey Sachs
  - 3 Panels - 24 Participants
Sustainability has always been a priority... Just in 2018

FNC received one of the Rainforest Alliance Sustainable Standard-Setters Awards 2018

The Coffee Quality Institute (CQI) awards its 2018 Leadership Medal of Merit to the FNC

Manos al Agua Project: Implemented by FNC as part of a public-private partnership, received the Specialty Coffee Association (SCA) Sustainability Award 2018
Next Step: 100 – 100

➢ First 100% Sustainable Coffee Origin in the World

➢ In 2027 – FNC’s 100th Birthday

Economic  Environmental  Social
Gracias