



**2<sup>nd</sup> Consultative Forum on Coffee  
Sector Finance**

**London, 6 March 2012**

1. The Executive Director presents his compliments and has the pleasure of inviting Members, Private Sector Consultative Board (PSCB) associations and observers to attend the 2<sup>nd</sup> Consultative Forum which will take place on Tuesday, 6 March 2012 from 14:30 – 18:00. The event will be chaired by Ms Amy Karpel of the USA and will take place at the headquarters of the Organization at 22 Berners Street, London W1T 3DD, during the week of the 108<sup>th</sup> Session of the Council (information about these meetings is contained in document ED-2126/11). Simultaneous interpretation will be provided in English, French, Portuguese and Spanish.
2. The objective of the event is to discuss the role that producer associations, governments and other entities (e.g. the private sector, non-profit organizations or public-private partnerships) play, or could play, in making risk management and financing tools more accessible, and more workable, for small- and medium-sized growers. A copy of the statement of the problem developed by the Core Group established by the Council in September 2011 is attached (originally circulated in ED-2129/12), together with a preliminary draft programme. The Executive Director wishes to recommend representation at the event by all ICO Member Governments and encourages those in attendance to engage in a robust discussion on this important topic.
3. The event is free of charge and is open to ICO Members, representatives of PSCB associations and invited observers. For all other participants from interested institutions, there is a registration fee of £50 to help defray costs.

**Registration**

4. If you would like to attend, please complete and return the attached form to the ICO **by 24 February**, either by email: [deschamp@ico.org](mailto:deschamp@ico.org), or by fax: +44 (0) 20 7612 0630. Members who have already sent their credentials do not need to complete the attendance form.

**2<sup>ND</sup> CONSULTATIVE FORUM ON COFFEE SECTOR FINANCE**  
**6 MARCH 2012**

**Statement of problem**

1. One of the central themes that emerged from the 1<sup>st</sup> Consultative Forum on Coffee Sector Finance in September 2011 was the important role that intermediaries can play in furthering small- and medium-scale growers' understanding of and access to risk management and finance tools.

2. During the Forum, the Governments of Mexico and Brazil, as well as representatives of producer organizations in Colombia and Guatemala, highlighted programmes where they have successfully mitigated price volatility for coffee growers in their countries. Panel participants, Mr David Browning of TechnoServe and Mr Oscar Schaps, also provided examples from the private sector, non-profit organizations, and public-private partnerships that improved small- and medium-scale growers' ability to understand and access risk management tools. Additionally, Members expressed interest in expanding this theme to address challenges faced by small- and medium-scale growers in gaining access to credit and other means of finance.

3. The Core Group has selected the following topic for the March 2012 Forum meeting:

The role that producer associations, governments and other entities (e.g. the private sector, non-profit organizations or public-private partnerships) play, or could play, in making risk management and financing tools more accessible, and more workable, for small- and medium-sized growers.

4. In addressing this topic, presenters might address how producer associations, cooperatives, governments and other entities:

- Effectively communicate with farmers about the benefits of risk management products and achieve buy-in
- Overcome financial literacy and communication barriers
- Create enabling environments that generate innovative products and methods
- Attract lenders and other sources of finance to serve small- and medium-sized farmers

- Improve farmers' understanding of debt practices and insurance products
- Adapt technologies that improve productivity and access to market information for small- and medium-sized coffee growers
- Disseminate information on past lessons learned and best practices

## **Methodology**

5. It is envisaged that the Core Group will invite a number (probably no more than 5) of experts to address the topics, each giving a 10-15 minute presentation and engaging in an exchange of views and discussion with other speakers, ICO Members, observers and invited guests. The discussion will be led by a moderator who may or may not be the Chairman of the Core Group. Speakers will be briefed beforehand to ensure that they are aware that they will be engaging in a discussion rather than just a presentation. Core Group members in particular are encouraged to come prepared to engage actively in the discussion. During the session, the moderator should encourage participation by the Members present as well as from observers and invited guests.



## INTERNATIONAL COFFEE ORGANIZATION

### 2<sup>nd</sup> CONSULTATIVE FORUM ON COFFEE SECTOR FINANCE

#### PROGRAMME

Tuesday, 6 March 2012 (14:30 – 18:00)

**The role that producer associations, governments and other entities play, or could play, in making risk management and financing tools more accessible, and more workable, for small- and medium-sized growers**

- |               |   |
|---------------|---|
| 13:30 – 14:30 | <b>Registration</b>   |
| 14:30 – 14:35 | <b>Welcome and opening remarks:</b> Executive Director, ICO – Robério Oliveira Silva  |
| 14:35 – 14:40 | <b>Outline of the problems/issues:</b> Chairperson – Amy Karpel, USA  |
| 14:40 – 15:40 | <b>Presentations by:</b>  |
| 14:40 – 14:50 | Jawaid Akhtar, Chairman, Coffee Board of India  |
| 14:50 – 15:00 | Ernesto Fernández Arias, Undersecretary of Agriculture, Ministry of Agriculture, (SAGARPA), Mexico                                |
| 15:00 – 15:10 | Xinia Chaves, Vice Minister of Agriculture and Livestock, Costa Rica  |
| 15:10 – 15:20 | Edilson Alcântara, Director, Coffee Department, Ministry of Agriculture, Livestock and Food Supply, Brazil                        |
| 15:20 – 15:30 | Matt Horsbrugh, Head of Trading, Twin Trading Company   |
| 15:30 – 15:40 | Marc Sadler, Team Leader, Agricultural Finance and Risk Management Unit, Agriculture and Rural Development Department, World Bank |
| 15:40 – 17:45 | <b>Panel discussion</b>   |
| 17:45 – 17:55 | <b>Concluding remarks by individual panellists concentrating on their priorities for future discussion and exploration</b>        |
| 17:55 – 18:00 | <b>Summing up:</b> Chairperson  |



Conselho Nacional do Café





INTERNATIONAL COFFEE ORGANIZATION

22 Berners Street  
London W1T 3DD  
United Kingdom

**2<sup>ND</sup> CONSULTATIVE FORUM ON COFFEE SECTOR FINANCE**  
**6 March 2012 (14:30)**

**ATTENDANCE FORM**

**I will/will not\*** attend the above event on 6 March 2012 (a separate form should be completed for each participant).

Name of ICO Member country/PSCB association/observer: .....

Name: .....

Position: .....

Organization/company: .....

Phone: .....

Fax: .....

Email: .....

**The event is free of charge to ICO Members, representatives of the PSCB associations and invited observers. For all other participants, there is a registration fee of £50 payable in cash or by cheque.**

***To be completed by fee-paying participants only:***

*( ) I enclose a registration fee of £50 (N.B. cheques must be drawn on a UK bank payable to the International Coffee Organization)*

*\* Please delete as appropriate*

**Please return to:**

The Executive Director  
International Coffee Organization  
22 Berners Street  
London W1T 3DD  
United Kingdom

Tel: +44 (0) 20 7612 0600  
Fax: +44 (0) 20 7612 0630  
Website: [www.ico.org](http://www.ico.org)  
Email: [deschamp@ico.org](mailto:deschamp@ico.org)