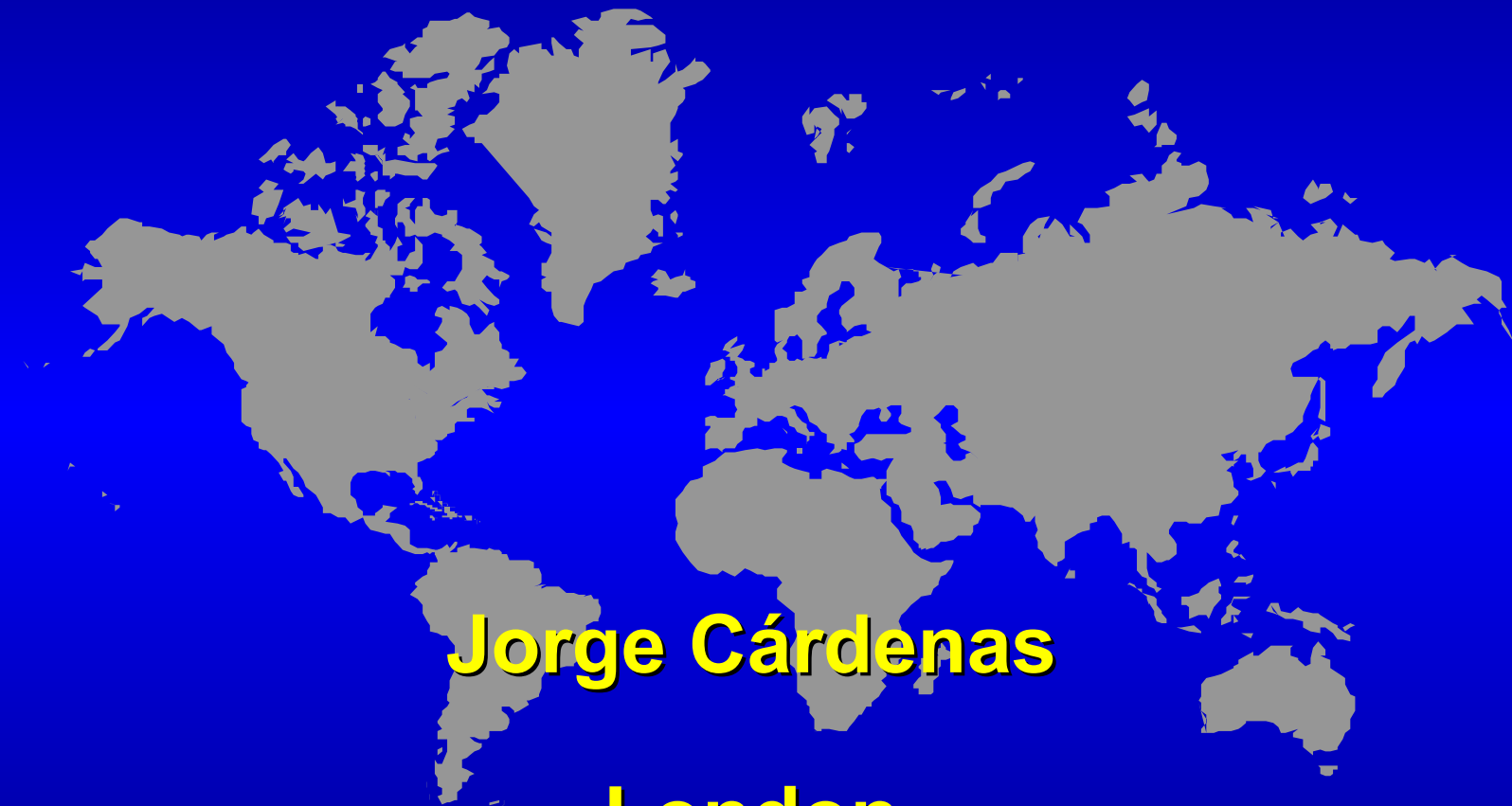


Conclusions



Jorge Cárdenas

London

May 19, 2001

This conference is taking place at probably the most critical time ever for the coffee industry.

This crisis has been particularly severe for coffee growers who have seen their earnings substantially reduced in the recent years.

The conference has succeeded in reestablishing the dialogue and the analysis about the world coffee situation.

It has brought together all the relevant actors: politicians, business and academic community, as well as multilateral agencies.

It has been emphasized that the crisis is of an structural nature, given the unbalance between supply and demand.

This unbalance has resulted in a continuous price and income deterioration for coffee growers.

Given the economic and social implications of the crisis, there have been strong appeals to find a concerted political solution.

This solution requires initiatives and new actions in order to facilitate better incomes for coffee growers.

One issue that has been repeatedly mentioned refers to the need to increase consumption.

In order to reach that goal we require actions in:

- **Promotion**
- **Quality**

The existing coffee institutions, national and international, should play an important role in the development and implementation of these initiatives.

The ICO and the ACPC are the natural instruments of cooperation and dialogue. They should be preserved.

Globalization is irreversible. We need to ensure that the benefits are shared by all.

Developing countries require:

- **Better market access.**
- **Fair competition.**
- **Access to financial resources and new technologies.**

**In order to ensure the sustainable
development of the coffee industry
we require:**

Increase productivity and value added

Strong and flexible institutions

**Better use of the market instruments
(futures and risk management).**

**Improve information to the consumer
(quality and health)**

The Task Ahead

Immediate Action

This conference is a landmark. We have new ideas and a will to deal with the current situation.

Governments, coffee authorities and the business community should explore now all possibilities with imagination and creativity in order to shape a better coffee world.

End