

Coffee trends in Europe

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ICO World Coffee Conference

18 May 2001

Subjects



- ⌘ A few facts and figures
- ⌘ Food safety: the major trend

EU imports of green coffee

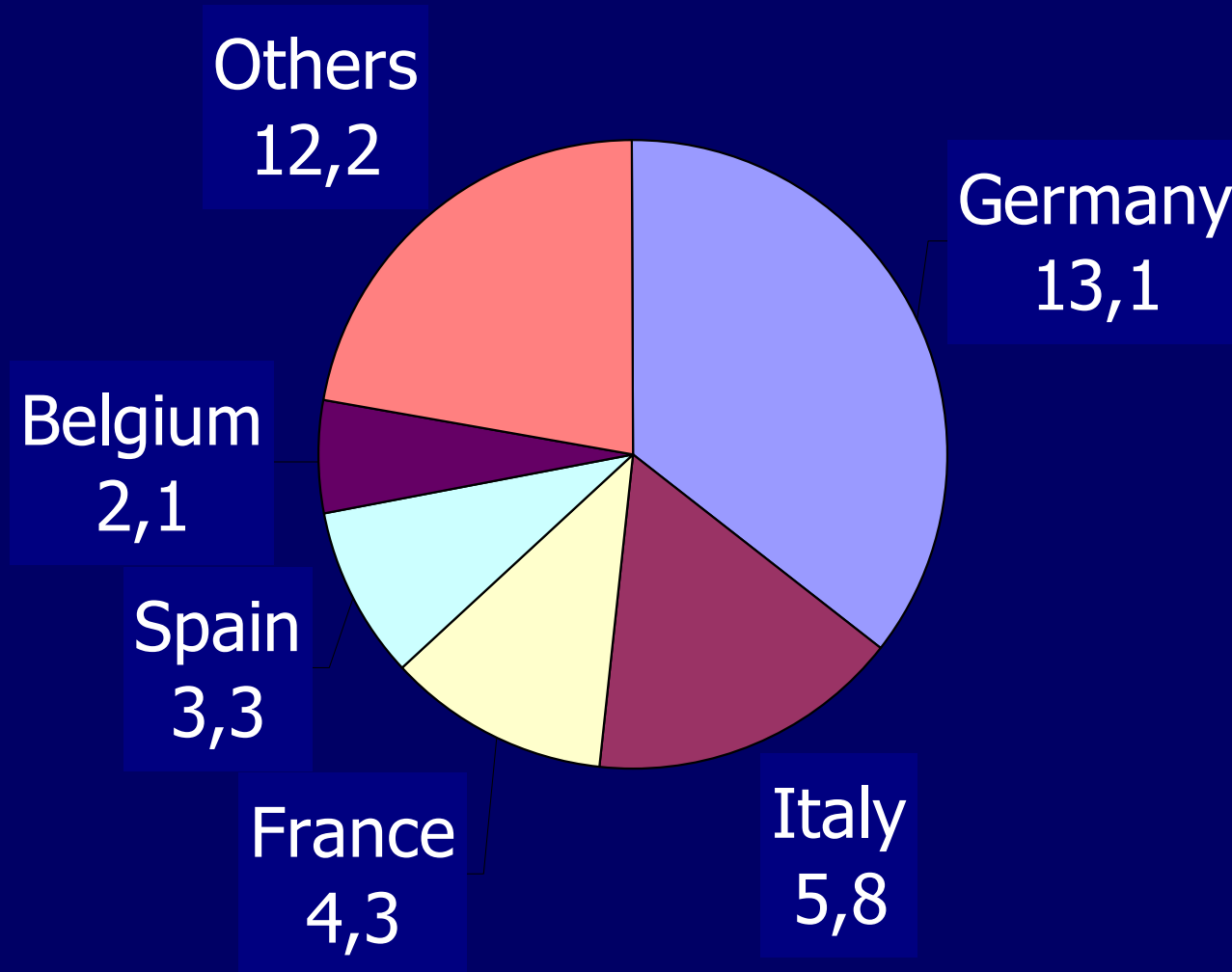
Volume (mln bags)		change
<u>1999</u>	<u>2000</u>	
37,4	36,8	-1,7%

Value (bln EUR)		
<u>1999</u>	<u>2000</u>	
4,2	4,1	-3,3%

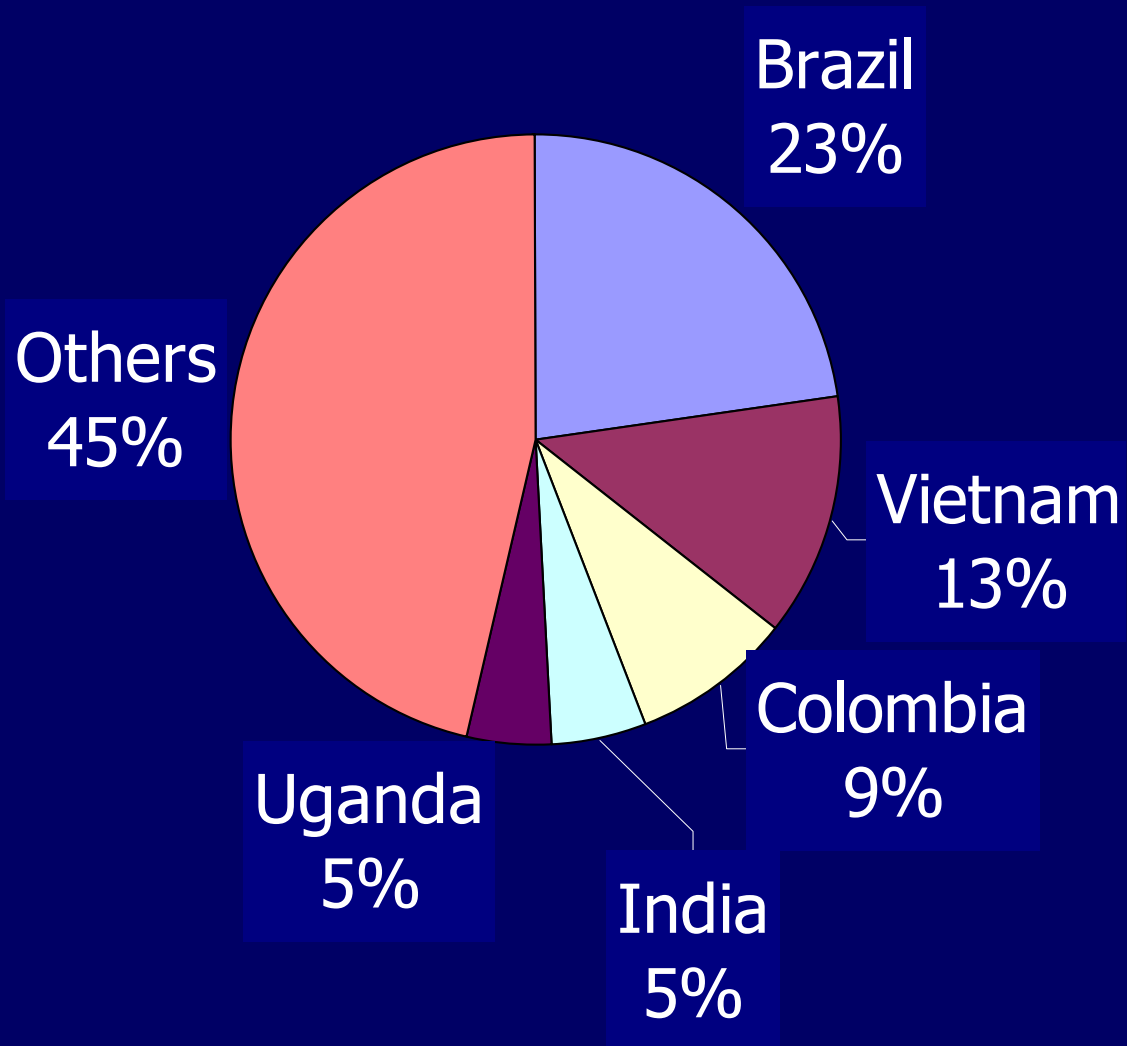
(source: EUROSTAT)

'Top 5' importers in 2000

(x 1 000 000 bags)



'Top 5' origins in 2000 (%)



Food safety

⌘ Food scares: BSE, dioxin, salmonella, FMD

⌘ Effects:

▣ eroding consumer confidence

▣ stricter legislation 'from farm to fork'

⌘ HACCP (Hazard Analysis and Critical Control Points)

⌘ Traceability

Need for co-operation

'From farm to fork' food safety issues require co-operation of all links in the chain:

- ☒ growers
- ☒ exporters
- ☒ traders
- ☒ roasters

to strengthen consumer confidence and thereby contribute to a sound total coffee market.