



**INTERNATIONAL
COFFEE
ORGANIZATION**

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Expo Milan 2015

**The Coffee Legacy, an appendix to
La Carta di Milano**

Background

The Chairman of the Promotion and Market Development Committee presented the attached document to the Committee which agreed to present it to the Council.

Action

The Council is requested to take note of the document.

EXPO MILAN 2015
THE COFFEE LEGACY, an appendix to LA CARTA DI MILANO

Expo Milan 2015 – with the presence of 40 coffee producing countries and most of the consuming countries, the Coffee Cluster, hosting over 9 million visitors, the First Global Coffee Forum and the International Coffee Day – represents a unique opportunity not only to celebrate coffee, but also to improve awareness and to promote healthy and sustainable growth in the coffee growers community.

The idea to create a Coffee Legacy Document was born and developed in its very first stages at working table n.23 ('In Cluster: An Innovative Model') for the Carta di Milano.

The declaration, drafted in the footprint of the Belo Horizonte document, acknowledges that:

“Coffee is extremely important to the rural communities which grow it, as it contributes to economic and social development.

At the same time, coffee brings well-being, pleasure and health to consumers.

This process represents a virtuous circle between the well-being generated by the consumer response and the economic value benefiting producing countries.

This virtuous circle must be nurtured and accelerated by increasing product value with quality, differentiation and sustainability.

Knowledge sharing and financing, enabling coffee growers to implement the needed changes and to address the potential threats, is of paramount importance to producing countries.

Continued work and expansion of partnerships between the public and private sectors are key to creating the conditions for change and being able to respond to the sustainability of the industry, including climate change, which is one of the main challenges for coffee growers.”