



**INTERNATIONAL
COFFEE
ORGANIZATION**

ICC Resolution 465

20 September 2018
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International Coffee Council
122nd Session
17 – 21 September 2018
London, United Kingdom

Resolution number 465

APPROVED AT THE SECOND PLENARY MEETING,
20 SEPTEMBER 2018

COFFEE PRICE LEVELS

CONSIDERING:

That current market price levels do not allow coffee growers in most producing countries to cover their production costs, compromising their economic sustainability;

And further that current prices do not reflect the physical market fundamentals;

That consumption is a key instrument to guarantee the economic viability of the coffee value chain;

That the World Coffee Producers Forum has already expressed its concern about the producers' situation and will continue to address this issue in its next meeting in Brazil, July 2019,

THE INTERNATIONAL COFFEE COUNCIL

DECIDES:

1. To launch a global communication plan targeted at consumers, together with producers, the coffee industry, opinion makers, and other stakeholders, using social media and other means of communications in order to show the economic reality of the coffee sector – from the producer to the final consumer – as of the International Coffee Day, October 1st 2018.

2. To instruct the ICO to promote dialogue among all stakeholders in the coffee value chain to ensure the economic sustainability of the coffee producers.
3. To instruct the ICO to ensure that there is an effective exchange between Member countries of national public policy initiatives promoting economic sustainability.
4. To change the priorities of the ICO Strategic Plan to address 'Profitability: Consumption and Productivity' in the coffee year 2018/19.
5. To include the promotion of consumption as a guideline in all action plans of the ICO aiming to implement the 2030 Agenda for Sustainable Development;
6. To encourage exporting Members to adopt programmes to further raise their internal consumption level and encourage the ICO to support initiatives to explore alternative uses for low-grade coffee, in line with Item 9, Resolution 420.
7. To urge the Executive Director to further strengthen ties with the international roasting industry as a matter of urgency, in order to gain support for the implementation of this resolution.