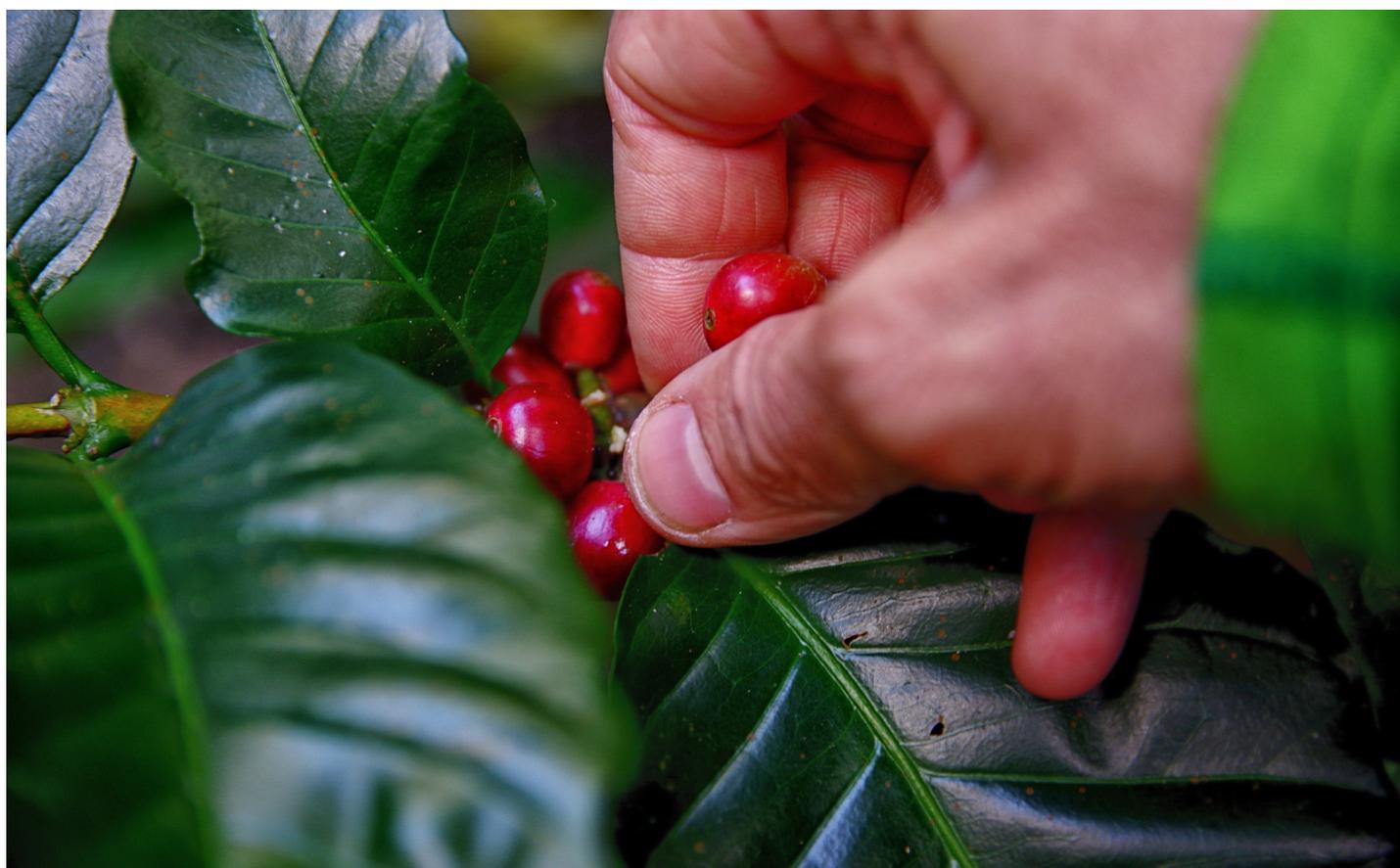


SEMINAR AS PART OF THE 124TH SESSION OF THE  
INTERNATIONAL COFFEE COUNCIL

# COFFEE: HOW SUSTAINABLE IS OUR FUTURE?



**25 MARCH 2019  
KENYATTA INTERNATIONAL CONVENTION  
CENTRE  
HARAMBEE AVENUE  
NAIROBI  
KENYA**

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ED-2297/19

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# BACKGROUND

As part of the 2030 Sustainable Development Agenda, availability of sustainable coffee and prosperity for the entire chain depends on solutions and resources available to achieve optimum productivity, quality, efficiency in a conducive business environment while pursuing economic, social and environmental sustainability.



This Seminar will bring together top 'coffeepreneurs' and experts from Africa and around the world including governments, farms, traders, industry, academia, research and international organizations - who will be sharing their knowledge and experience, showcasing innovations and interacting with the audience to identify viable and thought-provoking solutions for a sustainable, prosperous future for all coffee stakeholders and consumers. Special attention will be given to the fundamentally important aspects of profitability along the value chain, in line with the thematic focus of the International Coffee Organization for coffee year 2018/19.

This one-day Seminar will be interactive and conducted with panel sessions in Davos style\*. It will address the most pressing coffee sustainability issues and identify recommendations for concrete follow-up and action by public and private stakeholders. It will also be part of and contribute to the consultative process launched by the ICO to identify innovative solutions to address coffee price levels and sustainability to be submitted to coffee sector CEOs at the Forum planned in London during the 125th International Coffee Council in September 2019.

This Seminar is a concrete example of the collaboration between the ICO and the Global Coffee Platform (GCP), as envisaged within the MoU signed in September 2017, and the host Government of Kenya.

\* Davos style: each speaker makes a 5-minute introduction, followed by discussions in the panel and with the audience. No powerpoint presentations or formal speeches will be used, to foster an open debate and lively interaction.

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# PROGRAMME

## 8:00 - 8:30: Registration and networking

## 8:30 - 9:30: Opening

- Welcome: **Professor Hamadi Iddi Boga** - Principal Secretary, State Department for Agricultural Research (Kenya)
- Opening remarks: **Ms Annette Pensel** - Executive Director, Global Coffee Platform
- Opening remarks: **Mr José Sette** - Executive Director, International Coffee Organization
- Keynote address: **Hon. Mr Mwangi Kiunjuri** - Cabinet Secretary, Ministry of Agriculture, Livestock, Fisheries and Irrigation (Kenya)

## 9:30 - 11:00: Panel I

### Regional focus: Sustainable coffee in Africa production, consumption and value addition

Moderated panel discussion (60 min) with audience engagement (30 min).

Focus on showcasing the concrete example of Africa's efforts to halt decline in production and increase production in the next years (coffee sector reform, national platform creation, farmer training and services, Economic Viability Study identifying improvement areas e.g. increase farmer share of FoB price) – share success factors and best practice as inspiration for other (African) countries.

Moderator: **Dr Andrew Karanja** - Kenya Coffee Sub-sector Implementation Committee

Panellists:

- **Professor Joseph Kieyah** - Chairman, Kenya Coffee Sub-Sector Implementation Committee
- **Dr Joseph Kimemia** - Vice Chairman, African Fine Coffees Association and Kenya Chapter Chair
- **Ms Margaret W. Mithamo** - President, International Women's Coffee Alliance (IWCA) Kenya Chapter
- **Dr Adugna Debela** - Director General, Ethiopian Coffee & Tea Development & Marketing Authority
- **Ms Kavi Bailey** - Founder and CEO, Grande Paradé Coffee

## 11:00 - 11:30: Coffee break

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### **11:30-13:00: Panel II**

#### **Public-private collaboration to ensure the economic viability of coffee farming. Lessons from the Global Coffee Platform and others**

Moderated panel discussion (60 min) with audience engagement (30 min).

This panel will share concrete examples, success factors and challenges of public-private collaboration as a way to increase the economic viability of coffee farming. During the moderated discussion, expert panellists will provide insights and learning on new approaches for local action, for example via National Coffee Platforms and collective investments on identified sustainability gaps.

Moderator: **Dr Carlos Brando** - Chair, Global Coffee Platform

Panellists:

- **Mr Nguyen Do Anh Tuan** - Vice-Chair, Vietnamese Coffee Coordination Board & Director General of IPSARD, Vietnam
- **Mr Marcos Antonio Matos** - Director General, Conselho dos Exportadores de Café do Brasil
- **Mr Aginaldo José de Lima** - ABDI Agribusiness Consultant
- **Dr Emmanuel Iyamulemye Niyibigira** - Managing Director, Uganda Coffee Development Authority

### **13:00-14:30: Networking lunch**

### **14:30-17:00: Panel III**

#### **The future of coffee – Sustainability challenges of the coffee sector**

What will the future of the coffee sector look like in view of climate change and price levels that are not covering the costs for sustainable production from diverse farming systems and origins?

Moderated panel discussion (90 min) with audience engagement (60 min).

Moderator: **Mr Samuel Kamau** - Chief Executive Officer, African Fine Coffees Association

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Pannellists:

- **Mr David Browning** - CEO, Enveritas
- **Mr Juan Esteban Orduz** - CEO, Colombian Coffee Federation, Inc..
- **Mr Justin Archer** - East Africa COO & Head of Sustainability, Sucafina SAS
- **Mr Jonas Dallinger** - Adviser, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- **Ms Bridget Carrington** - Managing Director, C Dorman Ltd
- **Mr Ric Rhinehart** - Executive Director Emeritus, Specialty Coffee Association
- **Ms Ashlee Tuttleman** - Programme Manager Coffee - IDH Sustainable Trade Initiative

**17:00 - 17:30: Conclusions and recommendations**

- **Ms Annette Pensel** - Executive Director, Global Coffee Platform
- **Mr José Sette** - Executive Director, International Coffee Organization
- **Prof. Hamadi Iddi Boga** - Principal Secretary, State Department for Agricultural Research (Kenya)

## BIOGRAPHICAL DETAILS

**Prof. Hamadi Iddi Boga**



Born 03.12.1967 in Kwale Kenya. Hamadi Boga, is currently the Principal Secretary in the State Department of Agricultural Research since March 2018.

Before that he was a Professor of Microbiology at Jomo Kenyatta University of Agriculture and Technology (JKUAT) was the Acting Vice Chancellor of Taita Taveta University since 7th October 2016.

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He has a BSc in Botany and Zoology and MSc in Botany (Microbiology) from Kenyatta University in Kenya, PhD in Microbial Ecology and Microbiology from University of Konstanz, Germany and a Post-Doctoral Research stay at the Max Planck Institute for Terrestrial Microbiology in Marburg, Germany. He is also a Humboldt Fellow and was from 2010-2015 the Humboldt Ambassador Scientist for Kenya. Boga has previously, held various administrative positions in JKUAT including Chairman of Botany Department (2002-2004), Director of Institute of Biotechnology Research (2005), Dean of Faculty of Science (2007) and Principal of JKUAT Taita Taveta Campus in Voi (2007 to 2012). From 2012-2016 he was the Principal of Taita Taveta University College.

He has an extensive international and local network of scientific engagements and collaborations. He was a Board Member of the World Federation of Culture Collections ([www.wfcc.org](http://www.wfcc.org))(2010-2013). He was the Secretary of the African German Network of Excellence in Science (AGNES) (2013-2016), the Secretary (2002-2006) and later Chairman (2008-2010) of the Kenya German Scholars Association (KDSA). Boga has over 70 scientific publications in International Journals, has supervised over 15 PhD and 31 MSc students. He is an active researcher with active international collaborations.

Has a strong track record of fundraising for research. He has wide experience in Management and strategic planning.

## OPENING REMARKS

### Ms Annette PenseL



As Executive Director of the Global Coffee Platform (GCP) Annette PenseL is responsible for leadership, development, and overall management of this multi-stakeholder membership organization. Annette brings more than 15 years of experience in the international coffee sector and in the field of development cooperation, including corporate sustainability, public-private partnerships, voluntary standards development and capacity building.

As Director Sustainability Innovations of the former 4C Association, Annette established excellent relationships with key stakeholders in the coffee industry ranging from coffee growers to private sector representatives to NGO, donor and government representatives. Annette graduated in Economics, Political Science and Latin American studies from the University of Cologne (Germany) and Tucuman (Argentina). She speaks German, English, Spanish, Portuguese and French and is now based in Bonn, Germany.

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## Mr José Sette



Mr Sette is the Executive Director of the International Coffee Organization (ICO). Before rejoining the ICO in May 2017, he was Executive Director of the International Cotton Advisory Council (ICAC) from January 2014 to April 2017. He served previously in the ICO as Executive Director ad interim from November 2010 to November 2011, and Head of Operations from November 2007 to December 2012.

Mr Sette has extensive experience as a consultant to trade associations specializing in international trade matters, and was Superintendent for Development of the Chamber of Commerce of the State of Rio de Janeiro (Fecomércio-RJ) and Secretary General of the Brazilian Association of Coffee Exporters (Abecafé). In the private sector, he worked for 10 years at Inter-Continental de Café S.A., a leading Brazilian coffee trading house, where he was a trader and head of the Technical Department. He also worked in the Inter-American Development Bank, in Washington, DC, USA, and began his career with the Brazilian Coffee Institute, the government agency responsible for the regulation of the coffee sector in Brazil. Mr Sette has a MBA with a major in finance from American University in Washington, DC, and a BA in Administrative Science from Yale University.

# KEYNOTE ADDRESS

## Hon. Mwangi Kiunjuri



Hon. Mwangi Kiunjuri, Cabinet Secretary, Ministry of Agriculture, Livestock, Fisheries and Irrigation. Former CS Ministry of Devolution and Planning; Assistant Minister Ministry of Water and Irrigation, Ministry of Energy and Ministry of Public Works; and three-term MP for Laikipia East Constituency.

Holder of a Global Master's Degree in Business Administration from United States International University - Africa (USIU) and a Bachelor of Arts degree in Education from Moi University.

His mantra is "small initiatives with big impact are what will make a difference in Kenya".

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# PANEL I: MODERATOR

**Dr Andrew Karanja**



Dr Karanja has over 31 years' experience in the public sector, both locally and internationally in the fields of development economics, rural development and Finance, agriculture and livestock development, and project formulation, management and evaluation. He started his career as an extension officer at the Ministry Agriculture and Livestock Development. He also worked as a Planning Officer in the same ministry. Later he joined Coffee Research Foundation (CRF) as a Research Officer/Agricultural Economist where he rose to Senior Agricultural Economist and Head of Economics Department and was part of the team that spearheaded the initial liberalization reforms in the coffee industry.

He was a research fellow at Tegemeo Policy Research Institute in 2002, where he undertook policy research on liberalization of the dairy industry, among others.

Dr Karanja joined the World Bank in 2003, as an Agricultural Economist and was later promoted to Senior Agricultural Economist in charge of the World Bank rural and agriculture portfolio in Kenya and in the East Africa region. In the recent past, he has worked as a member of the Presidential Task Force (TF) on coffee reforms and the national committee appointed to implement the Task Force recommendations. Dr Karanja has undertaken numerous consultancies and participated as a facilitator and resource person in various courses and seminars organized by consultancy firms, private and public institutions on various socio-economic issues. He has published over 26 papers and book chapters in both international and local publications. He has been given several awards and fellowships.

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# PANELLISTS

## **Professor Joseph Kieyah JD, PhD, EBS**



Professor Joseph Kieyah trained as a lawyer and economist with a PhD in Economics and Juris Doctorate in Law from the University of Connecticut and University of Iowa College of Law respectively. He taught at Pennsylvania State University until 2009 when he returned to his homeland to join the Kenya Institute for Public Policy Research and Analysis as Principal Policy Analyst.

In March 2016 he was appointed by the President to chair the National Task Force on Coffee Sub-Sector Reforms. Upon successful completion of the Task Force's report, the President honored him with a presidential medal namely the Elder of Burning Spear (EBS) for his outstanding work. Thereafter, the President reappointed him to his current position to oversee the implementation of the coffee reforms under the Executive Office of the President.

## **Dr Joseph Kimemia PhD, HSC, MBS**



Dr Joseph K. Kimemia is a coffee specialist who holds a PhD in Crop Science specializing in coffee agronomy. He has worked at the Coffee Research Foundation for over the 28 years (10 of which he was the CEO/Director of Research) until February 2013. He then moved to the Kenya Agricultural and Livestock Research Organisation (KALRO) headquarters as Director, Planning, Performance Management and Quality Control. He has worked as an agronomist in coffee research mainly in intercropping systems, shade in coffee, organic coffee production, introduction in new coffee areas and adaptation strategies for climate change.

He has also been involved in certification programmes in coffee. Results from his work have led to recommendations that farmers are currently using. He has published extensively and given motivational speeches to coffee farmers in the region. He is in the Technical committee of World Coffee Research (WCR). Currently he is the Chairman of the African Fine Coffee Association (AFCA) Kenya Chapter, Vice Chairman AFCA Board, acting chairman, Kenya Coffee Platform and Board Member Global Coffee Platform (Bonn Germany).

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### **Ms Margaret W Mithamo**



Margaret Wanjiku Mithamo is an agricultural professional with a Bachelor of Science in Agriculture and a Master of Science in Environmental Science from Kenya Methodist University and Kenyatta University respectively. She has broad research experience with technical publications on coffee farming systems.

She brings in a wealth of experience in coffee matters from working as Research Field Officer/ Extension Scientist and coffee Trainer at the Coffee Research Institute under the Kenya Agricultural Research Organization (KALRO).

Her extensive record of working and networking with small-scale coffee farmers, in particular, has endeared her to them. Moreover, over the years she has become an ardent and credible advocate of women in coffee. Consequently she was elected as a Chairperson of the International Women Coffee Alliance (IWCA) - Kenya Chapter in 2013 and re-elected again in 2018 for her final term.

### **Dr Adugna Debela**



Dr Debela is a senior horticulturist who received his BSc from Jimma University and his MSc and PhD from Wageningen University of the Netherlands. Previously he was employed as a Lecturer at Jimma University and served the university as head of the department of Horticulture and Plant Sciences and has been teaching in the capacity of associate professor.

He has published more than 20 articles in international and reputable journals. He has also served as CEO of the Ethiopian Horticulture and Agriculture Investment Authority.

Currently, he is working as Director General for the Ethiopian Coffee and Tea Authority and is President of the Ethiopian Horticulture Science Society. He is also an active member of the International Society for Horticultural Science and other scientific societies.

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## Ms Kavi Bailey



Kavi Bailey is the Founder & CEO of Grand Paradé Coffee, Inc, a socially conscious, Farm-to-Cup coffee company based in San Francisco, USA. With the farmer at the heart of the company's foundation, Ms. Bailey is recognized as the next generation of prominent voices advocating for an inclusive and sustainable coffee industry. Ms Bailey focuses on a modern approach to coffee procurement - A transparent approach that Transcends Price and Distributes Dividends. Prior to founding Grand Paradé, Ms Bailey was an accomplished investment professional having managed global assets in both the public and private markets.

A social entrepreneur, Ms Bailey borrows from her years on Wall Street to build Grand Paradé into a global coffee company that empowers and invests in farmers and their communities. She believes "The ultimate goal of farming is not the growing of crops, but the cultivation and empowerment of human beings."

Ms Bailey holds a Master's degree in Business & Economics from Villanova University, USA. She is presently a member of the Chartered Financial Analyst® (CFA) Institute and holds a number of non-executive board responsibilities in the non-profit sector.

## PANEL II: MODERATOR

### Dr Carlos Brando



Carlos Brando is a civil engineer who attended the SPURS and PhD programs at MIT. His long and diversified experience in the coffee sector has led him to work as a consultant for the International Coffee Organization, World Bank, Sustainable Trade Initiative, Global Coffee Platform and many other companies and institutions. He has coordinated coffee projects in more than 50 producing countries across five continents, including all the main coffee growing areas of Brazil.

He has sat on the boards of UTZ and Ipanema Coffees, is a member of the Coffee Quality Institute's Board of Trustees and the Coffee Chamber of B3 (Brazilian Stock and Commodities Exchange) and is Chairman of the Global Coffee Platform. In 2017 Carlos received a Lifetime Achievement Award from the African Fine Coffees Association.

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# PANELLISTS

## Dr Nguyen Do Anh Tuan



Dr Nguyen Do Anh Tuan is the Director General of the Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD) – the major think tank of the Ministry of Agriculture and Rural Development (MARD) of Vietnam in the field of policy and strategy of the agricultural sector. Dr Tuan obtained his PhD in Development Studies at the Institute of Social Sciences (The Hague, NL) in 2007, and has more than 20 years' experience in research, consultancy, and teaching in the field of agricultural policy.

He has participated in and contributed to many development strategies as well as action plans for the economy and agriculture in particular:

- Agricultural and Rural Development Strategy for the period 2011-2020
- Restructuring programme for agricultural sector toward higher value added and sustainable development
- Vietnam 2035 Report: Toward Prosperity, Creativity, Equity and Democracy; and Vietnam Development Report 2016 (prepared by the World Bank and Vietnam government)
- Vision 2020 for Vietnam Coffee Sector (prepared by Vietnam Coffee Coordination Board and Global Coffee Platform).

At present, he is also a Vice-Chairman of the Vietnam Coffee Coordination Board (VCCB), a member of the Steering Committee for Agricultural Market Development, a member of Partnership for Sustainable Agriculture in Vietnam (PSAV), and a member of the delegation to participate in International Coffee Organization meetings.

## Mr Macros Antonio Matos



Mr Matos has 20 years' experience in agribusiness. He was Executive-Director of the Brazilian Agribusiness Association (Abag/RP) and has also worked in the Project Management Area of Getúlio Vargas Foundation and in the Government Affairs Area of Bayer S.A.

He received a BSc degree in Agronomic Engineering and his MSc degree in Agronomy, both from the University of Sao Paulo, "Luiz de Queiroz" College of Agriculture (ESALQ/USP).

He has published around 70 articles in journals and newspapers and has presented papers in several conferences.

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## Mr Aguinaldo José de Lima



Aguinaldo José de Lima pioneered the creation of the institutional structure – 7 coops and 8 associations – that is today behind the Cerrado Region Federation of Coffee Growers that he first presided, in Minas Gerais. He then went on to lead the Coffee Intelligence Center and to coordinate projects in a few Coffee Excellence Centers in the same state. At the federal level, Aguinaldo was an advisor to the Minister of Agriculture, Coordinator of the Sectorial Product Chambers and Secretary of the National Agricultural Policy Council.

Today, he is a director of the Brazil Soluble Coffee Association (ABICS) and a member of the national Deliberative Council for Coffee Policy (CDPC). A coffee grower for 32 years, Aguinaldo was behind the creation of the first Coffee Geographical Indication (GI) in Brazil – Café do Cerrado – and is today working to create the first Sustainable Coffee GI in the state of Rondonia.

## Dr Emmanuel Iyamuleyme Niyibigira



He is the Managing Director of the Uganda Coffee Development Authority (UCDA), a government agency responsible for promoting and overseeing the coffee industry in Uganda. He possesses a PhD in Agricultural Sciences and a MSc (with Distinction) in Crop Science from Wageningen University, The Netherlands and a MBA (with Distinction) from Uganda Martyrs University.

He has over 20 years' experience in agricultural development. He joined UCDA in October 2016, he was the National Programme Coordinator of EU-funded Agricultural Livelihoods Programmes in the Office of the Prime Minister. He also worked in the Food and Agriculture Organization (FAO), the Ministry of Agriculture, Animal Industry and Fisheries. He began his career in Coffee Research at Kawanda Research Institute.

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# PANEL III: MODERATOR

**Mr Samuel Kamau**



Mr Samuel Kamau is, since 2010, the Executive Director at the African Fine Coffees Association (AFCA).

AFCA's mission is to grow the African Coffee Industry for the benefit of all, ensuring the sustainable resurgence of the African coffee industry in the next five years. AFCA aims to increase the volumes of coffee production and productivity in Africa, encourage coffee Information sharing, capacity building of coffee professionals, market expansion while paying attention to the inclusion of women and youth in the value chain.

He holds and MBA in Finance from the University of Nairobi and a Bachelors Degree in Economics and Mathematics from the Egerton University in Kenya.

He has extensive background in management of institutions in the hospitality Industry. A specialist in effective and efficient financial management systems and organizational leadership, Mr Kamau currently leads a dynamic, innovative and results oriented team at the AFCA Secretariat which aims to provide a much-needed service to the coffee industry in Africa.

## PANELLISTS

**Mr David Browning**



David Browning is CEO of Enveritas, a non-profit organization, that provides sustainability assurance for the coffee industry. David previously led TechnoServe's global coffee practice for 13 years. He also partnered with the Gates Foundation to work with ~200,000 smallholder coffee farmers in East Africa.

He has served as a trusted counsellor for many of the world's leading coffee companies on sustainability strategy, and also formerly worked for McKinsey & Company. He holds a MBA. from Yale University, as well as a Bachelor of Commerce and a Master's degree in Finance from the University of New South Wales in Sydney, Australia.

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## Mr Juan Esteban Orduz



Juan Esteban Orduz is since 2003 the President of the Colombian Coffee Federation, Inc, the subsidiary in North America of the National Federation of Coffee Growers of Colombia (FNC) - a non-profit association that represents more than 560,000 Colombian coffee growing families domestically and internationally in trade, promotion, economic development policy and government relations matters.

Mr Orduz has vast international experience in the public and private sectors, he was Minister Plenipotentiary and Deputy Chief of Mission of the Embassy of Colombia to the United States in Washington, D.C. (1998-2002), where he was one of the leaders in the design and implementation of Plan Colombia - the most ambitious US-Colombia bilateral programme for security and social and economic development. He has been Legal Vice President of Cemex, S.A. in Colombia and corporate legal counsel, as well as advisor to Mr Andrés Pastrana (President of Colombia, 1998-2002) during his presidential campaigns. Mr Orduz serves in many boards of directors in different countries, including the Global Coffee Platform-GCP (Germany and NL), Rainforest Alliance (USA and NL), the Coffee Quality Institute CQI (USA), American Friends of Fundación Cardio-Infantil 501(c) 3 (New York), co-vicechairman of the Advisory Board of the Woodrow Wilson International Center for Scholars - Latin American Program (USA, Washington D.C.) and the Universidad de los Andes Foundation (USA). Mr Orduz was a fellow at the Weatherhead Center for International Affairs at Harvard University (2002-2003), earned a law degree (J.D.) from El Rosario University in Bogotá, (1990) and a postgraduate degree in Finance at Los Andes University in Bogotá. He is fluent in Spanish (native), English and German.

## Mr Justin Archer



Justin Archer has spent more than 20 years working in various managerial positions in the coffee industry in West and Eastern Africa. Throughout his career he has been an early sponsor of initiatives to strengthen the role of farmers in traditional agricultural supply chains. He has a Masters in Agricultural Economics and an MBA from the BI Norwegian Business School in Oslo. He lives with his family in Kampala, Uganda, and is currently the East Africa COO and global head of sustainability for SUCAFINA, one of the largest coffee merchant companies in Africa.

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## Mr Jonas Dallinger



Based in Bonn, Germany, Jonas Dallinger is working for GIZ GmbH as an advisor on the coffee sector in a programme on sustainable supply chains and standards.

He has 10 years' experience working with governments, private companies and civil society organizations, to develop solutions for more sustainable agricultural supply chains.

## Ms Bridget Carrington



Bridget Carrington is the Managing Director of C Dorman Ltd, a major exporter and roaster in East Africa, part of the global Ecom Group, and with a turnover of 325,000 bags of East African coffee in 2018. She started her career in coffee back in 1983 working for E D and F Man, and, after 9 years in London, moved to Kenya in 1992, to gain a more rounded knowledge of the coffee value chain. Bridget played a key role in setting up the first certified supply chain of UTZ coffee in the region at Fairview Coffee Estate and Fairtrade coffee in Kenya at Gikanda FCS. As the specialty market developed, Bridget turned the focus of her company in the direction of sustainability and traceability, strengthening and championing the sale of top quality coffee from individual estates or cooperative factories from within the whole region to specialty buyers.

To achieve the goal of improving livelihoods of farmers she helped set up a company in 2006 which was tasked to develop close links with farmers through providing them with GAP's skills, financial facilities, certification and other capacity building services. This company in 2018 worked with 168,000 farmers and helped them produce 33% of Kenya Production.

Bridget is actively involved in local and regional coffee affairs via her involvement with the Kenya and Tanzania Coffee Traders Association, African Fine Coffees Association (AFCA) where she served as Kenya's Director for a two-year term and the local chapters of the International Women's Coffee Alliance (IWCA). She was Joint Chair of the Steering Committee of the the World Bank Matching Grant Fund for SME and Agribusiness Development in the Kenyan Coffee Sector where she was involved in pilot project selection and management, Coffee Standards and coffee policy review. She is currently a trustee of the Coffee Quality Institute where she is serving as Vice Chair. Bridget was the architect and founder of the Kenya National Barista Championship and later became World Barista Competition judge. Dorman's Nairobi School of Coffee was set up to train Baristas and improve coffee served in the hospitality industry. Both of these initiatives provided the foundation for better coffee awareness in the region.

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## Mr Ric Rhinehart



Ric Rhinehart is currently serving as the Executive Director Emeritus of the Specialty Coffee Association, working closely on the Coffee Price Crisis Response Initiative. Mr. Rhinehart has over twenty-five years of experience in executive positions at several coffee & tea firms.

Mr. Rhinehart has also served as CEO of the SCAA and SCA, Chair of the Private Sector Consultative Board of the International Coffee Organization, as a Trustee for the Coffee Quality Institute, as a Director for World Coffee Research, and as a Director for World Coffee Events.

## Ms Ashlee Tuttleman



Ashlee Tuttleman leads the East Africa Coffee Program for IDH – The Sustainable Trade Initiative, a Dutch organization that prototypes and drives sustainable business models for scale. IDH leads ground-breaking public-private initiatives in agriculture commodities and landscapes by de-risking innovations in order to enable increased efficiency, inclusiveness and environmental protection.

Prior to joining IDH, Ms. Tuttleman grew agribusinesses and innovations in and outside of coffee in East and West Africa since 2012. In Rwanda, she built Question Coffee (now Sustainable Growers), a specialty coffee roastery in Rwanda serving domestic demand and exports.

There she designed an innovative farmer loyalty program for 5,000 smallholders which scaled to 30,000 farmers in Rwanda and was replicated in Colombia.

Ms. Tuttleman is also a ‘human-centered design’ practitioner who applies this methodology to build product portfolios, farmer programs and drive organizational innovation. She earned her M.A. in International Affairs at The New School in New York and her B.S. in International Business at Chapman University in California.

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# REGISTRATION

Registration is not required for delegates attending the 124th Session of the International Coffee Council.

Please note that for members of the public wishing to attend the Seminar it is a requirement to register in advance by 22 March 2019 via:

<https://sustainabilityseminarnairobi.eventbrite.co.uk>