

**Implementation of Resolution 465  
on Coffee Price Levels  
Consultative Events at the United Nations  
Headquarters, New York City, USA**

1. The Executive Director presents his compliments and has the pleasure of circulating to Members, observers and members of the Private Sector Consultative Board, information about two consultative events that will be held at the UN Headquarters in New York City, USA, on 16 April 2019. In accordance with the decision taken by the International Coffee Council during its 124<sup>th</sup> Session in Nairobi, Kenya, **Members are urged to mobilize their diplomatic representations to the United Nations in New York**, in order to ensure active participation in the events.

2. Both events form part of the ‘Structured Sector-Wide Dialogue<sup>1</sup>’ that the ICO is leading as part of its actions to implement Resolution 465 on Coffee Price Levels and are jointly organized by the ICO and the Smallholder and Agri-SME Finance and Investment Network (SAFIN), which is led by the International Fund for Agricultural Development (IFAD).

3. The two ICO-led events, presented below, have been included in the official programme of the United Nations Forum on Finance for Development (FfD) under the UN Economic and Social Council (ECOSOC) and its SDG Investment Fair 2019 and participants should follow rules and regulation for attending official events at the UN Headquarters in New York.

**Event 1: Financing sustainable and inclusive investment in agricultural value chains: The case of the coffee sector**

4. Held as part of the SDG Investment Fair 2019, the first event is a Café Conversation on ‘Financing sustainable and inclusive investment in agricultural value chains: The case of the coffee sector’. It is organized, with the support of the National Coffee Association (NCA) of USA and will take place from 13:30 to 15:00 at the UN Headquarters Express Bar. Further information on this event is enclosed in Annex I.

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<sup>1</sup> [PJ-131/19](#): Structured sector-wide dialogue to address the coffee price crisis.

**Event 2: Addressing risk and mobilizing investment in the coffee sector: Policy, coordination, and financing solutions**

5. Held as part of the Finance for Development Forum, the second event entitled 'Addressing risk and mobilizing investment in the coffee sector: Policy, coordination, and financing solutions' will take place from 18:30 to 20:00 at Conference Room C, UN Headquarters. Further information on this event is enclosed in Annex II.

**Attendance at the ICO-led events**

6. In order to attend the two above-mentioned ICO-led side-events, interested parties must be accredited to attend the SDG Investment Fair and Finance for Development Forum respectively and should refer to the organizers through official channels. Specifically:

- Member country representatives should follow established procedures as accredited United Nations members and register for both events **as soon as possible**. However, to facilitate Member participation in the ICO-led side-events, it is important also to email Ms Federica Ippoliti, [f.ippoliti@ifad.org](mailto:f.ippoliti@ifad.org) and Mrs Sarah Friend, [friend@ico.org](mailto:friend@ico.org).
- Observers, including members of the Private Sector Consultative Board and other coffee stakeholders who wish to attend the ICO-led side-events, are advised to email Ms Federica Ippoliti, [f.ippoliti@ifad.org](mailto:f.ippoliti@ifad.org) and Mrs Sarah Friend, [friend@ico.org](mailto:friend@ico.org) **as soon as possible, in order to seek permission to access the SDG investment Fair and the Forum. The ICO is not in a position to guarantee that access will be granted in view of the high demand and limited space available.**

**ICO Structured Sector-Wide Dialogue**

7. We look forward to welcoming the active participation of Members, their representations from permanent mission and embassies, in addition to observers and members of the Private Sector Consultative Board at both of these events, to reinforce and support the implementation of Resolution 465 on Coffee Price Levels.

8. Details of future additional events held as part of the ICO's Structured Sector-Wide Dialogue will follow shortly.



With support from 

## Invitation

# Financing sustainable and inclusive investment in agricultural value chains: The case of coffee

A Café Conversation at the SDG Investment Fair 2019

TUESDAY 16 April 2019 - 1:30 – 3:00 p.m.

UN Headquarters Express Bar

Financing more investment in agriculture and food systems to achieve the Sustainable Development Goals is a priority for countries at all levels of development, as well recognized in the Addis Ababa Action Agenda. Business opportunities in the sector are today driving new investment modalities and new financing schemes and arrangements, some of them anchored in partnerships between different types of public and private actors. At the policy level, many countries have taken serious steps to improve the business environment, and some are addressing the need for reform and innovation in agricultural and rural finance. Despite such progress, major investment gaps remain across the sector, particularly in poorly developed markets and value chains, as well as around commodities that are highly vulnerable to market and environmental shocks affecting quantity, quality, and prices.

In this Café Conversation, a number of stakeholders in the coffee sector will discuss some of the challenges around financing sustainable and inclusive investments all along the coffee value chain. This is a critical agenda for a number of countries today, and one that has important implications for the future of the sector - given how the investment capacity and livelihoods of over 20 million coffee farmers is impacted by low prices in the short term and by changes in the climate and landscape for coffee production in the longer term.

A moderated panel will frame these challenges in the market, price and environmental context affecting the coffee value chain. The panellists will identify areas of priority investment and key obstacles from the standpoint of investors, as well as innovative financial schemes to help coffee farmers to face price and climate shocks. They will also consider concrete approaches to mobilizing finance and complementary services to foster greater investment in the sector, including innovative financing schemes, diagnostic tools and alignment mechanisms, to match the demand and supply of finance for investment in the sector.

The event is jointly organized by the Smallholder and Agri-SME Finance and Investment Network (SAFIN), which is led by the International Fund for Agriculture Development (IFAD), and by the International Coffee Organization (ICO), in partnership with the National Coffee Association of the U.S.A. (NCA).

Please RSVP to Federica Ippoliti [f.ippoliti@ifad.org](mailto:f.ippoliti@ifad.org) by close of business on 10 April, copying Sarah Friend at [friend@ico.org](mailto:friend@ico.org).

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## Agenda

### 1:30 – 1:35 p.m.      Welcome remarks

- **Zachary Bleicher**, IFAD Representative in New York

### 1:35 – 1:45 p.m.      Keynote

- **José Sette**, Executive Director, International Coffee Organization

### 1:45 – 3:00 p.m. - Moderated panel

*Moderator:*

- **Bettina Prato**, Senior Coordinator of SAFIN, IFAD

*Panellists:*

- **Edward Katende**, CEO of the Uganda Agribusiness Alliance
- **Gerardo de Leon**, Marketing Manager, FEDECOCAGUA, Guatemala
- **Bill Murray**, President and CEO, National Coffee Association, USA
- **Mary Petitt**, Ambassador, North America, Global Coffee Platform



## *Invitation*

# Addressing risk and mobilizing investment in the coffee sector: Policy, coordination, and financing solutions

A side event at the Financing for Development Forum under ECOSOC

16 April 2019, 6:30-8:00 p.m.

Conference Room C, UN Headquarters, New York City

Financing investment in agriculture is a key priority for many countries as they pursue the 2030 Agenda. The Addis Ababa Action Agenda explicitly recognizes the major payoffs expected from more investment in this domain. These range from contributing to food security to increasing incomes, from job creation to preserving and restoring ecosystems. Many initiatives and platforms led by governments or the private sector are emerging that seek to boost investment in the sector. However, many challenges remain, owing in particular to the multiple sources of risk – both actual and perceived risks – affecting the propensity of investors to deploy their capital in agriculture, and the limited availability or uptake of comprehensive strategies to mitigate, transfer, and manage such risks effectively. This includes market and price shocks, political risks, and environmental stressors and shocks, among others.

Within the Financing for Development process, the investment challenges and needs of agriculture and the food economy have been only marginally addressed so far. This side event will put these at centre stage, with a specific emphasis on the coffee value chain. This focus is justified, firstly, by the strategic importance of coffee in numerous countries at all levels of development - in terms of the product's economic contribution, especially to livelihoods in rural areas, and environmental footprint. Secondly, the case of coffee illustrates specific challenges that have been holding back investment in the sector in recent years, notably price- and market-related risks. Key coffee value chain stakeholders will discuss needs and priorities in mobilizing finance for transformative investments along the chain, major policy priorities both at country and international levels, how to make risk management instruments accessible to smallholder coffee farmers, and the complementary roles that policy-makers, investors (including farmers), and development partners can play to drive positive change at scale.

The event is jointly organized by the Smallholder and Agri-SME Finance and Investment Network (SAFIN), which is led by the International Fund for Agriculture Development (IFAD), and by the International Coffee Organization (ICO).

**Please RSVP to Federica Ippoliti, [f.ippoliti@ifad.org](mailto:f.ippoliti@ifad.org) by close of business on 10 April and copy to Sarah Friend, [Friend@ico.org](mailto:Friend@ico.org).**



## Agenda

### Welcome remarks and keynote

- **Stefanie Küng**, Counsellor, Embassy of Switzerland in the United Kingdom, and Chair of the International Coffee Council

### Moderated panel

- *Moderator:* **Bettina Prato**, Senior Coordinator, Smallholder and Agri-SME Finance and Investment Network (SAFIN), IFAD

### Panellists:

**H.E. Mr. Admasu Nebebe**, State Minister of Finance and Economic Cooperation, Ethiopia (TBC)

**Juan Estebán Orduz**, President, Colombian Coffee Federation Inc. (North American subsidiary of the National Coffee Growers Federation of Colombia)

**José Sette**, Executive Director, International Coffee Organization

**Mr. Edward Katende**, CEO, the Uganda Agribusiness Alliance

**Hernan Manson**, Head of Inclusive Agribusiness, International Trade Center

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