



**Presentation of Coffee Development  
Report 2019 at the Permanent  
Mission of Germany to the UN,  
New York City, USA: 18 October 2019**

1. The Executive Director presents his compliments and has the pleasure of circulating to Members, observers and members of the Private Sector Consultative Board, an invitation to a presentation of the ICO's new Coffee Development Report 2019 to be held from 09:00-10:30 on 18 October 2019 at the Permanent Representation of Germany to the United Nations in New York City, USA. **Members are warmly invited to attend and are encouraged to extend this invitation to their diplomatic representations to the United Nations in New York.**
2. The Coffee Development Report 2019 is the first issue of the new economic flagship publication of the ICO, 'Growing for Prosperity: Economic viability as the catalyst for a sustainable coffee sector'. This year's report – providing an analytical underpinning to the ICO-led Structured Sector-Wide Dialogue as part of the implementation of Resolution 465 – presents an in-depth analysis of the root causes and impact of the coffee price levels and volatility. It contains an independent assessment of 50 possible actions to address the economic challenges and foster the long-term sustainability of the coffee sector.
3. Participants will have the opportunity to analyse and debate the strong relations between the development of a sustainable and inclusive coffee sector and its economic viability with indicators such as poverty and food security, migration and on how to meet the long-term sustainable development goals (SDGs) set out in the United Nations SDGs.
3. The Permanent Mission of Germany to the United Nations is located on the 22<sup>nd</sup> Floor at 871 United Nations Plaza. **To confirm your attendance please email Gerardo Patacconi, [patacconi@ico.org](mailto:patacconi@ico.org) as soon as possible including your name, position and affiliation.** For security purposes a photo ID will be needed to gain entry.



**Sustainable and inclusive development of the coffee sector requires major shifts, through enhanced local and international sector-level cooperation based on shared values and responsibilities. An alignment of actions, funding and schemes through pre-competitive action, public-private partnerships and investments are necessary to succeed.**

*The Coffee Development Report is a ICO publication produced with the support of the German Federal Ministry for Economic Cooperation and Development through the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*

## **18 OCTOBER 2019 – 9:00AM -10:30AM INVITATION TO THE PRESENTATION: 2019 COFFEE DEVELOPMENT REPORT**

### **GROWING FOR PROSPERITY: Economic viability as a catalyst for a sustainable coffee sector**

Coffee is commercially produced in more than 50 least developed or middle-income countries that still export the bulk of their produce for US\$20 billion a year. Around 25 million farming households depend on coffee for their living and at least 100 million families are directly employed along the global coffee value chain. The annual revenue of the sector is exceeding USD 200 billion. In spite of the positive market trends -- consumption is steadily growing at a healthy annual rate of 2.2%-- significant differences exist among the operators in the coffee value chain in terms of risks, income, access to resources and vulnerability to price volatility and climate change. The drop in coffee prices by 30% over the last two years has had dramatic repercussions for the lives of many coffee family farmers and it is subject to a global debate and identification of solutions to reduce its negative social and economic impact.

By placing economic sustainability at the centre of attention, this year's CDR responds to the concerns of ICO member countries, both exporting and importing ones, on the coffee price crisis, and this event, analysing the ICO Coffee Development Report (2019), will be the opportunity to debate on the strong relations between the development of a sustainable and inclusive coffee sector and its economic viability, with indicators such as poverty and food security, migration and on how to meet the long-term sustainability goals set out in the United Nations Sustainable Development Agenda.

At the heart of the UN Agenda is the concept that "No one should be left behind", and surely the vision of the ICO is that this should not happen to coffee farmers, workers and their families and to all coffee stakeholders.

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#### **Venue:**

**22nd floor of the Permanent  
Mission of Germany  
(871 United Nations Plaza)**

**Coffee and snacks will be served.**



Permanent Mission  
of the Federal Republic of Germany  
to the United Nations  
New York

**Please R.S.V.P.  
no later than 16 October 2019  
by confirming your  
participation to  
**Gerardo Patacconi**  
[patacconi@ico.org](mailto:patacconi@ico.org)  
stating your name, position  
and affiliation. For security  
purposes, a photo-ID is  
mandatory to gain access to  
the premises.**