



**International Living Income &
Wage Conference: The Only Way is Up.
Panel on coffee price crisis.
5-6 November 2019, Rotterdam**

1. The Executive Director presents his compliments, and for the information of Members, observers and members of the Private Sector Consultative Board, extends a warm invitation to an engaging panel on the coffee price crisis as part of the International Living Income & Wage Conference: The Only Way is Up <https://www.theonlywayisupconference.org>, taking place on 6 November from 13:30-15:30 in Rotterdam, Netherlands.

2. Organized by the Governments of Germany and the Netherlands together with Fairfood, Fairtrade, Hivos, IDH and Rainforest Alliance, this high-profile event brings together experts from the public and private sectors, and development institutions, to discuss strategies and concrete actions to achieving living wage and living income in global agri-food supply chains for farmers and agricultural workers.

3. The Conference will be holding a workshop on 6 November, entitled 'Up Your Game: drivers and approaches to tackle the coffee price crisis', hosted by the Living Income Community of Practice where leading sector organizations in the coffee industry will discuss how they are addressing the serious price crisis through key drivers for living income and living wage for coffee farmers and farmworkers. Session participants will then have the opportunity to engage in practical exercises focused on a subset of these action areas. Represented by Mr Gerardo Pataconi, Head of Operations, this platform will see the ICO partnering with speakers from the Gesellschaft für Internationale Zusammenarbeit (GIZ), IDH the Sustainable Trade Initiative, and Specialty Coffee Association to discuss how to implement the London Declaration and review the main findings of the Coffee Development Report 2019 – the ICO's new economic flagship publication – in addition to joint actions to implement solutions that foster a sustainable sector with fair remuneration for coffee growers and workers.

4. More details on the workshop is available at: <https://www.theonlywayisupconference.org/day-2-wednesday>

ICO Coffee Development Report (CDR) 2019

5. The ICO's Coffee Development Report 2019 'Growing for prosperity: Economic viability as the catalyst for a sustainable coffee sector' was officially launched on International Coffee Day on 1 October 2019 at the Embassy of Switzerland in London. This new flagship publication is available to download from: <http://bit.ly/2oiCFjt>. An overview of the Report is also available in [French](#), [Portuguese](#) and [Spanish](#).

CDR roadshow

6. The workshop in Rotterdam is part of the roadshow for the presentations of the Coffee Development Report 2019, which to date has included events at the Ernesto illy Coffee Award event at the United Nations in New York, at the Permanent Mission of Germany to the UN in New York, as well as at the workshop on Coffee Sustainability, Innovation and Quality as part of the Host Milan Fair in Italy.

7. In the coming weeks and months, the ICO will continue the roadshow with the following presentation events of the Coffee Development Report, in order to further understanding among ICO Members of the impact of coffee price levels and volatility on economic and social development in producing countries as well as how sector stakeholders can jointly address the challenges. The roadshow presentations are also key to advocate in the development community for coffee and mobilize support to address the price crisis by implementing the London Declaration.

8. Forthcoming roadshow presentations:

- [AFCA Specialty Coffee Expo](#): 30-31 October 2019, Tanzania
- IWCA Regional Summit - Latin America & Caribbean: 22 November, Belo Horizonte, Brazil
- Ecuador Premium & Sustainable International Forum: 26 November, Quito
- Presentations in Bogotá, Colombia, early December
- [Vietnam Coffee Week](#): 3-5 December 2019, Vietnam
- Presentations in Geneva co-organized with UNCTAD and with the United Nations agencies in Rome.

9. If Members, observers and wider stakeholders are interested in hosting a roadshow presentation please contact Mr Gerardo Patacconi, Head of Operations (patacconi@ico.org).