

## Mission report

<b>Subject</b>	First Fairtrade Coffee Forum and Regional workshop: “Preparedness for the EUDR in the coffee sector: public-private collaboration opportunities in Central America”
<b>Place and dates</b>	Guatemala – 12 to 16 May 2025
<b>ICO staff member</b>	Vanússia Nogueira, Executive Director
<b>Purpose of travel</b>	<ul style="list-style-type: none"> <li>• Participate as a keynote speaker at the First Fairtrade Coffee Forum</li> <li>• Participate in sessions of the First Fairtrade Coffee Forum</li> <li>• Participate in the Regional workshop: “Preparedness for the EUDR in the coffee sector: public-private collaboration</li> </ul>
<b>Five-Year Action Plan/Programme of Activities relevance</b>	<p><b>Five-Year Action Plan:</b></p> <ul style="list-style-type: none"> <li>• <b>Strategic Goal II:</b> Using the Organization’s convening power to provide a forum for dialogue between and within the public and private sectors</li> <li>• <b>Strategic Goal III:</b> Facilitating the development of projects and promotion programmes through public-private partnerships</li> </ul> <p><b>Results and Deliverables from the PoA:</b></p> <p><b>Planned Result II.A: Strengthening ICO engagement with Members and other external stakeholders by providing a multi-sectorial leadership forum for dialogue and knowledge exchange on issues impacting the coffee sector</b></p> <ul style="list-style-type: none"> <li>• II.A.3 Consultations and advocacy to increase the engagement of ICO Members, private sector/other stakeholders in CPPTF and the realization of the Roadmap</li> <li>• II.A.6 Engaging IGOs, IFIs and NGOs in ICO events and participation in external events</li> </ul> <p><b>Planned Result III.A: Identification, development and fund mobilization of technical assistance and investment projects for exporting countries</b></p> <ul style="list-style-type: none"> <li>• III.A.3 Advocacy for the promotion of cooperation with bilateral, regional &amp; multilateral development agencies and donors with a focus on regulatory framework and sustainability and resilience of the coffee sector</li> </ul>

	<ul style="list-style-type: none"><li>• III.A.5 Providing advisory services and cooperation with IGOs, private sector, civil society/academia</li></ul>
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## OVERVIEW

### 1. First Fairtrade Coffee Forum - Keynote Address

The First Fairtrade Coffee Forum was held on 14 to 15 May 2025, in Antigua, Guatemala, with the participation of more than 230 coffee producers. The Executive Director delivered the opening keynote address on global coffee market trends and analysis of the current situation where prices and consumption are rising, as well as future projections.

During her keynote, the Executive Director emphasized:

- (a) The influence of consumer income stability on coffee consumption patterns, noting that consumers are changing how and where they consume coffee rather than reducing consumption due to higher prices;
- (b) The need to focus on productivity improvements rather than expanding production areas; and
- (c) The importance of advancing research in the sector on topics such as regenerative agriculture, soil care and circular economy.

### 2. First Fairtrade Coffee Forum – Sessions and Golden Cup Fairtrade Regional Competition

- (a) The Executive Director attended and participated in various sessions covering:
  - (i) Fairtrade coffee market dynamics and opportunities;
  - (ii) Risk management in coffee production;
  - (iii) Implications of new regulations such as deforestation-free product regulations and changes to organic standards;
  - (iv) The potential of robusta coffee and successful examples of cooperative management;
  - (v) The potential for youth and women inclusion in coffee farming;
  - (vi) Climate change and green business opportunities for cooperatives; and
  - (vii) Innovative experiences in circular economy.
- (b) As part of the First Fairtrade Coffee Forum, the Executive Director attended the awards ceremony for specialty coffees that won the Golden Cup Fairtrade regional competition for Central America and Mexico, which has become an important tool for promoting the quality of Fairtrade coffees.

3. Regional workshop: “Preparedness for the EUDR in the coffee sector: public-private collaboration opportunities in Central America”

On 16 May 2025, the Executive Director participated in the regional workshop for public and private stakeholders from the Costa Rican, Guatemalan, Honduran and Salvadoran coffee sectors, organized by the Food and Agriculture Organization (FAO) of the United Nations in the framework of an investment programme by the World Bank on the EUDR in Honduras and Guatemala. The event was organized with the support of the National Coffee Association of Guatemala (ANACAFÉ). The event focused on:

- (a) Prioritizing small-scale producers, technological innovation and environmental sustainability;
- (b) Sharing replicable good practices, technical solutions and investment needs aimed at strengthening sustainable coffee value chains in the region;
- (c) Highlighting the Sustainable Profitability model promoted by ANACAFÉ; and
- (d) Presenting digital systems developed to guarantee traceability and georeferencing of plots.

## **CONCLUSIONS/MAIN OUTCOMES**

1. First Fairtrade Coffee Forum

Discussions highlighted the importance of sustainable farming practices, the growth of specialty coffees, and the role of direct trading relationships in strengthening the Fairtrade system. Small producer organizations were introduced to practical strategies for managing price volatility and market risks.

The forum also addressed the implications of new EU regulations, offering guidance on certification and market access.

The Golden Cup awards recognized the best Fairtrade coffees from Central America and Mexico, reinforcing quality standards and producer visibility.

The Executive Director met with key stakeholders, including ANACAFÉ, CLAC, and producer organizations, to strengthen partnerships and explore future collaboration on good practices for environmentally friendly coffee production and the EUDR.

Due to the forum’s success, a second edition will take place in 2026 in South America.

2. Regional workshop: “Preparedness for the EUDR in the coffee sector: public-private collaboration opportunities in Central America”

The workshop is expected to inform the development of the future EUDR programme of the World Bank in Honduras and Guatemala. Key highlights were that:

- (a) Above all, improved agricultural practices, increased awareness on deforestation and incentives for eco services are needed;

- (b) The private sector is ready to comply with EUDR regulations but more inclusive, efficient and empowering solutions are needed;
- (c) The World Bank programme will support country-led initiatives to provide accurate data to exporters and importers of coffee from Central America;
- (d) Governance and financing of data systems will be essential to boost and maintain public private cooperation;
- (e) Several open-source tools and digital public infrastructure are available and can be integrated into the data solutions for the EUDR;
- (f) The ICO's joint initiatives on legality requirements and standardization of databases are welcomed; and
- (g) Fairtrade will attach the ICO's certificates of origin to the due diligence statements to support their traceability system.

**AOB**

N.A.

