



- WELCOME -

Minister of Agriculture, Livestock and Food Supply

Coffee is a special chapter in the history of Brazil and can portray almost all the country's development from its introduction in 1727, its spread into various growing areas, its marketing and its success abroad. It can be said without exaggeration that the history of Brazil from the mid-18th century onwards was in large part written in coffee.

Found in 14 of the Federation's States, Brazilian coffee growing has undergone many changes in recent years, mainly as a result of advances in the production system. Some production poles, like the Cerrados region in Minas Gerais and Western Bahia, are outstanding in terms of production and productivity on account of the use of advanced technology. In the case of Western Bahia, this prominence is also the result of the adoption of modern irrigation techniques, used in practically 100% of the producing areas, which are well worth visiting.

Brazil, the world's largest producer, with a coffee-growing area of more than two million hectares, is also the world's leading exporter and second biggest consumer. The sector is responsible for generating direct and indirect employment accounting for over eight million jobs and generates annual income totalling more than US\$4 billion.

Nevertheless, the sector faces many difficulties at world level because of fluctuations in supply and prices since coffee growing is characterized by high costs in establishing production and entails high price risks on account of adverse weather conditions, market volatility and intense speculation.

In this context, the Brazilian Government, together with the International Coffee Organization is very honoured to hold the 2nd World Coffee Conference in Brazil, in Salvador, Bahia, a privileged forum which will discuss and draw lessons from the recent crises and indicate new sustainable paths for the sector. We wish you every success in these discussions and extend a warm welcome to all ICO Delegates.

Roberto Rodrigues

Executive Director of the International Coffee Organization – ICO

The 2nd World Coffee Conference, chaired by Brazil's Minister of Agriculture, Livestock and Food Supply, Roberto Rodrigues, is an important event for all those involved in coffee. It is one of the main instruments established by the International Coffee Organization for the purpose of bringing together government and private sector authorities to consider key issues related to an economic activity which continues to be of vital importance to many countries.

I am extremely pleased that, following the 1st World Coffee Conference held in London in 2001, the second conference is being held in Brazil, the world's leading coffee producer, and, more specifically in the State of Bahia, which in recent years has played a pioneering role in developing new techniques for coffee growing.

The Conference, which will count on the presence of the President of the Federative Republic of Brazil, Luiz Inácio Lula da Silva and other Heads of State, has as its main theme LESSONS EMERGING FROM THE CRISIS: NEW PATHS FOR THE COFFEE SECTOR and comprises three main sessions: Lessons emerging from the crisis; Coffee policies in a market economy; and How to develop a sustainable coffee economy.

The presentations and recommendations made during the Conference will provide vital information for the deliberations of the International Coffee Council which will meet immediately after the Conference. I recommend, therefore, that all ICO Members, as well as representatives of the private sector and all those involved in coffee should participate in this important event.

Néstor Osório