



Message from the ICO Executive Director

Dear Conference Participant

It is an immense pleasure to welcome you to the third edition of the International Coffee Organization's World Coffee Conference. The theme of this conference 'Coffee for the future: Towards a sustainable coffee sector' reflects our desire to look at all the elements that are essential to the long-term viability of this fascinating beverage. Over three days, we will be able to benefit from the knowledge and experience of leading coffee specialists from all over the world, who will look at the most important economic, environmental and social aspects of the sustainability of the global coffee market.

A whole day will be devoted to the overarching question of economic sustainability. On the demand side, we will analyse the prospects for coffee consumption in traditional, emerging and producing country markets, all with their own distinct characteristics. During the Sessions on the sustainability of production, we will explore how farmers all over the world can meet the expected growth in demand while coping with the challenges of increasing costs of key factors, such as fertilizers, transportation and labour.

The following day will be dedicated to environmental and social sustainability. In terms of the environment, we will examine issues such as climate change, which are expected to have a major impact on coffee production in the not-so-distant future. Finally, the Session on social sustainability will serve to remind us that millions of people in developing countries depend on coffee for their livelihoods and will review issues such as the Millennium Development Goals, women and coffee, and youth.

My sincere thanks to the Government of Guatemala and Anacafé for hosting this important event. I urge all of you to take advantage of your presence in this marvellous country and get to know better its coffee sector, as well as its breathtaking natural beauty and rich cultural heritage.

INTERNATIONAL COFFEE ORGANIZATION
ORGANIZACIÓN INTERNACIONAL DEL CAFÉ
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ORGANISATION INTERNATIONALE DU CAFÉ



Néstor Osorio
Executive Director
International Coffee Organization



Message from the ANACAFÉ Chairman

Dear Conference Participant

As coffee growers, being present at this World Coffee Conference, is important to keep in mind when a cup of coffee became a catalyst of change, a way to care for the environment, and to provide opportunities. A path for sustainability.

I am honored to welcome you on behalf of the Guatemalan National Coffee Association – ANACAFE -, and would like to encourage you to go beyond the cup to address the economic, social and environmental challenges faced by the coffee sector. We are eager to hear your experiences and excited to share ours.

In Guatemala, producing quality is the first step towards achieving sustainability. Not only because a better product receives a higher premium, but because it reflects the environmental and labor conditions in which it was produced. For this reason, ANACAFE has worked alongside its members to address a wide range of issues that affect coffee. From improving soils and controlling erosion, to dealing with residual waste products, labor shortages and increased costs that affect not only production but the society and environment as well.

For fifty years, coffee producers in Guatemala have benefited from an Association that represents the interests of their sector as a consequence of an unique organizational structure, that unifies collective visions and executes programs that satisfy the majority, from producing a high quality shade-grown coffee that is friendly to the environment to playing a decision role in the development of the country.

We know there is much more to be done, but I am confident we will be able to find common solutions regardless of our nationalities, languages, or positions. Agreeing that coffee is fundamentally important, that it has a future and that that future can be a sustainable one.



Ricardo Villanueva
Chairman of the Board of the Guatemalan
National Coffee Association