



INTERNATIONAL  
COFFEE  
ORGANIZATION

# COFFEE YEAR 2023/24

**Paving the way for a sustainable future  
through coffee diplomacy**

# A message from the Chair



**Dr Enselme  
Gouthon of Togo**

**Chair of the ICC**

As Chair of the International Coffee Council, I am honoured to reflect upon the strides we have made during coffee year 2023/24. Our collective efforts have been instrumental in navigating the complexities of the global coffee sector, and I extend my deepest gratitude to all Members and stakeholders for their unwavering commitment.

This year has brought significant challenges—from market volatility and climate-related disruptions to evolving regulatory demands. Price fluctuations and the growing impact of climate change have tested our resilience. Yet, these difficulties have highlighted the strength of our collective approach and the value of strong, cooperative partnerships.

The preparation for the implementation of the International Coffee Agreement (ICA) 2022 has already fostered enhanced cooperation among Members, with the shared goal of promoting sustainability across the coffee value chain in environmental, social, and economic terms. We remain hopeful that the membership procedures will continue progressing steadily, paving the way for the ICA 2022 to enter into force in the near future.

Our collaboration with various partners has yielded substantial progress. The Coffee Public-Private Task Force (CPPTF) has been pivotal in advancing our objectives, focusing on coffee farmers' resilience and well-being, and the implementation of new due diligence regulations and landscape approaches for increased sustainability in production areas. These actions are essential for fostering a fairer, more sustainable coffee sector.

Looking ahead, our priorities remain clear: facilitating processes contributing to closing living income gaps for coffee farmers, enhancing market transparency, ensuring supply security in the face of climate change, and promoting policies that protect and empower all stakeholders along the value chain.

The challenges are considerable, but through continued unity and cooperation, we are well-positioned to meet them. I am confident that, together, we can continue to build a resilient and thriving global coffee sector. I encourage all of you to help shape the future of coffee by actively engaging in the work of the Organization and taking part in the unique multilateral dialogue it fosters among coffee stakeholders worldwide.

# Acknowledgements



**Dr Vanússia  
Nogueira**  
Executive Director

As we reflect on the progress made across the coffee sector in this Annual Review, we recognize the invaluable commitment and collaboration that have driven our collective achievements. On behalf of the entire ICO Secretariat team, I would like to express our sincere gratitude to all ICO Members for their unfaltering dedication and active participation in advancing the objectives of the International Coffee Agreement 2007 and the Sustainable Development Goals. Your continued support has been vital to the success of our shared mission.

I would especially like to acknowledge the leadership of our Chair, Dr. Enselme Gouthon, whose guidance has been instrumental throughout the year. His vision and dedication have shaped the direction of our work and given new momentum to the ICO. Dr. Gouthon's steadfast commitment has been a driving force behind many of the important milestones we have reached, and we are truly grateful for his support.

Coffee year 2023/24 has been marked by significant developments that highlight the growing strategic importance of coffee—not only as a global commodity but as a critical component in addressing social, economic, and environmental challenges.

Our collaboration with the Italian Presidency of the G7 has played a pivotal role in elevating the international relevance of the coffee sector. Through direct engagement, advocacy, and joint efforts, we have created tangible opportunities to tackle the urgent challenges of climate change while promoting sustainability across the global coffee value chain.

Throughout the Sessions of the International Coffee Council and the meetings of the ICO's Coffee Public-Private Task Force (CPPTF), we engaged in strategic discussions on key topics including evolving regulatory frameworks, the shift towards a circular economy in coffee, and the exchange of best practices. These conversations have fostered deeper cooperation and provided greater clarity on how to address the sector's most pressing issues. By bringing together stakeholders from across the coffee value chain, we have not only strengthened our shared understanding but also laid the groundwork for concrete, forward-looking actions.

Finally, I extend my heartfelt thanks to all of the ICO's partners—from the private sector, international organizations, and development agencies—who have walked this path with us throughout coffee year 2023/24. Together, we have achieved meaningful progress, but we know there is still much more to be done.

Let us continue to work hand in hand to ensure a bright, sustainable, and resilient future for the global coffee sector.

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# THE ICO IN A NUTSHELL





Founded in 1962 under the auspices of the United Nations, the **International Coffee Organization (ICO)** is the depositary of the International Coffee Agreement (ICA) and is mandated to support all Member countries in its implementation. Both the first ICA and the ICO were established with the objective of achieving “a reasonable balance between supply and demand in the coffee market.”

**Exporting members\*:** Angola, Bolivia (Plurinational State of), Brazil, Burundi, Cameroon, Central African Republic, Colombia, Costa Rica, Côte d'Ivoire, Cuba, Democratic Republic of the Congo, Ecuador, El Salvador, Ethiopia, Gabon, Ghana, Honduras, India, Indonesia, Kenya, Liberia, Madagascar, Malawi, Mexico, Nepal, Nicaragua, Nigeria, Panama, Papua New Guinea, Peru, Philippines, Rwanda, Sierra Leone, Tanzania, Thailand, Timor-Leste, Togo, Venezuela, Vietnam, Yemen, Zambia, Zimbabwe.

**Importing members\*:** European Union (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden), Japan, Norway, Russian Federation, Switzerland, Tunisia, United Kingdom.

\*As of 30 September 2024

The ICO operates in four official languages: EN, ES, FR, PT

# Membership benefits

01

**Influence global coffee policy:** Represent your country's interests within a unique intergovernmental forum for coffee diplomacy.

02

**Forge strategic partnerships:** Build impactful alliances with the coffee industry, international governments, donors, financial institutions, and civil society.

03

**Gain exclusive access:** Utilize the ICO Certificate of Origin to guarantee authenticity and quality.

04

**Access comprehensive coffee insights:** Benefit from cutting-edge data, knowledge, and statistics on the C-GVC.

05

**Promote coffee consumption:** Use specialized tools and resources to encourage coffee consumption worldwide.

06

**Support development projects:** Contribute to and benefit from impactful initiatives to boost sustainable growth in coffee-producing countries.



Countries  
**75**



Global Production  
**94%**



Global Consumption  
**64%**



# STRATEGIC GOAL #1



Delivering world-class data, analysis and information to industry and policy-makers

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# Better statistics to increase market transparency

The ICO is globally recognized as an authority on coffee statistics, dedicated to advancing market transparency and providing reliable, high-quality data. Through its Statistics Section, the ICO offers Members and stakeholders easy access to accurate and comprehensive information that supports informed decision-making and a deeper understanding of global coffee market dynamics. Thanks to the Organization’s Composite Indicator Price and information gathered through the Certificate of Origin, timely insights into market trends and performance are delivered regularly to the global coffee sector.

## Documents and data

The Statistics Section had a productive year, releasing several important documents and engaging with Members to improve data accuracy and provide a neutral benchmark for understanding market trends. The Section's revenue increased by 39% between coffee years 2022/23 and 2023/24.



## Publications produced

In coffee year 2023/24, the ICO's Statistics Section maintained a steady flow of publications to support stakeholders' understanding of the coffee market. The key publications included:

12

**Monthly Coffee Market Reports, providing detailed market analyses.**

12

**Monthly Trade Statistics publications, tracking international coffee trade data.**

4

**Quarterly Statistical Bulletins, offering in-depth statistical insights.**

1

**Coffee Report and Outlook, presenting forecasts and trends.**

1

**Coffee Development Report, examining long-term developments in the coffee sector.**

6

**Monthly social media factsheets launched in April 2024, delivering a snapshot of the latest coffee market trends.**

DAILY

**I-CIP updates, keeping stakeholders informed on market price movements.**

## Statistics engagement and capacity-building

These publications are well consulted. For example, the 12 Coffee Market Reports published in 2023/24 were viewed 37,000 times, while the I-CIP was downloaded 81,000 times. In total, the website recorded 1.12 million visits, with over half directed to the Statistics Section.

During this period, requests for data were fielded 220 times. These enquiries are intended to complement the independent investigations and analyses that each subscriber and delegate may undertake independently. The breakdown was as follows:

- 56 requests from **academia**
- 14 requests from **Members**
- 116 requests from the **public**
- 34 requests from the **press and media**

Furthermore, the Statistics Section contributed to two articles in the *Global Coffee Report* and delivered a keynote speech at the Third China (Kunshan) Coffee Industry Conference in May 2023.



In coffee year 2023/24, the Section also focused on strengthening relationships with Members and enhancing their understanding of coffee market statistics. Bilateral meetings were held with 18 Member countries and one non-Member country, fostering improved collaboration and greater compliance with the ICO Rules on Statistics.

Finally, the Statistics Section also expanded a number of variables/data collected, to include:

- **Manufacturing capacities :**  
Decaffeinated coffee manufacturing by country and by factory
- **Producing capacities :** area under coffee by smallholders, estates and number of farmers/families





# The coffee market 2023/24



## Price

The I-CIP averaged 201.70 US cents/lb, marking a 21.9% increase from the previous year. This average remains 43.6% higher than the 10-year average. In coffee year 2023/24, the I-CIP varied in between 151.94 and 258.84 US cents/lb. The Colombian Milds, Other Milds, and Brazilian Naturals saw increases of 4.4%, 7.3%, and 16.7%, respectively, reaching 228.70, 227.50, and 204.89 US cents/lb.

The Robusta group indicator outperformed all the Arabicas, growing by 46.8% to 164.21 US cents/lb, the highest recorded since 1976/77. The arbitrage between the New York and London ICE futures markets retracted by 36.4%, averaging 44.95 US cents/lb between coffee years 2022/23 and 2023/24.

## Production

World coffee production for the 2023/24 coffee year is estimated at 178.0 million bags, comprising 102.2 million bags of Arabicas and 75.8 million bags of Robustas. The biennial production effect notably influenced the outlook, especially in Brazil and for the Arabicas, as the impacts of the July 2021 frost continued to subside. Adverse weather conditions, initially noted in 2022, persisted into 2023 and negatively affected the 2023/24 production. El Niño further suppressed outputs in Asia, notably in Indonesia

Total

# 178.0

million bags





# The coffee market 2023/24

## International trade

In the coffee year 2023/24, global green bean exports increased by 12.1%, reaching 124.2 million bags, up from 110.8 million bags in 2022/23. This rise was partly driven by higher global prices, which led to a drawdown of stocks in producing countries. Green Arabica exports saw a significant increase of 15.5%, totalling 77.3 million bags. Similarly, Robusta green bean exports rose by 7.0%, amounting to 46.9 million bags compared to 43.9 million bags in the previous coffee year.

# 124.2



million bags exported

*For the 2023/24 coffee year, world coffee consumption is estimated to rebound to*

# 177.0

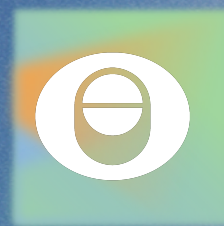


million bags

## Consumption

The global coffee industry continued to address challenges arising from the COVID-19 pandemic throughout the 2022/23 coffee year. Despite expectations of modest growth, world coffee consumption decreased by 2.0% to 173.1 million bags during this period. For the 2023/24 coffee year, world coffee consumption is estimated to rebound to 177.0 million bags, with non-producing countries contributing most to this overall increase.





# STRATEGIC GOAL #2



Using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors

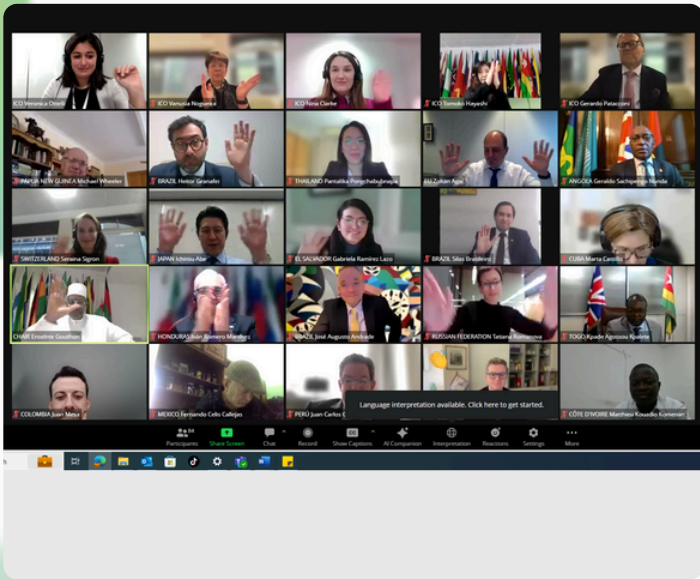
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# International Coffee Council (ICC)

## 137th ICC Session

19 March 2024



The **137th Session of the International Coffee Council (ICC)** was held virtually on 19 March 2024 and chaired by Dr Enselme Gouthon of Togo. The meeting provided an important platform for the ICO Secretariat to update delegates from both producing and consuming countries on newly established Memoranda of Understanding (MoUs) and partnerships with key coffee sector stakeholders. Among other items, the Secretariat presented the outcomes of a consultation process conducted by the Coffee Public-Private Task Force (CPPTF) to assess Members' preparedness for implementing the EU Regulation on Deforestation-Free Products. All the decisions made by the Council are contained in document [ICC-137-7](#).

## 138th ICC Session

12 September 2024



The **138th Session of the ICC** marked the first in-person meeting held in London since 2019. Delegates convened at the International Maritime Organization (IMO) on 12 September to exchange views and share updates on their national coffee policies. Highlights of the session included the presentation of the Coffee Development Report 2022-23 on the circular economy in coffee, the signing of the ICA 2022 by Cuba, and the appointment of Mr. Tom Fabozzi of EU-Ireland as the new Chair of the Council for coffee year 2024/25. All the decisions made by the Council are contained in document [ICC-138-10 Rev. 1](#)).

# CEOs and Global Leaders Forum (CGLF)



## 6th CGLF

11 September 2024

The 6th CEO and Global Leaders Forum (CGLF) was held on 11 September 2024 at the IMO in London, United Kingdom. The session brought together senior executives from private sector entities, ICO Members, coffee stakeholders, and development partners. The Forum focused on key discussions highlighting the progress and outcomes of the ICO's Coffee Public-Private Task Force (CPPTF).

The session concluded with key commitments to advancing the coffee sector's sustainability and resilience. These included implementing the 2030 CPPTF Roadmap, mobilizing public and private funding (including through the creation of a global mechanism), engaging with international initiatives and institutions (such as the G7, G20, and UN), supporting ICO Members with regulatory guidance and trade issues, and promoting public-private dialogue through national-level platforms and partnerships.

# Coffee Public-Private Task Force (CPPTF)



In the 2023/24 coffee year, the CPPTF held six meetings focused on advancing key goals from the Roadmap 2030. Discussions centred on living and prosperous incomes, market transparency, importing-country policies and regulations, and updates on landscape approach projects for climate resilience.

For living and prosperous income, we concluded the planned research for 11 benchmark studies across nine countries, along with two full income studies in Mexico and Rwanda, and three economic modelling exercises in Ethiopia, Honduras and Togo. This phase has laid the foundation for future efforts to help countries develop national plans with strategies to close the living income gap and advance towards prosperity.

There were eight meetings of Technical Workstream 3 (TW3) – Policies and Institutions in Importing Countries. We also hosted an EUDR Information System Pilot - Demo and Discussion - for coffee stakeholders. Additional outputs from this work include:



Updated overview and analysis of due diligence regulations globally, including new markets + analysis (with Prof. Grabs, ESADE University)



Finalization of overview of support projects (private and public) for sustainability of the coffee sector and analysis



Presentation of EU initiatives to support implementation on EUDR (with EU DG INTPA)



Survey and database on service providers for EUDR compliance in coffee



Mapping and screening of joint data initiatives for the EUDR for the coffee sector (public and private systems)



In-person session with coffee-producing Members regarding their role in the EUDR and future implementation



# Focus Group on Specialty Coffee

Following its establishment at the 136th Session of the Council, the Focus Group on Specialty Coffee convened twice during coffee year 2023/24, bringing together representatives from ICO Members and their national specialty coffee associations. Participants presented and discussed their respective working definitions of specialty coffee, with the group aiming to develop a universally accepted definition. This effort seeks to improve data accuracy on the specialty coffee market while also supporting initiatives to promote global consumption.

## Global recognition and partnership initiatives

In 2024, the ICO's direct engagement, advocacy efforts, and collaboration with strategic partners elevated the coffee sector to a new level of strategic recognition and international relevance, creating concrete opportunities to enhance climate adaptation and foster sustainability across the global coffee value chain.

This growing prominence was reflected throughout the 2023/24 coffee year, as multi-level engagement, new partnerships, and global initiatives reinforced coffee's role not only as a valuable commodity but as a vital socio-economic and environmental priority.



# G7 Meetings



April and June 2024



At the G7 Ministers' Meeting on Climate, Energy, and Environment in Turin (April 2024), leaders acknowledged the severe challenges faced by millions of smallholder coffee farmers worldwide. Structural barriers, climate change, and biodiversity loss were identified as major obstacles to achieving fair and sustainable livelihoods in the sector. In response, the Italian G7 Presidency spearheaded a proposal to establish a public-private partnership aimed at building resilient, circular, and regenerative coffee value chains.

Building on this momentum, the G7 Summit held in Apulia in June 2024 marked a historic milestone, with G7 leaders officially recognizing coffee as a key strategic sector. They pledged support for innovative public-private initiatives to enhance policy, investment, research, and financing mechanisms. The ICO's sustained diplomatic and technical engagement was instrumental in securing this recognition, culminating in its historic participation—through Dr Vanúsia Nogueira—at the G7 Ministers' Meeting on Development in October 2024.

# Coffee Development Report 2022/23



## Beyond Coffee: Towards a Circular Coffee Economy

During coffee year 2023/24, the ICO worked to release the latest version of its flagship report, the *Coffee Development Report (CDR) 2022-23, "Beyond Coffee: Towards a Circular Coffee Economy"*. Circular economy has been at the forefront of the ICO since the International Coffee Day in 2022 and was later amplified in 2023 at the 5th World Coffee Conference (WCC), celebrated around the topic of "Sustainability through Circular Economy and Regenerative Agriculture."

**1-5%**



of the original cherry remains in our cup

The coffee cherry is made up of elements with unique bio-active compounds that can be used across industries from cosmetics, food products, agriculture production, energy, to bio-plastics and more



**9.98**

million tonnes of green coffee produced in coffee year 2022-23

**72%**

of total biomass is generated in coffee producing countries

**29.34**



million tonnes of total biomass generated from coffee processing from cherry to green coffee

For every tonne of cherries, approximately 200 kg of green coffee beans are obtained



**40.68**

million tonnes of biomass generated globally. Equivalent to nearly seven times the weight of the Great Pyramid of Giza

Coffee processing from coffee cherry to cup generates a global total of 40.68 million tonnes of biological material each year. These estimates are calculated using known conversion ratios. They include the total biomass created from green coffee processing, roasting, and brewing (husks, pulp, mucilage, parchment, silverskin, spent coffee grounds, and water that will be evaporated). This does not include the weight of the green coffee bean itself

This report is the culmination of over two years of dedicated research and collaboration, combining new data, case studies, and policy recommendations aimed at integrating circular economy practices across the coffee value chain. It was co-created with the International Trade Centre, in close partnership with the Center for Circular Economy in Coffee, Lavazza Foundation, and Politecnico di Torino, with policy insights from University College London.

The publication is designed to provide in-depth knowledge on the circular economy in the coffee sector and to ignite action among stakeholders, policymakers, international development agencies, NGOs, and bilateral and multilateral institutions. The biomass produced throughout the coffee value chain is an underutilized resource brimming with potential for sustainable exploitation and waste reduction. This year's report aimed to challenge the perception that coffee producers gain value solely from the coffee bean itself.

The report's Overview has been translated and made available online in all ICO's official languages. Access the Overview in English, French, Portuguese or Spanish [here](#).

**10.38**

million tonnes of green coffee consumed in coffee year 2022/2023



**3** billion cups of coffee are consumed in the world daily



**11.14**

million tonnes of spent coffee grounds generated



Packaging, coffee capsules, and logistics required to meet consumer demands for convenience and quality generate greenhouse gas emissions and produce waste that is often difficult to recycle efficiently



# STRATEGIC GOAL #3



Facilitating the development of projects  
and promotion programmes through  
public-private partnerships

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# Projects and **field work**



Through a combination of hands-on initiatives and strategic communications, the ICO made meaningful progress under Strategic Goal III. The launch of and active engagement with the Center for Circular Economy in Coffee (C4CEC) exemplified the Organization's commitment to field-level innovation, including contributions to Kenya's circular economy practices and the development of the ACT programme. In parallel, initiatives such as International Coffee Day 2024 and a revitalized communication strategy significantly expanded the ICO's outreach, promoting sector collaboration and visibility across global platforms.

## Coffee stakeholder and donor engagement/fund mobilization

As part of the Organization's continuous efforts to engage with donors to mobilize funds, the ICO secured financial support from the German Agency for International Cooperation (GIZ) for the Task Force's work on living and prosperous income in Mexico and Rwanda. The funds, directly invested with ICO's implementing partners, will support Members to build country plans or roadmaps that include tailor-made strategies to close the living income gap in specific coffee regions. These plans have been informed by the work that the CPPTF has supported in recent years with those Members. Building on the ICO's work with the Italian Presidency of the G7, the ICO Secretariat has contributed to the development of a global fund for coffee, working closely with the Government of Italy to support their efforts in this sense.

## Global Knowledge Hub

To support the implementation of the CPPTF's commitments, the Global Knowledge Hub was launched in 2023 as a central repository for information, outputs and reports of the Task Force. To better serve ICO Members and coffee stakeholders, the Hub has since been updated to enhance usability and incorporate the most recent documents produced by the CPPTF. A new section will also be introduced to showcase key milestones achieved.



# ICO Coffee Public-Private Task Force and Technical Workstreams: Research projects and engagement in producing countries (CPPTF)



During coffee year 2023/24, the ICO's Task Force published Living & Prosperous Income Benchmark Studies for Honduras, Togo, and Angola, and finalized research on income benchmarks for Vietnam, Indonesia, and Ethiopia. Additionally, the findings from comprehensive income research conducted in Mexico and Rwanda were presented during webinars co-hosted with ICO Members, engaging key stakeholders across the coffee sector.

Building on insights gained over the past five years, the CPPTF developed the Facilitator's Guide for Living & Prosperous Income. This guide consolidates key lessons from the ICO's ongoing work and serves as a practical tool for facilitators, supporting Members in designing national strategies to close living income gaps in coffee-producing regions. The guide has been piloted in Honduras, Ethiopia and Togo.

Furthermore, through the meetings of the Technical Workstreams on Living & Prosperous Income, Market Transparency, and Policies & Institutions in importing countries, the ICO has actively engaged with CPPTF observers and other global coffee stakeholders. As hundreds of participants have joined the Task Force's presentations and discussions, the ICO continues to share knowledge and promote sector-wide learning to advance sustainable and equitable income strategies.

## Center for Circular Economy in Coffee

The Center for Circular Economy in Coffee (C4CEC) was proposed at the 134th Session of the International Coffee Council (ICC) and was officially launched at its 136th session. As one of C4CEC's strategic partners, both the Executive Director and the Head of Operations of the ICO joined the advisory board of the Center. Moreover, the Head of Operations attended a mission in Kenya in February 2024. During the mission, C4CEC partners reported on circular economy practices being implemented in the Kenyan coffee sector. This mission provided inputs for the development of the "Advancing Climate-Resilience and Transformation in African Coffee" (ACT) programme, which is part of Italy's Mattei Plan for Africa.



# Advocacy and communications



## International Coffee Day 2024: Embracing collaboration for collective action

Inspired by the United Nations General Assembly's designation of 2025 as the International Year of Cooperatives, the ICO made "Collaboration" the central topic for International Coffee Day (ICD) 2024, emphasizing the importance of working together to achieve sustainable development in the global coffee sector.

"Embracing Collaboration for Collective Action - Coffee, Your Daily Ritual, Our Shared Journey" was the message used to invite the coffee sector to celebrate ICD on 1 October 2024. As part of its efforts, the ICO Secretariat launched a redesigned website, [www.internationalcoffeeday.org](http://www.internationalcoffeeday.org), providing resources such as videos, posters, and postcards in all of the ICO's official languages. Wide public participation was encouraged through the hashtags #CD2024, #EmbraceCollaboration, and #InternationalCoffeeDay, which were crucial to the campaign's success.

763

MENTIONS

2.7m

USERS ON  
SOCIAL MEDIA

\$260K

USD ADVERTISING  
VALUE EQUIVALENT (AVE)

77

COUNTRIES

1. United States, 2. Australia,  
3. India, 4. United Kingdom,  
and 5. Philippines.

WEBSITE TRAFFIC  
TOP 5 COUNTRIES

The campaign reached over 2.75 million users on social media and 45,164 through non-social channels, with an Advertising Value Estimate (AVE) of \$260,173 from 752 pieces of user-generated content.

The campaign website saw significant traffic, with visitors mainly from the United States, Australia, India, the United Kingdom, and the Philippines.

Overall, the ICD 2024 campaign successfully amplified voices, initiated conversations, and highlighted the need for collaboration to drive collective actions towards a prosperous and resilient coffee sector for all stakeholders.



**Overall, the ICD 2024 campaign successfully amplified voices, initiated conversations, and highlighted the need for collaboration to drive collective action towards a prosperous and resilient coffee sector for all stakeholders.**



ICD celebrations at the Irish Embassy on 1 October 2024

## International Coffee Day media coverage

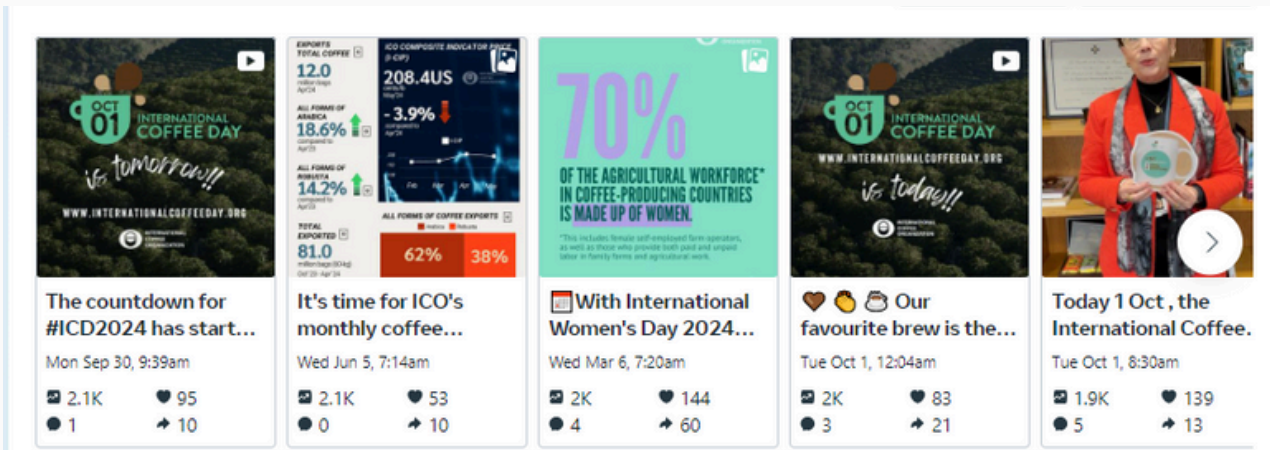
The International Coffee Day celebration prompted numerous articles in the press and social media, as follows:

1. [International Coffee Day 2024: Explore the global celebration of uniting all the coffee lovers](https://www.indiatimes.com) | - Times of India ([indiatimes.com](https://www.indiatimes.com))
2. [Coffee Day 2024: From Starbucks and Barista to CCD, here are today's free and discount offers you can avail of](https://www.indiatimes.com) - The Economic Times ([indiatimes.com](https://www.indiatimes.com))
3. [ICO invites coffee sector to embrace collective action](https://www.gcrmag.com) - Global Coffee Report ([gcrmag.com](https://www.gcrmag.com))
4. [International Coffee Day 2024: Theme, Significance, And Exciting Offers To Sip, Savor, & Celebrate](https://www.oneindia.com) - Oneindia News
5. [International Coffee Day: Celebrating the Global Coffee Culture](https://www.feastmagazine.co.uk) | FeastMagazine ([feast-magazine.co.uk](https://www.feastmagazine.co.uk))
6. [International Coffee Day: Collaboration is the theme of this year](https://www.comunicaffe.com) ([comunicaffe.com](https://www.comunicaffe.com))
7. [International Coffee Day: What is it, when is it, and coffee-making tips](https://www.thestandard.com) | The Standard



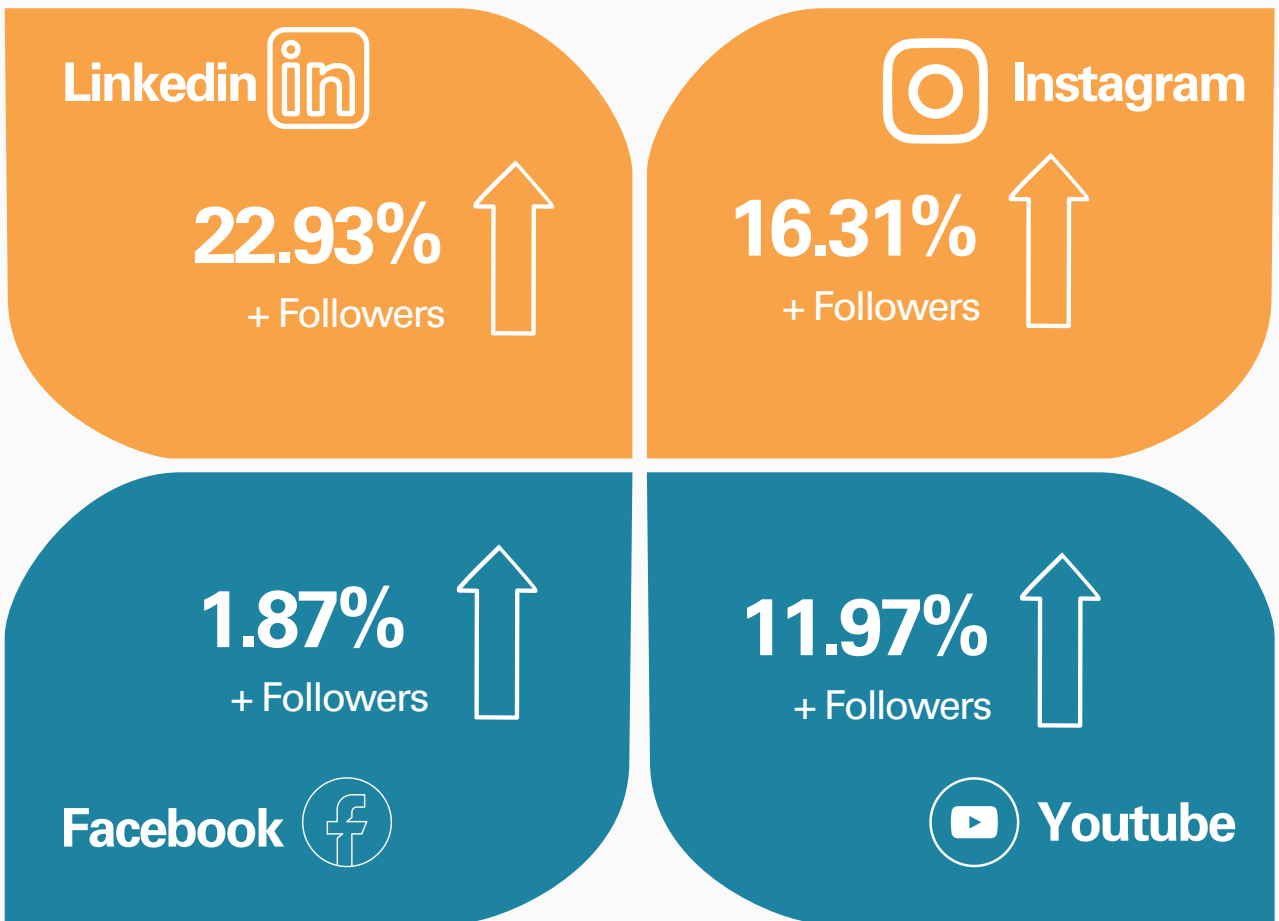


# Enhanced social media platforms



The KPI's metrics were measured quarterly reports, ensuring an adaptive and effective content

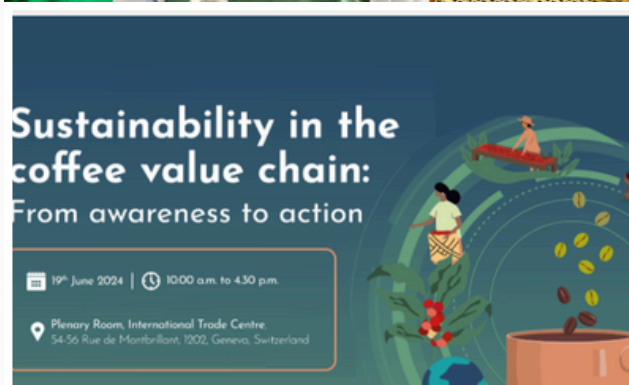
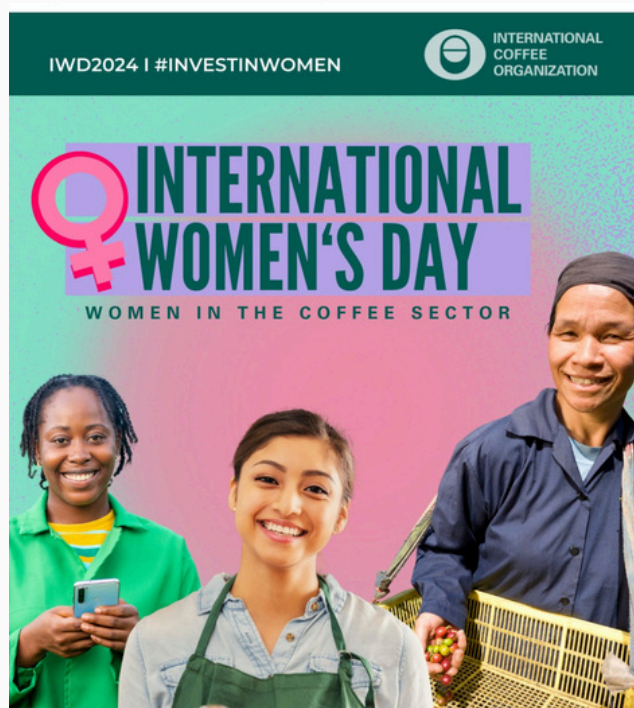
Our social media presence expanded significantly across key platforms in the 2023/24 coffee year. Our social media platforms—Facebook, Instagram, and LinkedIn—demonstrated steady growth, reflecting the success of our engagement strategies and content initiatives. The following sections detail the performance metrics and growth rates for each platform.



## Events and outreach campaigns

The International Trade Centre (ITC), Center for Circular Economy in Coffee (C4CEC), and ICO jointly hosted a Global Webinar Series that attracted strong participation. The five-part programme, titled "*Circular Economy in Coffee: (Re)Generating Value through Circular Economy Practices*," explored the opportunities and challenges of applying circular economy and regenerative agriculture principles in the coffee sector, while also serving as a platform to launch the *Coffee Development Report*, produced in collaboration with the ITC Circular Economy Working Group and C4CEC.

Visibility was strengthened through campaigns around International Women's Day and International Coffee Day, as well as through field outreach activities and special events, including support for the launch of the #FamiliasCafeteras campaign in Colombia on 28 April. This initiative, implemented by the International Labour Organization's Vision Zero Fund (VZF) in partnership with the ICO, aimed to raise awareness about occupational safety and health for coffee workers.



Event ended  
**SUSTAINABILITY IN THE COFFEE VALUE CHAIN: FROM AWARENESS TO ACTION**  
Event by International Coffee Organization  
Wed, Jun 19, 2024, 9:00 AM - 3:30 PM (your local time)  
Online  
Event link - <https://events.teams.microsoft.com/event/46202ffc-084d-4fc7-b11e-379d2b9928e0@c3476d30-7bc3-4f9b-9d15-6644947f962d>



# Media and public engagement

During coffee year 2023/24, the ICO received significant media attention, with a notable distribution between general and specialized media outlets. Analysis of the coverage revealed that 60% of the articles were published by specialized media platforms, such as *Global Coffee Report*, *Comunicaffe*, and *Daily Coffee News*, reflecting the industry's targeted interest in coffee-specific developments. In contrast, general media outlets, including *Arab News*, the *Saudi Press Agency*, and the *Times of India*, accounted for 40% of the coverage.

During coffee year 2023/24 the ICO received a total of 65 press requests. The majority (35%) were handled by the Statistics Section, with data and statistics being the most sought-after content (30 requests), followed by interview requests (20).

The key topics of interest for the press were predominantly focused on coffee production, export, and prices (50%), with climate change (20%), EU policies and trade (15%), consumer behaviour and trends (10%), and sustainability (5%) also featuring prominently.

## ICO in the press

1. [\*Global Coffee Report\*: Saudi Arabia Signs International Coffee Agreement](#)
2. [\*Arab News\*: Saudi Arabia Signs the International Coffee Agreement 2022](#)
3. [\*Saudi Press Agency \(SPA\)\*: Saudi Arabia Signs the International Coffee Agreement 2022](#)
4. [\*KSA Directory\*: International Coffee Agreement 2022 Signed by Saudi Arabia](#)
5. [\*Qahwa World\*: Saudi Arabia Signs International Coffee Agreement](#)
6. [\*Daily Coffee News by Roast Magazine\*: ICO and UNIDO Outline an Unprecedented Global Coffee Fund](#)
7. [\*Comunicaffe International\*: Coffee Recognized as a Key Strategic Sector by the G7 in a Historic Milestone for the ICO](#)
8. [\*Comunicaffe Italia\*: illycaffè e Fondazione Ernesto Illy per la Sostenibilità del Caffè](#)
9. [\*Comunicaffe International\*: G7 Education Summit in Trieste Opens with Focus on Training in the Coffee Sector](#)
10. [\*El Mundo del Café\*: México Reafirma su Compromiso con la OIC tras el Acuerdo Internacional del Café 2022](#)
11. [\*Global Coffee Report\*: I-CIP Reaches 13-Year High: ICO Report](#)
12. [International Coffee Day 2024: Explore the global celebration of uniting all the coffee lovers](#)
13. [This is how we brew it: A cultural guide to coffee on International Coffee Day](#)
14. [G7 endorses Global Coffee Sustainability and Resilience Fund](#)

# ICO global engagements 2023/24



1. **Germany, Berlin** – Roundtable discussing the impact of German and EU Deforestation Regulation (EUDR) legislations on the Ethiopian coffee supply chain. 20 Jan 2024
2. **Germany, Berlin** – Grüne Woche at the Federal Ministry of Food and Agriculture Booth. 20-21 Jan 2024
3. **Ethiopia, Addis Ababa** – Rainforest Alliance Sustainability Day within the framework of the 20th African Fine Coffees Conference and Exhibition and the 1st African Coffee Week. 8 Feb 2024
4. **Switzerland, Geneva** – Panel discussion at the Vision Zero Fund Forum. 9 Apr 2024
5. **United States, Chicago** – Cup of Excellence and Specialty Coffee Association EXPO. 12-15 Apr 2024
6. **United States, New York** – 78th UNGA interactive dialogue on commodity markets and Meeting with Brazilian Delegation to the UN. 25-28 Apr 2024
7. **Italy, Turin** – G7 Climate, Energy and Environment Ministers meeting. 29-30 Apr 2024
8. **China, Kunshan** – COFAIR 2024 China Kunshan International Fair Coffee Industry. 16-19 May 2024
9. **Indonesia, Jakarta** – Mission in Indonesia. Meeting at the Ministry of Trade. 1-14 May 2024
10. **Indonesia, Jakarta** – Stakeholder meeting convened by the Sustainable Coffee Platform of Indonesia (SCOPI) and Louis Dreyfus Company (LDC). 10 May 2024
11. **Brazil, Santos and Varginha** – 24th International Coffee Seminar 18-31 May 2024; EXPOCAFE, in Tres Pontas, Minas Gerais; meetings with Strauss Group in Varginha, Minas Gerais. 4-6 Jun 2024.
12. **Mozambique, Maputo** – Maputo Coffee Festival. Meetings with Government. 11-15 Jun 2024
13. **Switzerland, Geneva** – ITC's Geneva dialogue on coffee. 18-19 Jun 2024
14. **Denmark, Copenhagen** – GCP Board meetings IDH/GIZ event on living income. 24-26 Jun 2024
15. **Denmark, Copenhagen** – World of Coffee 2024 (WOC). 27-30 Jun 2024
16. **Italy, Trieste** – G7 Education Summit. 1 Jul 2024
17. **China, Yunnan** – Coffee Global Value Chain Forum Top Forum. 1-6 Aug 2024
18. **United States, New York** – Side Event during the Summit of the Future Action Day. 21 Sept 2024
19. **Honduras** – Primera Cumbre Internacional del Café de la Comunidad de Estados Latinoamericanos y Caribeños (CELAC). 18-19 Sept 2024



## Resources for action

To enhance accessibility and ensure clear communication with a diverse range of audiences, the ICO translated and published documents in all four of its official languages. These efforts contributed to the Organization's overall effectiveness, supporting its mission and improving the efficiency of its operations in achieving its goals.

## Finance and administration

The ICO's administrative expenses are primarily funded through contributions from its Members, determined by the average volume of their coffee exports or imports. In addition, the Organization received valuable support through voluntary donations from both ICO Members and private sector partners.

## Programme of Activities

The ICO's annual Programme of Activities (PoA) is designed to support the implementation of the Five-Year Action Plan (2017–2021), which remains in effect during the transitional period between the International Coffee Agreement (ICA) 2007 and the entry into force of the ICA 2022. The PoA outlines the Organization's strategic direction and addresses the evolving challenges facing the coffee industry, with actions aligned with the strategic goals set forth in this Annual Review. Detailed information on the Programme of Activities for coffee year 2023/24 can be requested from the ICO Secretariat at [info@ico.org](mailto:info@ico.org).

## ICO Secretariat

The ICO headquarters is located at 222 Gray's Inn Road, London, United Kingdom. For coffee year 2023/24, there were 15 approved posts, as per the Administrative Budget of the Organization.





# NEXT STEPS



# Next steps

The ICO continues to serve as a global convener and knowledge hub for the coffee sector, providing data, analysis, and strategic promotion to support sustainable development across the value chain. The Organization will place special emphasis in 2024/25 on the following strategic directions:

## 1. Enhance data capacity and policy readiness

Deepen ICO's data capabilities, provide support to Members on due diligence regulations, and leverage insights and tools to improve productivity, resilience, and quality in the face of high coffee prices and regulatory shifts.

## 2. Operationalize the ICA 2022 and strengthen governance processes

Facilitate the entry into force of the ICA 2022 and enhance the role of the ICO's existing specialized bodies and committees, with a special focus on the role of the Joint Committee and the Private Sector Consultative Board.

## 3. Advance partnerships for farmer resilience

Build on existing collaborations with governments, private sector stakeholders, and other partners, while evaluating the impact of current MoUs and renewing those that are still relevant. Establish new partnerships focused on sustainable livelihoods and investment, particularly through the CPPTF.

## 4. Integrate coffee into climate change policy

Support the UNFCCC/COP30 event, while working to elevate coffee's role in global climate dialogues and advocating for policies and initiatives that address the specific climate-related challenges faced by the coffee sector.

## 5. Strengthen UN engagement

Leverage the ICO's UNGA observer status to gain access to critical UN data and reports relevant to the coffee sector, enabling informed decision-making and strategic advocacy.

## 6. Promote circular economy innovation

Scale up the Center for Circular Economy in Coffee as a flagship initiative for sustainable transformation, driving innovation and adopting circular economy principles across the entire coffee value chain.

## 7. Drive multilateral advocacy

Coordinate with other international commodity boards to create synergies and strengthen global advocacy efforts, ensuring that coffee's unique challenges and opportunities are represented in broader agricultural and trade policy discussions.

# Contact Us



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