



**INTERNATIONAL
COFFEE
ORGANIZATION**

ED 2493/25

8 October 2025

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**Agenda for the 7th CEO and Global Leaders
Forum to be held on 14-17 October 2025**

1. The Executive Director wishes to invite ICO Members to the 7th CEO and Global Leaders Forum that will take place in San Pedro Sula, Honduras, on 14-17 October 2025 as part of the 140th Session of the International Coffee Council and associated meetings. The agenda and description of the panels are attached to this document.

7th CEO & Global Leaders Forum – Agenda

San Pedro Sula, Honduras, 14-17 October 2025

Venue: Centro de Convenciones Felipe Arguello Carazo, Camara de Comercio e Industrias de Cortés

If you are staying in one of the hotels included in the [Operations Manual](#) and have shared your information with the Government (as mentioned in the Manual), there will be transportation available from the Airport to the hotel(s) and from the hotel(s) to the convention centre and back every day.

The below events will take place at the main ‘Salon de Convenciones’. Please note that in the main ‘Salon de Convenciones’ translation services from and to English, French, Portuguese and Spanish will be available.

A reminder to please provide the following information to national authorities:

- Send copies of hotel reservation to alojamiento.icc@sag.gob.hn
- Send [completed medical form](#) to salud.icc@sag.gob.hn
- Send flight details to transporte.icc@sag.gob.hn
- Complete the [Honduran immigration and customs form online](#) (between 72 and 3 hours before your trip)
- Present your yellow fever vaccination certificate if you are travelling from [countries considered high-risk by the World Health Organization](#) (WHO)

Monday 13 October

- 14:00 – 16:30: Opening Ceremony of the International Coffee Council with the President of the Republic of Honduras, H.E. Xiomara Castro
- 20:30 onwards: Welcome Cocktail

Tuesday 14 October

- 16:30 – 17:30: CGLF Side event A: Coffee Value Assessment and the Q Program (*Presented by the Specialty Coffee Association*)
- 17:45 – 18:45: CGLF Side event B: Financing the Future of Coffee (*Panel presented by World Coffee Research*)

Wednesday 15 October

- 15:00 – 16:30: 7th CGLF Opening with Secretary of State for Agriculture and Livestock of the Republic of Honduras
- 17:00 – 18:30: CGLF session 1: Market Trends Analysis – Presentation and Panel

Thursday 16 October (CGLF Main Events)

- 09:00 – 10:10: CGLF Session 2: Bringing Living and Prosperous Income (LPI) to Reality
- 10:10 – 10:30: Break
- 10:30 – 12:00: CGLF Session 3(A): Pathways to LPI - Regenerative Agriculture and Mechanization – Making the Case
- 12:00 – 13:30: Lunch
- 13:30 – 15:00: CGLF Session 3(B): Pathways to LPI - Regenerative Agriculture and Mechanization – Scaling Up
- 15:00 – 15:30: Break
- 15:30 – 16:40: CGLF Session 4: New Pathways to LPI

- 16:40 – 17:00 Break
- 17:00 – 18:00 CGLF Side event C: CPPTF Tools Available to Members
- 19:00 onwards Cultural Evening

Friday 17 October (CGLF Main Events)

- 09:00 – 10:30 CGLF Session 5: Linking farmers' financial needs to global funding opportunities
- 10:30 – 11:00 Break
- 11:00 – 12:30 CGLF Session 6: Enabling inclusive and empowering implementation of EUDR
- 12:30 – 14:00 Lunch
- 14:00 – 15:00 CGLF Session 7: Challenges on logistics of coffee exports
- 15:00 CGLF closure

Description of the CGLF Panels/Side Events

CGLF Side event A: Coffee Value Assessment and the Q Program

Objective: To introduce the Specialty Coffee Association (SCA) and the Coffee Value Assessment while sharing key developments from the past 12 months. To introduce the new Q Program. To present the new SCA Education pricing model while sharing details of the ICO/SCA collaboration.

Duration: 60 minutes

<u>Topics</u>	<u>Speakers</u>
Introduce SCA and the Coffee Value Assessment (CVA)	Presented by the Specialty Coffee Association
Share key developments from the past 12 months	
Introduce the new Q Program	
Present the new SCA Education pricing model	
Share details of the ICO/SCA education collaboration	
Discuss how to get involved, Q&A	

CGLF Side event B: Financing the Future of Coffee

Objective: To illuminate risk to coffee production without deeper investment in variety advancement and access, and discuss what is needed to get farmers greater access to new varieties.

Duration: 60 minutes

Theme	Speakers
This session highlights specific needs, challenges and opportunities around financing the future of coffee variety dissemination with the pipeline of new varieties coming from global breeding efforts against the backdrop of emerging risks like synthetic coffee and competing beverages	<ul style="list-style-type: none"> - Root Capital - Promecafe - World Coffee Research

CGLF Session 1: Market trends analysis

Objective: To discuss what challenges, risks and opportunities the current situation of the coffee market brings to countries and operators. How is the market influenced by geopolitics? What is the current market situation and what to expect in the coming months? What could producing countries do to better navigate this market?

Time: 90 minutes

Theme	Speakers
Global coffee market developments: Insights from leading analysts:	Understanding coffee market dynamics - A five-year perspective: ICO Secretariat
	A complementing perspective of the market development: Brooker Company
	Geopolitics, market risks and vulnerabilities: Commodity Expert
Perspective from the specialty market	Specialty Coffee Association
Perspectives from producing countries	Representative from Producing Countries <ul style="list-style-type: none"> - Latin America (private sector) - Africa (public sector) - Asia (public sector)

CGLF Session 2: Bringing Living and Prosperous Income (LPI) to Reality

Objective: To report on progress on LPI goals in the last year and share reflections from CPPTF discussions on future work.

Time: 70 minutes

<u>Theme</u>	<u>Speakers</u>
Progress towards ICO-CPPTF Roadmap 2030	ICO Secretariat
Progress in Mexico	Representative from Mexico
Reflections on what comes next in current global context	Reflections from Producing and importing Countries (public sector) Reflections from Private Sector companies Based on the discussions, how do we see this point moving forward?

CGLF Session 3(A and B): Pathways to LPI - Regenerative Agriculture and Mechanization

Objective: To present the cases of regenerative agriculture and mechanization in coffee as pathways for farmers to earn a living and prosperous income.

Time: 180 min (2 sessions, with a 90-minute break for lunch in between)

Format: 2 panels

- Panel A - focusing on making the cases (including the link between both topics),
- Panel B - focusing on how these cases could be scaled up (conditions needed).

Panel A: How can regenerative agriculture and mechanization support coffee farmers globally to close the living income gap?

<u>Theme</u>	<u>Speakers</u>
The importance of regenerative agriculture	Alliance Biodiversity International - CIAT
A common understanding of regenerative agriculture in coffee	Global Coffee Platform
Regenerative agriculture, mechanization and income	Cooperatives from Latin America
Inputs and reflection from other regions	Experts from producing countries (public sector) - Africa - Asia

Panel B: How could we upscale these approaches to reach millions of coffee farmers?

<u>Theme</u>	<u>Notes</u>
An approach to scale up regenerative agriculture	Presentation of the Regen Coffee initiative <ul style="list-style-type: none"> - Technical partner - TechnoServe - Private sector company
Scaling up mechanization	Expert from producing country in Latin America
Challenges and opportunities for scaling up regenerative agriculture and mechanization <ul style="list-style-type: none"> - Could these approaches succeed in improving net income for farmers? - What would need to be true for these approaches to succeed in supporting farmers to close the living income gaps in coffee regions? 	Reflections from ICO Members and private sector <ul style="list-style-type: none"> - Private sector company - Public sector from Central America - Expert from producing country in Latin America

CGLF Session 4: New Pathways to LPI

Objective: To share additional approaches towards living and prosperous income for coffee producers.

Time: 70 minutes

<u>Theme</u>	<u>Speakers</u>
Reforestation as a LPI pathway <ul style="list-style-type: none"> - Presentation of Coffee Renovation Plan 	Government of Honduras
The importance of LPI approaches and the need to scale them up	Private Sector Company
New approaches to Living and Prosperous Income	Procurement practices and new approaches: GIZ and cooperative from Latin America
	New studies and approaches for countries

CGLF Side event C: CPPTF Tools Available to Members

Objective: To present tools developed through the ICO Coffee Public-Private Task Force's Technical Workstreams 1, 2 and 4, and current stock-taking project led by P&A to support ICO members to develop and implement national Living Prosperous Income (LPI) strategies linked to regional and sector level efforts.

Duration: 60 minutes

<u>Theme</u>	<u>Speakers</u>
Agile Tools for Cost of Production and Actual Income Data collection	Committee on Sustainability Assessment (COSA)
Landscape Action Industry Guidebook	Sustainable Coffee Challenge / Conservation International
Process Guide to Close Living Prosperous Incomes	Sustainable Food Lab / Agrofuturo
Capacity building and implementation of Process Guide	P&A Consulting

CGLF Session 5: Linking farmers' financial needs to global funding opportunities

Objective: To understand what type of finance is working for coffee communities at the local level and what financial mechanisms and arrangements are needed for scaling up.

Time: 90 minutes

Format: 2 panels

- Panel A: Presenting successful cases of financing to coffee producers;
- Panel B: discussing with representatives from international financial and development sector and ICO Members on opportunities to scale up financing.

Panel A: Financing coffee producers – what is it working?

<u>Theme</u>	<u>Speakers</u>
Financing coffee producers – what is it working? Examples: <ul style="list-style-type: none"> - Financial products - PES - Finance for cooperatives and traders 	Representatives from producing countries <ul style="list-style-type: none"> - Latin American cooperatives - Africa (private sector)

Panel B: What financial mechanisms and arrangements are needed for scaling up?

<u>Theme</u>	<u>Notes</u>
Introduction:	Latin American cooperative financial system
Scaling up finance	Representatives from the international development and financial sectors: <ul style="list-style-type: none"> - International Trade Center - United Nations Development Programme - Technical Partners Representative from ICO Members: <ul style="list-style-type: none"> - EU Delegation in Honduras

CGLF Session 6: Enabling inclusive and empowering implementation of EUDR

Objective: To highlight efforts for joint and inclusive EUDR preparedness in producing countries. Present CPPTF EUDR Joint Actions for EUDR. Discussion and reflections on the initiatives.

Time: 90 minutes

<u>Theme</u>	<u>Speakers</u>
Preparedness for EUDR implementation	Producing countries: <ul style="list-style-type: none"> - Latin America (public sector) - Asia (private sector) Importing country: <ul style="list-style-type: none"> - EU Delegation in Honduras
Joint actions by ICO-CPPTF	ICO Secretariat
EUDR legality tools	Producing country – Latin America (private sector)
National databases of georeferenced coffee plots	Panel discussion with: <ul style="list-style-type: none"> - Producing country – Africa (private sector) - Technical Partner – Alliance Biodiversity International-CIAT

CGLF Session 7: Challenges on logistics of coffee exports

Objective: To discuss existing challenges on logistics for exporting coffee and what opportunities the sector could develop.

Time: 60 minutes

<u>Theme</u>	<u>Speakers</u>
Existing challenges on logistics	Perspectives from Producing countries. Representatives from private and public sector: <ul style="list-style-type: none"> - Merchant Navy, Honduras - Cooperative / exporter from Latin America - Cooperative / exporter from India
Opportunities to address existing challenges	<ul style="list-style-type: none"> - Discussion