Mission report

Subject	Official visit to Colombia organized by the Colombian Coffee Growers Federation (FNC)
Place and dates	Colombia – 25 to 26 August 2025
ICO staff member	Vanúsia Nogueira, Executive Director
Purpose of travel	• Meet with high-level stakeholders in the Colombian coffee sector, including the Minister of Agriculture and the Steering Committee of the FNC • Take part in a press conference with the Colombian media • Participate in a panel discussion entitled "Coffee – Current Realities and Prospects"
Five-Year Action Plan/Programme of Activities relevance	**Five-Year Action Plan** • **Strategic Goal I** - Delivering world-class data, analysis and information to the industry and policy-makers • **Strategic Goal II** - Using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors **Results and Deliverables from the PoA:** • I.B.7 Monitoring and assessing new regulations, standards and other stress factors affecting the coffee sector, engaging with regulators and coffee producers • I.B.9 Preparation of articles, presentations, interviews and other relevant content as inputs for external media • II.A.8 External and media relations and communication (press releases, social media, website)

OVERVIEW

1. The Executive Director undertook a two-day mission to Colombia in August 2025 at the invitation of the FNC. The visit aimed to strengthen institutional ties, exchange perspectives on the global coffee market, and discuss strategic initiatives for the sustainability and competitiveness of the sector. The mission combined governmental, institutional, and media engagements. A summary is provided below and the full agenda can be viewed in **Annex I**.

2. Meet with high-level stakeholders in the Colombian coffee sector, including the Minister of Agriculture and the Steering Committee of the FNC

   (a) The Executive Director met with Ms Martha Viviana Carvajalino Villegas, Colombia's Minister of Agriculture. Discussions centred on sustainability in coffee cultivation, the challenges of current market context, and the role of agri-food systems in rural development.

   (b) At the FNC headquarters, Dr Nogueira was received by the Federation's Steering Committee and its CEO, Mr Germán Bahamón. The dialogue focused on global market conditions, strengthening cooperative systems and preparations for the 140th Session of the International Coffee Council.

3. Take part in a press conference with the Colombian media

   During a press session alongside Mr Germán Bahamón, the Executive Director addressed national media on global coffee challenges. Key themes included:

   (a) Volatility in international coffee markets, geopolitics and influence on markets;

   (b) Short global inventories and potential consumer price increases;

   (c) Growth of consumption despite rising prices; and

   (d) Shifting consumer habits, with greater at-home consumption.

4. Participate in a panel discussion entitled "Coffee – Current Realities and Prospects"

   In a panel moderated by journalist Jorge Espinosa, Dr Nogueira joined Mr Luis Carreño, President of Racafé, and Mr Germán Bahamón to discuss sustainability, productivity, prices, and climate change within the coffee sector.

CONCLUSIONS/MAIN OUTCOMES

1. Overall, during the two-day mission to Colombia, the Executive Director and high-level stakeholders in the Colombian coffee sector expressed a shared understanding of current global market challenges and opportunities, which are currently shaped by strong geopolitical influences. Discussions also explored ways to further improve the livelihoods of coffee farmers beyond higher coffee prices, with the agreement that cooperatives play a central role in enhancing competitiveness and supporting rural development.

2. Meet with high-level stakeholders in the Colombian coffee sector, including the Minister of Agriculture and the Steering Committee of the FNC

   These meetings strengthened institutional collaboration between the ICO, the Government

of Colombia, and the FNC. Discussions focussed on the 140th Session of the International Coffee Council, which took place in Honduras in October 2025, which was identified as a key platform for advancing the global coffee agenda. Further outcomes are listed below:

(a) During the meeting with Minister Carvajalino Villegas, both leaders highlighted the importance of cooperatives as engines of farmer organization and competitiveness, recognising Colombian coffee as a global reference point in value transfer and productive integration.

(b) In discussions between the ICO Executive Director and the FNC's CEO and Steering Committee, both institutions reaffirmed their joint commitment to a sustainable future for coffee.

3. Take part in a press conference with the Colombian media

Dr Nogueira stressed that specialty coffee remains a key avenue for value addition and that Colombia is well-positioned to expand in this segment while maintaining strong links with major international buyers (see press links in **Annex II**).

4. Participate in a panel discussion entitled "Coffee – Current Realities and Prospects"

The Executive Director emphasized that high coffee prices do not guarantee prosperity, as true sustainability depends on boosting productivity and reducing costs. She further underlined the need for systemic transformation to adapt to climate change, noting that without such changes, even premium-level prices cannot secure the future of the sector. The panellists also discussed determinants for change in consumer behaviour.

INTERNATIONAL COFFEE ORGANIZATION

ANNEX I

VISIT AGENDA
VANUSIA NOGUEIRA – ICO EXECUTIVE DIRECTOR
Dates: 25 to 27 August 2025

MONDAY 25 AUGUST		
Time	**Activity**	**Location**
07:25–11:50	Flight to Colombia	Flight
12:45–13:45	Transfer Airport – Ministry of Agriculture	Transfer
14:00–15:00	Meeting Ministry of Agriculture	Ministry of Agriculture
15:00–15:45	Transfer Ministry of Agriculture – FNC	Transfer
15:45–17:00	Meeting FNC Executive Board	FNC
17:00-17:10	Walk FNC – Hilton Hotel	Transfer
17:10	Check in Hotel	Hilton Hotel
17:10–18:45	Free	Hilton Hotel
18:45-19:00	Transfer Hilton Hotel – Restaurant	Transfer
19:00–21:00	Dinner CEO, Steering Committee, Diego	Adriano en Casa República
21:00	Transfer Restaurant – Hilton Hotel	Transfer
TUESDAY 26 AUGUST		
07:45–7:50	Walk Hilton Hotel – FNC	Transfer
08:00–09:00	Press Conference	FNC
09:00–10:00	Meeting with FNC CEO	
10:00–12:30	Free	Transfer
12:30–14:30	Lunch	Harry Sasson
14:30–17:00	Panel on Tariffs (1. Vanusia, CEO and Luis Carreño of Racafé)	FNC
17:00–21:00	Rest	Hilton Hotel
21:00–21:30	Transfer Hilton Hotel – El Dorado Airport	Transfer
23:25–15:35	Flight Bogotá – London	Flight

PRESS LINKS

- "Se requerirán 200 millones de sacos en 2030, hay que apostarle a la competitividad" (200 million bags will be needed by 2030 — we must bet on competitiveness) | *El Colombiano*
- "Boom cafetero se enfría: Fedecafé, Gobierno y OIC buscan cómo sostener la cosecha" (Coffee boom cools: Fedecafé, Government, and ICO seek ways to sustain the harvest) | *El Espectador*
- "Aranceles EEUU, cambio climático y menor cosecha de Brasil impulsan alza del café: Nogueira de OIC" (US tariffs, climate change, and smaller Brazilian Harvest are driving coffee prices up, says Nogueira of the ICO) | *Reuters*
- "Federación de Cafeteros prevé reducción en las exportaciones para el segundo semestre de este año" (FNC forecasts a drop in exports for the second half of this year) | *Caracol Radio*
- "Organización Internacional del Café destaca avances de Colombia en cumplimento del Pacto Verde" (International Coffee Organization highlights Colombia's progress in meeting Green Deal commitments) | *Contexto Ganadero*
- "El mundo beberá más café: consumo global alcanzará 200 millones de sacos en 2030, según Federación Nacional de Cafeteros" (The world will drink more coffee: global consumption to reach 200 million bags by 2030, says FNC) | *Semana.com*