INTERNATIONAL COFFEE ORGANIZATION

Mission report

Subject	Global Coffee Platform Meetings and Member Assembly 2025, ITC Meeting - "Coffee Future - from Seed to Cup" and World of Coffee Conference
Place and dates	Basel and Geneva – 22 to 27 June 2025
ICO staff member	• Vanúsia Nogueira, Executive Director • Miguel Zamora, Coordinator of the Coffee Public-Private Task Force (CPPTF)
Purpose of travel	• Attend the Global Coffee Platform Board Meetings and Member Assembly 2025 • Participate in the ITC Meeting "Coffee Future – from Seed to Cup" • Present at the World of Coffee 2025
Five-Year Action Plan/Programme of Activities relevance	**Five-Year Action Plan:** • **Strategic Goal II**: Using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors • **Strategic Goal III:** Facilitating the development of projects and promotion programmes through public-private partnerships **Results and Deliverables from the PoA:** **Planned Result II.A: Strengthening ICO engagement with Members and other external stakeholders by providing a multi-sectorial leadership forum for dialogue and knowledge exchange on issues impacting the coffee sector** • II.A.3 Consultations and advocacy to increase the engagement of ICO Members, private sector/other stakeholders in CPPTF and the realization of the Roadmap • II.A.6 Engaging IGOs, IFIs and NGOs in ICO events and participation in external events • II.A.7 Implementation of signed MoUs, and development, negotiation, signature of new MoUs and cooperation agreements **Planned Result III.A: Identification, development and fund mobilization of technical assistance and investment projects for exporting countries**

	• III.A.3 Advocacy for the promotion of cooperation with bilateral, regional & multilateral development agencies and donors with a focus on regulatory framework and sustainability and resilience of the coffee sector • III.A.4 Advocacy and advice for the establishment of partnerships and collaboration with the donor community/mobilization of resources for coffee development projects. • III.A.5 Providing advisory services and cooperation with IGOs, private sector, civil society/academia

OVERVIEW

1. Global Coffee Platform (GCP) Board Meetings and Member Assembly 2025

The Executive Director attended the GCP Board Meetings. This gave her the opportunity to engage with other GCP Members on collective action initiatives aimed at driving sustainability progress and resilience for the coffee sector.

Mr Miguel Zamora, Coordinator of CPPTF, attended the GCP Member Assembly 2025 held on 24-25 June 2025 in Basel, Switzerland. A summary of the agenda can be found below:

Day 1 (Tuesday 24 June):

(a) **Member Assembly Opening and GCP Collective Action:** Addressed how GCP Members are collectively rising to meet shared challenges including turbulent geopolitics, global trade shifts, and extreme climate events.
(b) **Panel 1 – The Changing Landscape: Threat or Opportunity?:** Explored pressing themes of the changing landscape and opportunities to drive progress.
(c) **Keynote on Managing Uncertainty:** Delivered by Dr. Michael Yaziji, Professor of Strategy and Leadership, IMD Business School.
(d) **Panel 2 – Common Language, Greater Footprint: Collective Sustainable Sourcing:** Discussed shared responsibility to expand production and uptake of sustainable coffees.
(e) **Innovation Sessions:** Focused on powering up collective sustainable sourcing.
(f) **Panel 3 – RegenCoffee Framework:** Focused on enabling coffee farmers' transition from conventional to regenerative agriculture at scale.

Day 2 (Wednesday 25 June):

(a) **Panel 4 – The Coffee Catalyst: Where Innovation Meets Investment:** Examined how blended finance and technology are driving a more resilient, inclusive, and future-ready coffee economy.

(b) **Scaling Collective Action in Coffee:** Explored how GCP Members can take collective action to the next level through aligned strategies and coordinated high-impact action.

(c) **Members Shape: Collective Action for Farmer Prosperity:** Innovation sessions focused on farmer prosperity initiatives.

The following producing countries had representation at the Assembly: Brazil, Honduras, Indonesia, Vietnam, Ethiopia, Kenya.

2. ITC Meeting – "Coffee Future: From Seed to Cup"

The Executive Director was one of the keynote speakers at this high-level ITC event, held ahead of the World of Coffee in Geneva. The other keynote speakers were the Deputy Director of ITC, Ms. Dorothy Tembo, the Minister of Agriculture of Uganda, Hon. Frank Tumwebaze, and the CEO of SCA, Mr Yannis Apostolopoulos. Discussions centred around seven themes:

(a) Geographic arrangements: how global trade, geopolitics, and investment flows are shaping the sector;

(b) Coffee advancing as a crop: the role of innovation and coffee genetic diversity in building resilience;

(c) Greater profitability from farmers' space: the role of regenerative agriculture, crop diversification and the circular economy;

(d) Post-harvest: the search for more complex flavours;

(e) Moving markets: new opportunities, new customs, new flavour preferences, new methods;

(f) New consumers: Generation Z, Generation Z+1, coffee parties; and

(g) Threats: new drinks, synthetic coffees, molecular coffees, etc.

(h) The audience was composed of the African coffee-producing Member countries of ACRAM, including the former Chair of the ICO, Mr Enselme Gouthon, in addition to some representation from Latin America.

3. World of Coffee 2025

Held in Geneva from 26 to 28 June, the World of Coffee 2025 attracted coffee professionals and enthusiasts from all over the world who gathered to experience the latest in coffee innovation, culture, and sustainability. The majority of the ICO's exporting Member countries were present in Geneva, with stands and participations in the panels.

The Coordinator of the CPPTF took part in a panel on 26 June, moderated by Mr. Hernan Mason of the International Trade Centre, alongside representatives from Cooxupé/CNC Brazil, the Center for Circular Economy in Coffee and the Mount Elgon Coffee & Honey Cooperative.

Together, they explored how circular approaches can protect the planet, strengthen producer resilience and unlock new income streams for coffee communities worldwide.

CONCLUSIONS/MAIN OUTCOMES

1. Global Coffee Platform Board Meeting and Member Assembly 2025

   (a) The Board Meeting and Assembly facilitated networking opportunities, knowledge exchange, and strategic discussions to enhance the ICO and CPPTF's engagement with global coffee sustainability stakeholders.

   (b) The key takeaways of the Assembly were as follows[1]:

      (i) Collective action is a priority to leverage resources and achieve greater scale for impact, enabling farmers to prosper. Measurement is key to show progress and impact. In this respect, the collaboration between GCP and ICO to promote insights that improve farmers' prosperity and provide tools to measure their situation and progress is particularly important.

      (ii) The market for sustainable coffees needs to be expanded on the producing and consuming side. Consumers need to understand that sustainability comes at a cost.

      (iii) The publication of the RegenCoffee Guidance is set for September and will explore implications for the Coffee SR Code revision in 2026. Developed through a bottom-up approach with various national coffee platforms, this guidance aims to support practical implementation on the ground. The ICO's CPPTF is interested in supporting the scaling up of regenerative agriculture and the guidance will play a crucial role in ensuring the quality of this expansion.

      (iv) Members want more opportunities to exchange and to integrate their work on sustainability and impact into GCP work.

2. ITC Meeting – "Coffee Future: From Seed to Cup"

   (a) Geopolitics increasingly influences investments and trade flows. Investments are now more focused on infrastructure and logistics to support and secure these trade flows.

   (b) Building resilience in the coffee sector can happen fast if innovations are embraced. However, delivering innovation to farmers requires significant efforts in capacity development. There are positive examples where the triangle of research, the private sector and farmers operates as a continuous, collaborative system. Developing and

[1] See GCP Member Assembly 2025 - Highlights

scaling innovative methods to reach farmers in diverse contexts is a priority, and sharing best practices across regions is essential.

(c) More genetic diversity is urgently needed, even more so for Robusta than Arabica. Key actions include:

(i) Maintaining gene pools;

(ii) Facilitating structured access to gene pools;

(iii) Ensuring propagation occurs close to farming communities;

(iv) Enabling controlled distribution to farmers;

(v) Establishing concrete financing mechanisms for orchard renovation and to ensure good agricultural practices.

(d) Consumer trends are evolving rapidly and timely information exchange between the private sector and farmers is essential. Two major trends have emerged:

(i) A growing interest in coffee as an experience, including formats like cold brews; and

(ii) A response to high coffee prices, with the emergence of fake coffee and molecular coffee, etc.

3. World of Coffee 2025

Attended by 75 people, the panel included a presentation by the Coordinator of the CPPTF on the *Coffee Development Report 2022/23: Beyond Coffee: Toward a Circular Coffee Economy*. This sparked discussions on how the circular economy can benefit the coffee sector, including its potential to improve the livelihoods of millions of farmers worldwide. Panellists highlighted examples from Mount Elgon, Uganda, and Minas Gerais, Brazil, where coffee farmers are finding innovative ways to repurpose materials that would otherwise be considered "waste". The products exhibited ranged from cups, dishes, and creams, to new beverages crafted from the other 99% of the coffee plant that typically goes unused.

The discussion also explored regenerative agriculture and its benefits for farmers.

Overall, the panel illustrated how coffee-growing regions can harness the circular economy to close living income gaps, create new job opportunities in rural areas, and enhance value addition across the coffee supply chain.

The event also provided Mr Zamora with opportunities for networking with key stakeholders including, but not limited to, public and private Sherpas of the CPPTF, ICO Member governments, intergovernmental organizations, not-for-profit organizations, and coffee institutes and associations.

Zmorgeland

Beyond Coffee:
Toward a Circular
Coffee Economy
ICO 2022/2023
Coffee Development
Report
COFFEE
2022-23
BEYOND
COFFEE
Access here: https://ico.org/coffee-development-report-3/
CENTER FOR
CIRCULAR ECONOMY
IN COFFEE

PANEL DISCUSSION
Circular Economy and Regenerative Agriculture:
Toward Living and Prosperous Incomes
Thursday, June 26, 2025 | 3:15pm - 4:15 pm | Room W, Level 0, Hall 3, Palexpo
Moderator
Hernan Manson
Speakers
Vanusia Carneiro Nogueira
Dario Tosa
WORLD OF COFFEE
GENEVA
2025