

Mission report

Subject	ANUGA Conference – ‘Living Income in Cocoa & Coffee Supply Chains: From Global Strategy to Retail Practice’ panel
Place and dates	Cologne, Germany – 5 to 7 October 2025
ICO staff member	Miguel Zamora, Coordinator of the Coffee Public-Private Task Force (CPPTF)
Purpose of travel	<ul style="list-style-type: none"> Participate in the panel ‘Living Income in Cocoa & Coffee Supply Chains: From Global Strategy to Retail Practice’ on behalf of the ICO
Five-Year Action Plan/Programme of Activities relevance	<p>Five-Year Action Plan</p> <ul style="list-style-type: none"> Strategic Goal III: Facilitating the development of projects and promotion programmes through public-private partnerships <p>Results and Deliverables from the PoA:</p> <ul style="list-style-type: none"> III.A.4 Advocacy and advice for the establishment of partnerships and collaboration with the donor community/mobilization of resources for coffee development projects (Trust Fund)

OVERVIEW

1. Mr Miguel Zamora was invited by the Sustainable Agricultural Supply Chains Initiative (SASI), within GIZ, to participate in the panel ‘Living Income in Cocoa & Coffee Supply Chains: From Global Strategy to Retail Practice’ to discuss the work that the ICO’s CPPTF is implementing on living and prosperous income with ICO Member countries. In addition to the CPPTF Coordinator, the event brought together the following participants: Ina von Franzius, Co-Head of Unit for Agricultural Policy, Federal Ministry for Economic Cooperation and Development (BMZ); Moritz Heldmann, Head of Programme, Sector Project in SASI (GIZ); Bakary Traoré, Executive Director of the Initiatives for Community Development and Forest Conservation (IDEF); Kouame N'Dri Benjamin-Francklin, President of SCOOPS ECAM Yamoussoukro (Société Cooperative Agricole simplifiée M'Bloussoue); Charlotte Martin, Sustainable Development Officer, International Cocoa Organization (ICCO); and Laura Meissner, Project Manager Social Compliance, REWE Group.

2. ANUGA is the world's leading trade fair for the food and beverage industry. The German Initiative on Sustainable Cocoa (GISCO) and the German Food Retail Association (BVLH) regularly use ANUGA as a platform to advance dialogue on sustainability in global supply chains.
3. The aim of the event was to foster exchange on current strategies, challenges and success factors for promoting living incomes in global coffee and cocoa supply chains. The event sought to enable dialogue and mutual learning between actors from both sectors and discuss concrete implementation approaches, ranging from political strategy to procurement practices in the European retail sector.
4. The CPPTF Coordinator described the Task Force's process and efforts undertaken with ICO Members. There were questions from the audience related to the public-private approach, the ambitious goals of the CPPTF related to living and prosperous income and the need for more support in consuming countries to mobilize retailers in support of this topic.
5. After the panel, there was a networking event where panellists, staff from GIZ and BMZ, as well as other German stakeholders discussed key issues related to living income in agriculture.

CONCLUSIONS/MAIN OUTCOMES

1. Several attendees expressed interest in learning more about the goals of the CPPTF related to living and prosperous income, and to explore how the German private sector (especially retailers) could support such an ambitious goal. In the case of cocoa, there are already efforts in this sense in Germany and other European countries. Currently, there are no retailers participating in the CPPTF. Initiatives such as GISCO mobilize retailers at the country level to support sustainability issues in cocoa. There are similar initiatives in other countries (France, the Netherlands).
2. Since the cocoa sector has already undertaken work on the topic, there is an opportunity to collaborate, especially in countries where coffee and cocoa are important sources of farmers' net income of farmers and contribute significantly to the national economy.
3. The CPPTF Coordinator discussed with Mr Daniel May from GIZ a potential proposal to develop macroeconomic modelling that would help ICO Members better understand the impact of different types of initiatives on farmers' net income. BMZ expressed interest in funding such a study, provided that the ICO is willing to support it to ensure ICO Members can benefit from such the results.

AOB

N/A

