



## Mission report

<b>Subject</b>	Lavazza Foundation event: “The Coffeeprint of Tomorrow – Cultivating Coffee Value II Edition”
<b>Place and dates</b>	Turin, Italy– 6 to 8 October
<b>ICO staff member</b>	Vanússia Nogueira, Executive Director
<b>Purpose of travel</b>	<ul style="list-style-type: none"> <li>• Participate in the session “Coffee Markets: Trends and impacts on the value chain: A conversation with Vanússia Nogueira”</li> <li>• Attend other panels and roundtables</li> <li>• Give an interview to the local press: <i>La Stampa</i></li> </ul>
<b>Five-Year Action Plan/Programme of Activities relevance</b>	<p><b>Five-Year Action Plan:</b></p> <ul style="list-style-type: none"> <li>• <b>Strategic Goal II:</b> Using the Organization’s convening power to provide a forum for dialogue between and within the public and private sectors</li> <li>• <b>Strategic Goal III:</b> Facilitating the development of projects and promotion programmes through public-private partnerships</li> </ul> <p><b>Results and Deliverables from the PoA:</b></p> <ul style="list-style-type: none"> <li>• I.B.7 Monitoring and assessing new regulations, standards and other stress factors affecting the coffee sector, engaging with regulators and coffee producers</li> <li>• 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</li> <li>• II.A.6 Engaging IGOs, IFIs and NGOs in ICO events and participation in external events</li> <li>• III.A.5 Providing advisory services and cooperation with IGOs, private sector, civil society/academia</li> </ul>

## OVERVIEW

### 1. Lavazza Foundation “The Coffeeprint of Tomorrow – Cultivating Coffee Value II Edition”

The event “The Coffeeprint of Tomorrow – Cultivating Coffee Value II Edition” concluded the celebrations of the 20th anniversary of the Lavazza Foundation and provided an opportunity to reflect on the company’s journey so far and to envision the path ahead. It featured testimonials from partners who shared experiences, analysed critical issues, and

outlined future perspectives, fostering an open and constructive dialogue on the major challenges facing the coffee sector. The event also explored how coffee can act as a catalyst for social and environmental change, bringing together communities, experts, and other stakeholders.

2. “Coffee Markets: Trends and impacts on the value chain: A conversation with Vanúsia Nogueira”

During her conversation with journalist and moderator Ms Mariangela Pira, the Executive Director provided an overview of the global coffee market, highlighting the main challenges of recent years: from price volatility to climate pressures, changes in consumption patterns, and geopolitical tensions affecting supply chains.

3. Other panels and roundtables

The Executive Director attended the following panels and roundtables:

- (a) **Unlocking opportunities to face the future of coffee:** This roundtable featured contributions from Mr Eduardo Esteve, Managing Director of Ecom Agroindustrial Corp; Ms Isabel Van Bemmelen, Senior Business Developer at Rabobank Acorn WRR Innovation; Ms Mariana Lima Veloso, Quality Director of Veloso Coffee; Mr Osvaldo Zucchini, Founder & Director of El Gigante Coffee Estate; and Mr Marco Riccardo Rusconi, Director of the Italian Agency for Development Cooperation (AICS).
- (b) **Global Goals at a Crossroads: A Conversation with Jeffrey Sachs:** Economist Jeffrey Sachs led a critical reflection on the progress made with regard to the UN Sustainable Development Goals (SDGs), the challenges that remain, and the urgency of accelerating collective action.
- (c) **Collaborating for change: the future of coffee:** The session opened with the presentation of a scientific paper developed by the Columbia Center on Sustainable Investment. Speakers included: Ms Lara Fornabaio, Lead Researcher at the Columbia Center on Sustainable Investment; Mr Josep Garí, Head of Climate, Forests and Land at UNDP; HE Amb. Stefano Gatti, Minister Plenipotentiary and Director General for Development Cooperation; Mr Mario Cerutti, General Secretary of the Lavazza Foundation; and Mr Juan Esteban Orduz, Founder & CEO of Archeterra Global.

4. Local media interview – *La Stampa*

During the event, the Executive Director gave an interview to local newspaper, *La Stampa*. The article, available [here](#) in Italian, highlights that the “geopolitics of coffee” is undergoing a major transformation, driven by climate shocks in key producing regions. Dr Nogueira also discussed rising demand in new markets and the introduction of tariffs

in importing countries, noting that these combined factors have generated strong price volatility. Despite these record values, she stressed that “many producers remain at the margins”, unable to benefit from the gains seen at the end of the chain. Finally, she emphasized that supply and demand are out of balance and that climate will determine future cycles, all while calling for greater transparency and a fairer value distribution.

## **CONCLUSIONS/MAIN OUTCOMES**

The Executive Director provided insights on how the International Coffee Organization (ICO) is addressing market shifts, developing international cooperation strategies, and identifying emerging opportunities. Panels and roundtables highlighted how restoring value along the chain and strengthening public-private partnerships can drive collective development and generate positive economic and social impacts, including through national coffee SDG plans aimed at improving producers’ living conditions. Through her interview with *La Stampa*, the Executive Director amplified key messages on the need for greater transparency, fairer value distribution, and climate resilience in coffee markets, with the aim of raising awareness among consumers, policymakers, and other stakeholders. Finally, the event facilitated networking, knowledge exchange, and strategic discussions, enhancing the ICO and Coffee Public-Private Task Force’s engagement with the global coffee sector.

## **AOB**

N/A





MENU CERCA

**LA STAMPA**  
giornale internazionale delle persone con qualità

IL QUOTIDIANO ABBONATI ACCEDI

Sei qui: Home > Economia

L'INTERVISTA

## Vanússia Nogueira (Ico): “Il prezzo del caffè vola, ma i produttori restano ai margini”

La direttrice dell'International Coffee Organization: “Clima e dazi sconvolgono la filiera globale. Per superare la volatilità servono innovazione tecnologica e inclusione”



NICOLAS LOZITO

19 Ottobre 2025 alle 05:00 | 3 minuti di lettura