

Mission report

Subject	Event “3 rd Day: The Market, Carbon, and Regenerative Coffee”
Place and dates	Minas Gerais, Brazil, 10 June 2026
ICO staff member	Vanúsia Nogueira, Executive Director
Purpose of travel	Participate in the panel: “Global Overview of Coffee Production: Where are we and where are we going?”
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 Results and Deliverables from the PoA: - Follow-up, facilitation and technical advice to partners, elaboration of proposals (under Strategic Goals II and III of the Five-Year Action Plan) - Provide a forum for dialogue on coffee-related issues. - Organize missions to Member countries. - Participate in national and international coffee events. - Participate in coffee events organized by regional and national coffee organizations or associations. - Support the design and implementation of national coffee strategies and encourage sharing of best practices.

OVERVIEW

1. Organized by the Monte Carmelo Cerrado Coffee Growers Cooperative (monteCCer), the Cerrado Mineiro Region, Sebrae Minas, Imaflora, and Brazil’s National Coffee Council (CNC), this year’s event—held under the title “3rd Day: The Market, Carbon, and Regenerative Coffee”—moved beyond carbon neutrality and placed regenerative coffee at the forefront, highlighting soil health, biodiversity, and climate resilience as essential to long-term sustainability. As global demand for traceable and verifiable sustainable practices grows, the event brought together producers, specialists, and companies to exchange knowledge and explore innovative solutions.

2. The event aimed to showcase the integration of advanced technologies with sustainable agriculture and gained global prominence with the participation of the ICO’s Executive Director,

who guided discussions on the demands of consumer countries, new European legislation, and opportunities for Brazil to consolidate its leadership in regenerative coffee.

3. The panel "Global Overview of Coffee Production: Where are we and where are we going?", in which the Executive Director participated as a keynote speaker, focused on navigating shifting international regulations, climate pressures, and how Brazil and, specifically the Cerrado Mineiro region, is positioned to lead the future market. The panel discussed how international traceability requirements, changes in the global climate, and the pressure for sustainability and carbon neutrality are redefining the situation for Brazilian producers and the country's positioning as a leading exporter. Additionally, discussions emphasized that global leadership, international market compliance, and regenerative practices are essential for the survival and growth of modern coffee farming across continents.

CONCLUSIONS/MAIN OUTCOMES

1. The Executive Director's intervention brought global macro-perspectives to local farmers, emphasizing that coffee must be viewed as a solution to global socio-economic and climate challenges through public-private collaboration.

2. Participating experts underscored that the long-term viability of coffee farming depends on producers embracing modern business practices, integrating artificial intelligence into agricultural management, and developing strong, recognizable brands for their products. The Executive Director also reaffirmed the importance of promoting policy dialogue that positions coffee as a catalyst for international cooperation, sustainable development, and shared prosperity for all stakeholders in the sector.

AOB

N/A



