



**World Coffee Conference 2010
(Guatemala City, 26 to 28 February 2010)**

Programme as at 17 December 2009

1. The Executive Director presents his compliments and, on behalf of the Chairman of the World Coffee Conference 2010, wishes to inform Members and representatives of the PSCB about the updated Programme for the Conference which is attached to this document.
2. Information about registration for the Conference was previously circulated in documents ED-2077/09 Rev.1, ED-2080/09 and ED-2081/09. Document ED-2077/09 Rev. 1 includes information about the International Coffee Council and other meetings taking place from 1 to 4 March 2010. Registration can be completed online at the Conference website (www.wcc2010guatemala.com) or (if Internet access is not available) by completing and returning the forms attached to ED-2077/09 Rev. 1 to the Conference organizers. Each delegation is entitled to **three** free places, and the registration fee for additional places is US\$450.
3. Members are strongly advised to make their hotel and travel reservations as soon as possible in view of the considerable demand for accommodation and flights to Guatemala City in February.
4. An update on registrations by Members will be circulated in January 2010.

As at 17.12.09

**WORLD COFFEE CONFERENCE
26 TO 28 FEBRUARY 2010, GUATEMALA CITY**

**COFFEE FOR THE FUTURE:
TOWARDS A SUSTAINABLE COFFEE SECTOR**

FRIDAY, 26 FEBRUARY

09:00 – 13:30 Registration

**14:00 – 16:00 OPENING CEREMONY AND WELCOME SPEECHES:
COFFEE, AGRICULTURE AND RURAL DEVELOPMENT**

President of Guatemala, Chairman, World Coffee Conference: H.E. Mr Álvaro Colom Caballeros

Presidents of ICO Member countries

Secretary-General, UNCTAD: Supachai Panitchpakdi

Managing Director, Common Fund for Commodities: H.E. Mr Ali Mchumo

Chairman of the Board, Guatemalan National Coffee Association: Ricardo Villanueva

**Chairman, International Coffee Council and Executive Coordinator,
Asociación Mexicana de la Cadena Productiva del Café: Rodolfo Trampe**

Executive Director, International Coffee Organization: Néstor Osorio

19:00 Reception hosted by President Álvaro Colom

SATURDAY, 27 FEBRUARY

SESSION 1 ECONOMIC SUSTAINABILITY: THE ECONOMICS OF PRODUCTION

09:00 – 11:15 World production: changes and trends

09:00 – 09:05 Moderator: Christian Rasch Topke, Chairman of the 2010 WCC Organizing Committee

**09:05 – 09:25 African coffee in crisis – the way forward:
Kwaku Owusu Baah, Director for Economic Studies, IACO**

The presentation will trace the history of the African coffee crisis – when and how it started, and include a trend analysis indicating the negative effects of the crisis on African coffee production and supply. It will analyse the socio-economic implications of the crisis on African coffee producing nations and their coffee farmers and provide policy options for consideration in efforts to revive the African coffee industry.

**09:25 – 09:45 Structural analysis of Brazilian coffee growing – crisis and achievements:
Manoel Vicente Fernandes Bertone, National Secretary of Production and Agroenergy, Ministry of Agriculture, Livestock and Food Supply (MAPA), Brazil**

In terms of performance, Brazilian coffee growing has achieved excellent results, gaining an increasing share of the international market and with growth in domestic consumption exceeding that of world consumption. Despite this, Brazilian producers need better incomes and face significant financial difficulties. A structural analysis of Brazilian coffee growing and the international coffee economy indicates that appropriate public policies could provide higher net incomes for the sector and improved rural living conditions. Brazilian public policies could have an impact on the market and consequently on other producing countries.

**09:45 – 10:05 Outlook for Colombian coffee production:
Luis Genaro Muñoz, General Manager, National Federation of Coffee Growers of Colombia**

This talk will focus on analysing the consequences of the coffee price crisis at the beginning of the century for coffee production in Colombia. It will also cover the strategies developed by the Federation, with the support of the Colombian Government, to ensure the competitiveness and innovation of Colombian coffee growing. These strategies are at the heart of an ambitious coffee tree renewal programme being carried out since 2006, which aims to bring Colombian coffee production to a level of 17 million bags in 2014. In addition, information will be provided on the tools designed to mitigate the impact that the increase in Colombian coffee supplies might have on the economic sustainability of producers. These tools focus on risk management associated with price volatility and exchange rates, promotion of domestic consumption, generational shift, income supplementation and coffee marketing.

**10:05 – 10:25 Central America in the coffee world:
Max Quirin, SCAA (Specialty Coffee Association of America) Board Member and
Anacafé’s representative to SCAA International Relations Council**

The presentation shows what coffee really means to a significant part of the population in the region regarding economic, social and environmental issues. It also includes the historic coffee production trend in the last decade of each Central American country, the effect of the low prices in the first half of this decade, how production costs have been affected by the price increase in commodities and other fixed costs, the economic and financial crisis influence for the region and how the recent differentials volatility could have influenced the expectations of coffee growers. Finally it points out the main challenges that growers and coffee bodies in the region are facing and the strategies that are being implemented mainly to meet the productivity and quality demands in the future.

**10:25 – 10:45 Vietnam coffee sector – adjustment facing crisis:
Dang Kim Son, Director-General of IPSARD, Ministry for Agriculture and Rural
Development, Vietnam**

This paper will focus on changes in Vietnamese coffee supply since 2000-2004, the impact of the financial crisis on the livelihoods of Vietnamese coffee producers (income, investment, job creation, business), risk management issues (producers’ reactions to market and policy risks etc.). Recommendations will include developing sustainable coffee development in Vietnam (adding value, coffee area), institutional changes and setting up and sustaining a coffee supply monitoring system in Vietnam.

10:45 – 11:15 Panel discussion / questions

11:20 – 12:30 Production costs and constraints

**11:20 – 11:25 Moderator: Rodolfo Trampe, Executive Coordinator, Asociación Mexicana de la
Cadena Productiva del Café**

**11:25 – 11:45 The sustainability of harvesting strategies:
Carlos Brando, P&A International Marketing, Brazil**

A person can only selectively pick a given weight of coffee per day. As a result the pickers’ real salary, discounted for inflation, will remain basically the same indefinitely. But development raises the cost of living and aspirations all the time. The outcome is that coffee pickers will be progressively less able to pay for their basic needs, let alone satisfy their growing aspirations. Poverty will inevitably grow among coffee pickers at a time when so much is said and written about sustainability, including economic sustainability. Is there a way out? Fortunately yes, with technology and techniques already available. However their implementation is usually hindered if not fully prevented by tradition, misconceptions about quality losses, and a host of other arguments that do not resist a sound technical and economic analysis. The presentation will discuss concepts that challenge established paradigms in coffee harvesting and propose ways to increase the income of coffee pickers.

**11:45 – 12:05 East African specialty coffee: challenges and opportunities for East African farmers:
David Browning, Director, TechnoServe**

This presentation will look at East African specialty coffee and the challenges and opportunities for smallholder farmers. The main points will be the opportunities for East Africa as an origin for the specialty coffee industry (and TechnoServe's recent experience with the Gates Foundation project working with 20,000 farmers). In addition, it will address the opportunities for farmers to improve their incomes (while ensuring a win/win scenario for the industry). Finally, it will highlight the challenges emerging from TechnoServe's work that the region must overcome in order to be a reliable supplier to the specialty industry.

12:05 – 12:30 Panel discussion / questions

13:00 – 14:30 Lunch

SESSION 2 ECONOMIC SUSTAINABILITY: THE ECONOMICS OF DEMAND

14:30 – 16:35 World consumption: changes and trends

**14:30 – 14:35 Moderator: Max Schnellmann, Counsellor (Economic Affairs, Commodities)
Embassy of Switzerland**

**14:35 – 14:55 Driving sustainability for the mainstream coffee sector:
Dantes Hurtado, President, Coffee and Tea, Sara Lee, Brazil**

Data shows most European consumers appreciate sustainable products but are reluctant to compromise on taste, quality or price. The President of Sara Lee's Coffee and Tea business, Brazil explains how the world's third largest coffee roaster meets the double challenge of satisfying its consumers while advancing sustainability. How to bring sustainable coffee to millions of consumers? Can the market afford to ignore consumer behaviour? How to bring positive change to millions of coffee growers? How strong should the link be between sustainability and a direct price premium? The answer lies in the mainstream arena, where self-sustaining dynamics of supply and demand drive change rather than hinder it.

**14:55 – 15:15 Current state of coffee industry in Russia and CIS countries and how current economic situation, state of world green coffee market and modern world industry trends influence its future:
Alexander Malchik, Chairman of the Board, Organization of Russian Coffee Manufacturers**

This presentation will consider the last ten years of development of the coffee industry and coffee consumption in Russia and some CIS countries. It will also describe the changes in trends due to the current economic situation and show the potential for increase in the coffee market and what factors, both external (like the state of the world green coffee market) and internal (like the state of the local economy, state regulation etc.), could influence the rate of market growth in the near future.

15:15 – 15:35 **Recent coffee consumption trends, prospects and directions for the growth of coffee consumption in India:**
V.G. Siddhartha, Chairman, Café Coffee Day

15:35 – 15:55 **North America - to be confirmed**

15:55 – 16:15 **Development of the Japanese market and outlook for neighbouring country markets (Korea, Taiwan and China):**
Keiji Ohta, Chairman, All Japan Coffee Association

The Chairman of the All Japan Coffee Association will explain how the coffee market in Japan developed from a very low level after the Second World War. Japan has no domestic production but depends on imports to cover an annual demand of 420,000 tons. It is the 3rd largest importer of coffee after the USA and Germany. Although Japan is increasingly becoming a society of elderly people with a low birth rate, its coffee consumption is expected to continue to grow steadily. In addition to his review of the Japanese coffee market, Mr Ohta will give his observations on the markets of neighbouring countries where the available data is very limited.

16:15 – 16:35 **Panel discussion / questions**

16:40– 18:00 **Development of markets for differentiated coffee**

16:40 – 16:45 **Moderator: Mick Wheeler, Executive Director, Speciality Coffee Association of Europe (SCAE)**

16:45 – 17:05 **Developing sustainable specialty coffee markets 2010 and beyond:**
Ric Rhinehart, CEO, Specialty Coffee Association of America (SCAA), USA

A brief look at how new economic forces have recast the key factors to developing sustainable markets for specialty coffees. This presentation will examine the impacts of a variety of factors, including recent world economic conditions, changing consumption patterns, land use pressures and changing social conditions. The presenter will explore forecasts for growth in traditional consumer markets as well as emerging markets and balance these against rising costs for producers and increasing pressure from commercial markets.

17:05 – 17:25 **Differentiation: The markets for quality, certified, and origin-identified coffees:**
Daniele Giovannucci, Co-Founder, The Committee on Sustainability Assessment (COSA)

Even in recession, the explosion of demand for certain ‘newer’ coffees continues at a pace that dwarfs the growth of the more conventional coffees in the major traditional markets. As both consumers and supply chains quickly become more sophisticated, new opportunities are opening up in areas that were merely micro-niches just a few years ago. A look at new data offers some rather surprising views. What happens as market titans such as WalMart, Kraft, and McDonalds move strongly into specialty and into sustainability? What is the status of certified and origin-identified coffees? What are the new trends for Organic, Rainforest Alliance, Fair Trade, Utz, 4C, and Starbucks?

17:25 – 17:45 **Strategy for adding value to Colombian coffee:**
Luis Fernando Samper, Intellectual Property Director, National Federation of Coffee Growers of Colombia

Changes in the coffee market make it necessary for producing countries not only to develop a more sophisticated coffee portfolio but also to reach new customers and consumers with new and sophisticated marketing. This presentation will explain how Colombia developed a branding strategy on the basis of a recognized trademark, enabling the repositioning of the original in the various market segments and consumption occasions. The role of the Juan Valdez brand in this new market approach will be discussed.

17:45 – 18:00 **Panel discussion / questions**

20:00 **50th Anniversary of Anacafé – Gala party**

SUNDAY, 28 FEBRUARY

09:00 – 09:45 **Outlook for supply and demand**

09:00 – 09:05 **Moderator: Oscar Schaps, Managing Director, Hencorp Futures**

09:05 – 09:25 **Trends in demand and the economics of demand:**
Rob Simmons, Head of Coffee and Cocoa, LMC International Ltd.

This paper will examine: trends in demand in the major regions; distinguishing between traditional and emerging markets, and producing and consuming countries; drivers of demand growth (income, price and tastes); demand by type: soluble versus R&G; value addition (the growth of out-of-home, speciality and single servings); and changes to the composition of demand: substitution between washed and unwashed Arabica and Robusta.

09:25 – 09:45 **Is there still room for growth in coffee consumption?**
Judith Ganes-Chase, Founder and President, J. Ganes Consulting LLC

Coffee consumption grew in popularity worldwide over the past decade, but can this trend be sustained? New cafés are springing up on street corners around the world and it seems that demand should continue to percolate for years to come. However, coffee has to compete head on with a proliferation of new and hip beverages that are capturing the imagination of manufacturers and marketers and the dollars of young consumers. This could pose a threat to coffee as a beverage category if new product innovation fails to keep pace with the ever changing marketplace. This presentation will focus on the latest trends and how coffee could stay fresh in the minds of consumers

SESSION 3 ENVIRONMENTAL SUSTAINABILITY

09:50 – 11:25 Environmental sustainability

09:50 – 09:55 Moderator: David Brooks, Director for Natural Resources Policy and Environmental Reviews, Office of the US Trade Representative

09:55– 10:15 Climate change and coffee production: vulnerability and possible adaptation: Eduardo Assad, EMBRAPA

The cultivation of Arabica coffee requires average annual temperatures of 18°C to 23°C. Robusta coffee is less sensitive to climate changes and adapts well to much higher temperatures, with annual averages of 22°C to 26°C. However the coffee plant in general is far less tolerant of the cold. Temperatures of -3.5°C cause damage to leaf tissue and trunks and can be lethal. On the other hand, Arabica production is adversely affected when average annual temperatures are above 23°C. Intense heat during the flowering phase aborts the buds and the plant fails to bear fruits. This presentation will show the impact of climate change using IPCC predictions on coffee production in Brazil and other parts of the world.

10:15 – 10:35 Peak Coffee? Future-proofing the coffee supply in a changing world: Peter Baker, Project Development Coordinator, CABI Bioscience

Concepts of sustainable production have been embraced by the coffee industry in recent years but despite this, the industry faces a number of threats, including climate change, population pressure and spread of pests and diseases. All of these are likely to impact on the coffee business with increasing weight and frequency in the coming years. The lecture will examine some of these challenges as well as the responses that are required if the supply of coffee is to continue to grow in a crowded world. This will include the need for greater attention to strategic planning and long term investment in coffee research, technology and knowledge transmission than has hitherto been deemed necessary.

10:35 – 10:55 Climate change and management of biodiversity in the ecosystems of Colombia's coffee region: Fernando Gast, Director, Cenicafé, Colombia

This presentation will focus on pointing out that Colombian coffee growing regions show wide diversity in soil use, cultivation systems and types of coffee farming. This creates environmental heterogeneity, offering habitats that are highly favourable to biodiversity with regard to other types of productive landscapes. Coffee areas can, therefore, make a considerable contribution to mitigating the effects of climate change, since forests in coffee areas can be maintained and extended through market mechanisms associated with deforestation prevention and green certification like the carbon neutral coffee certificate, which create a link with consumers prepared to pay more for biodiversity-friendly coffee and coffee growers who promote environmental sustainability on their farms and in their regions. Although water is the most renewable natural resource and there are abundant water reserves in Colombia's coffee areas, the region is not free from the risks of the growing world shortage of this element. This is why it is so important to establish the size of the water footprint in coffee areas and to seek conservation tools that complement one another and can be adapted both to the needs of the forest populations and to those of the human beings living in the area.

**10:55 – 11:15 Environmental sustainability and coffee diversity in Africa:
Taye Kufa, Coffee Agronomist/Ecophysiologicalist, Jimma Agricultural Research
Centre, Ethiopia**

Africa is the centre of origin and diversity of all coffee currently cultivated worldwide. It is also one of the most vulnerable regions to global climate change. In most African countries, the destruction of original native coffee habitats through deforestation has resulted in land degradation and climate changes, which can negatively affect coffee production and the livelihoods of millions of people. This paper presents environmental sustainability of coffee production in Africa, with the focus on existing potential and threats in the face of global climate change. Special emphasis is given to the availability of wide coffee genetic variability (diversity) in Africa and its role in protecting against changes in weather patterns and coffee crisis. The impact of cultural practices and technological innovations as mitigation strategies in the major coffee species are documented. There is a trade-off between sustainable environment and food insecurity which requires global collaborative actions, including strong partnerships among all actors in the coffee industry for the sustainable development and competitiveness of the coffee sector in Africa and globally.

11:15 – 11:30 Panel discussion / questions

SESSION 4 SOCIAL SUSTAINABILITY

11:30 – 13:00 International Women's Coffee Alliance: Promoting possibilities

11:30 – 11:35 Moderator: H.E. Mme Josefa Sacko, Secretary-General, IACO

**11:35 – 11:50 Promoting Possibilities:
Launtia Taylor, President, International Women's Coffee Alliance (IWCA)**

Experts around the world are recognizing the important role that women are playing to promote economic development and curb violent extremism. Research supports the hypothesis that focusing development aid on women and girls leads to sustainable improvements in the lives of families and communities. Ms Taylor will present examples of how the IWCA, through its strategy of connecting women 'from seed to cup', is making progress behind Millennium Development Goals 1 and 3.

**11:50 – 12:05 Title to be confirmed
Karl Schmidt, President, Probat Burns, Inc.**

Mr. Schmidt will speak on why it is important for the coffee industry to encourage and support the advancement of women "from seed to cup" and introduce a short video.

**12:05 – 12:20 ASOMOBI – Making dreams come true:
Ana Laura Quirós Montoya, President of the Asociación de Mujeres Organizadas
de Biolley (Organized Women's Association of Biolley) (ASOMOBI), Costa Rica**

We are a women's group created in 1997 in the Biolley Community of Buenos Aires, who organized ourselves to take on the challenge of improving living conditions for families and communities in our villages by developing productive and managerial capacities. This led us to become businesswomen able to successfully channel cooperation

aid in order to carry out various projects, through which we hope to achieve social, economic and environmental equilibrium. We are women who want to inspire hope and make a small contribution to our villages and families making them believe that “Yes we can” achieve our aims even though some people say we are only daydreaming.

**12:20 – 12:35 Shakti – Empowering Women in our Global Community:
Sunalini Menon, Founder, Coffeelab Private Ltd., India**

With only five years until the 2015 deadline to achieve the Millennium Development Goals, including Goal 1: Eradicate Poverty and Hunger and Goal 3: Promote Gender Equality and Empower Women, this presentation will primarily focus on the speaker’s experiences over the years in the coffee sector (both public and private) in India as a woman in the coffee industry. The presentation will highlight examples of women that have found the Shakti or power to overcome extreme poverty, hunger and gender inequality and underscore how the ICO, in collaboration with the International Women's Coffee Alliance, can play a vital role in empowering women in our global community.

12:35 – 13:00 Panel discussion / questions

13:00 – 14:30 Lunch

14:30 - 16:30 The Millennium Development Goals and support for producers

14:30 – 14.35 Moderator: Saint-Cyr Djikalou, Permanent Representative of Côte d’Ivoire to International Commodity Bodies in London

**14:35 – 14:55 The importance of sustainability in development, with particular regard to coffee:
Lluís Riera Figueras, Director, Directorate General for Development and Relations with African, Caribbean and Pacific (ACP) Group of States, European Commission**

**14:55 – 15:15 Government support programmes and subsidies for the coffee sector in India:
G.V. Krishna Rau, Chairman, Coffee Board of India**

Government support to the coffee sector in India covers a large spectrum of activities such as research, strong extension support, training and capacity building and subsidy support for replantation, infrastructure for quality upgrading like drying yards, on-farm processing facilities, water augmentation, subsidy towards premium for weather-based insurance. The Government also extends subsidies for setting-up coffee processing units such as roasting and grinding units. Government support to coffee growers includes not only coffee but associated crops like pepper and cardamom to improve the sustainability of coffee farms with diversification at the farm level.

**15:15 – 15:35 Youth, social sustainability and coffee in African coffee producing countries:
Ishak Kasule Lukenge, Managing Director, KDS Coffee Ltd., Uganda**

The presentation will start with a definition of youth in the African context and then will proceed to give the current social challenges affecting youth in African coffee producing countries. The presentation will then discuss current gaps in youth social sustainability in African coffee producing countries, present the status of youth and coffee in African coffee producing countries and make recommendations.

15:35 – 15:55 Title to be confirmed
Andrea Illy, Chairman and CEO, Illycaffè SPA, Italy

15:55 – 16:15 Title to be confirmed
Janet Ballantyne, Acting Assistant Administrator for Latin America and the Caribbean, U.S. Agency for International Development

16:15 – 16:30 Panel discussion / questions

16:35 – 17:30 Closing ceremony and conclusions of the Conference

President of Guatemala (Chairman of the World Coffee Conference)
Néstor Osorio, Executive Director of the ICO