



International Coffee Organization  
Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

PR 258/03

17 September 2003

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**PRESS RELEASE**

**Launch of “The State of Sustainable Coffee  
– A Study of 12 major markets”**

The Executive Director of the International Coffee Organization (ICO) released today the following statement:

“We are now witnessing the striking emergence of dynamic markets for differentiated products that are produced and marketed in sustainable ways and can provide even some of the world's poorest farmers with better opportunities. Coffee is a leader in these developments and, as arguably the developing world's most important cash crop, is vital to many countries. The markets for fair trade, organic, and eco-friendly products – although not a universal panacea – do benefit farmers of coffee and other agricultural products.

As part of the 40th anniversary of the International Coffee Organization, we are launching an important new study in collaboration with the International Institute for Sustainable Development, UNCTAD, and the World Bank that is the product of two years' work. It represents a significant contribution towards understanding the scope and outlook for such products and their role in the future sustainability of an entire industry.

The study: “The State of Sustainable Coffee – A study of 12 major markets” collects the efforts of 11 researchers under the guidance of Daniele Giovannucci, its primary author. It represents a groundbreaking and comprehensive approach to the characteristics and trends of these markets that have, until now, not been well understood”.

A copy of the executive summary of the book will be available in pdf format on the ICO Website [www.ico.org](http://www.ico.org), and printed copies (200 pages) are available through the ICO at a cost of £20 each.

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**About the ICO:** *Established as an intergovernmental organization in 1963 to serve the international coffee community, the ICO is the focus for international cooperation on coffee matters, coordinating activities with other international agencies and bringing together producing and consuming Governments and private sector representatives to exchange views and address policy issues. In October 2001, the latest International Coffee Agreement entered into force, with new objectives including promoting quality, promoting coffee consumption and encouraging the development of a sustainable coffee economy. The ICO provides the following services: up-to-date information and statistics; innovative projects to benefit the world coffee economy; economic studies; and promotion of coffee consumption in emerging markets.*