



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

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Private Sector Consultative Board  
26 September 2005 (09.30)  
Salvador, Brazil

**Communication from the Worldwide  
Sustainable Coffee Fund**

### **Background**

The attached communication has been received from the Worldwide Sustainable Coffee Fund for consideration under Item 6 (Sustainability initiatives) of the PSCB agenda.

### **Action**

The PSCB is requested to note this document.

## LETTER TO THE PRIVATE SECTOR CONSULTATIVE BOARD OF THE ICO

Meggen, September 2005

Chairman,  
Gentlemen,

Our proposal for a Coffee Fund to breathe renewed life into the worldwide coffee business, an action that is needed very much after several years of depressed prices, is supported officially by Vietnam, Tanzania, OAMCAF, Uganda, Democratic Republic of Congo and ORCECA (Association of coffee exporters in Central America). Rwanda has now joined this group representing 33% of worldwide coffee production.

We continue to work on promoting this global, neutral and transparent concept. Its biggest asset is that the concept focuses on quality improvement in the origins and promotion of consumption; hence it is a business sector wide solution that cooperates with the private sector and governments in each relative field of action. Its structure uses the least possible bureaucracy with the goal of achieving the highest efficiency, as we have seen that bureaucratic approaches consume their own resources and little or nothing is achieved.

The concept of the Coffee Fund is at the disposal of the ICO as a solution towards increased sustainability in the coffee sector, on both the producing and consuming sides which serves 25 million coffee farming families or over 100 million people.

We have submitted a proposal to the Common Fund for Commodities to form a joint trust fund with the goal that the united efforts of the private and the public sectors will permit a strengthened coordination of the global efforts for sustainability. The input to this joint trust fund was originated during the last meeting of the ICO Executive Board in May 2005 during which a trend could be noticed that the work of the Common Fund may ideally be connected more closely with the private sector. A copy of the proposal was sent to the ICO.

Among the participants in the international discussion on sustainability, it has been perceived lately that a solution can only be achieved through an intensified collaboration with all the actors along the supply chain. We have published the complete proposal of the Coffee Fund on our website [www.coffeefund.org](http://www.coffeefund.org). On the basis of this programme we will further define the details through our collaborative approach with all actors in the coffee sector.

(signed)      Walter Zwald Urs Kuchler  
Worldwide Sustainable Coffee Fund