NEW REALITIES FOR THE COFFEE SUPPLY CHAIN AFTER THE CRISIS

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The post crisis coffee market

- Consumers drinking more coffee at home
- New convenient and easy/fast to prepare coffees
- More coffee sales through fast food channels
- Private labels
- Strategic alliances and JV’s to enhance market penetration and distribution
In the post crisis supply chain management becomes crucial

1. Enhanced Vision: from farm to roasters
2. Selling Coffee and services
3. Less risk for Federation
4. Less coffee in stock
4. Supporting our concept of fresh Coffee
Challenges and opportunities

Challenges
- Value of Colombian Coffee
- Price Volatility
- Coffee output
- Diversity of suppliers

Opportunities
- Ethical trade & CSR
- Private labels
- Emerging markets
- Product innovation
Muchas gracias