Coffee sector case stories

Quality, sustainability and women in coffee producing countries

Morten Scholer
ITC
1. Coffee Production and Consumption

2. Gourmet Coffee Project
   - Cup of Excellence

3. Eastern African Fine Coffees Association
   - 4C sustainability programme
   - Women in coffee
The land area of each territory is shown here.

The total land area of these 200 territories is 13,056 million hectares. Divided up equally that would be 2.1 hectares for each person. A hectare is 100 metres by 100 metres.

However, population is not evenly spread: Australia’s land area is 21 times bigger than Japan’s, but Japan’s population is more than six times bigger than Australia’s.

Each territory’s size on the map is drawn according to its land area.

“Secure access to land remains essential for diverse land-based livelihoods and is a precondition for sustainable agriculture, economic growth and poverty reduction”

Oxfam, 2006

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In Spring 2000 world population estimates reached 6 billion; that is 6 thousand million. The distribution of the earth’s population is shown in this map.

India, China and Japan appear large on the map because they have large populations. Panama, Namibia and Guinea-Bissau have small populations so are barely visible on the map.

Population is very weakly related to land area. However, Sudan, which is geographically the largest country in Africa, has a smaller population than Nigeria, Egypt, Ethiopia, Democratic Republic of Congo, South Africa or Tanzania.

The size of each territory shows the relative proportion of the world’s population living there.

“Out of every 100 persons added to the population in the coming decade, 97 will live in developing countries.”

Hania Zlotnik, 2005
Coffee Production

Coffee is produced in more than 60 countries of which three account for more than half of the world's production: Brazil, Vietnam and Colombia.

Arabica coffee, the fine-flavoured, aromatic type makes up 60-65% of the total production and usually fetches the highest prices. The other variety, robusta, is easier to produce and is more resistant to disease.

Around 75% of all coffee is exported. Only Brazil and Ethiopia enjoy high domestic consumption.

The world's annual production is currently around 115 million 60-kg bags or 7 million tonnes. It takes 420,000 containers (20 ft.) to carry this much coffee. Placed in a row these would stretch over more than 2,500 km.

The territory size shows the proportion of all coffee worldwide that is produced there.

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**The best coffee is what is sold at a profit**

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Jan van Hilten, 2002

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Coffee Consumption

The United States is currently the world's largest market for coffee. Annual consumption per capita is just over 4 kg compared with 5 kg on average in Europe.

Consumption in Europe varies from around 10 kg per capita per year in the Nordic countries (Denmark, Finland, Iceland, Norway and Sweden) to around 3 kg in the United Kingdom and most of Eastern Europe.

The annual consumption of over 5 kg per capita in Brazil is exceptionally high among the over 60 coffee-producing countries. Brazil’s annual production of around 2.4 million tonnes (40 million 60-kg bags) makes up a third of the world production of just over 7 million tonnes.

 Territory size shows the proportion of all coffee worldwide that is consumed in that territory.

“A day without coffee is like … a day without coffee!” Text on a billboard in the US, 2005

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Map 1038
Gourmet Coffee Project – Adding value to green coffee (1997-2000)

Partners:
- International Coffee Organization – Supervisory body
- Common Fund for Commodities – (USD 1 mill)
- International Trade Centre – Implementing agency
- Five national coffee associations
  (Brazil, Burundi, Ethiopia, Papua New Guinea, Uganda)
Brazil 1999

1. Coffee quality competition (October): 310 farmers

2. First worldwide internet coffee auction (December): 10 coffees – 23 bidders
Cup of Excellence – www.cupofexcellence.org

By late 2009: + 50 auctions in 9 countries:

Bolivia, Brazil, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Rwanda
<table>
<thead>
<tr>
<th>Lot #</th>
<th>Winning Farm</th>
<th>Lot Size</th>
<th>High Bid</th>
<th>Total Value</th>
<th>High Bidder(s)</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Anicotaes SA - Mauricio Ramirez Vie... (CO)</td>
<td>24</td>
<td>$35.05</td>
<td>$63,749.29</td>
<td>Maruyama Coffee for Mikatagiku Group, Itaya Coffee and Oskor Coffee</td>
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<tr>
<td>2</td>
<td>Café Sima del Jaguar A - Brollo Lu...</td>
<td>28</td>
<td>$12.06</td>
<td>$25,614.60</td>
<td>Time's Club for C-COOP, Toshio Coffee</td>
</tr>
<tr>
<td>3</td>
<td>Café Monterrey - Valentín Choquehua...</td>
<td>23</td>
<td>$8.20</td>
<td>$16,011.04</td>
<td>Coffee Bean International, Inc for Target Corp</td>
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<tr>
<td>4</td>
<td>Café Jacarandá - Cruz Elias Chacona...</td>
<td>20</td>
<td>$12.80</td>
<td>$18,779.90</td>
<td>UCC Ushima Coffee Co., Ltd.</td>
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<td>5</td>
<td>Café Alegro - Luis Yulce Arrieta...</td>
<td>21</td>
<td>$12.35</td>
<td>$19,657.99</td>
<td>49th Parallel Coffee Roasters and Café Imports</td>
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<tr>
<td>6</td>
<td>Café Central - Luis Huayhua Chiy</td>
<td>26</td>
<td>$9.00</td>
<td>$17,500.32</td>
<td>Invalsa Coffee, for Zoka Coffee (US), Richmond Investment, Steven Sung-Yong Kil (KOR), Fratello Coffee (CA), Willoughby's Coffee (US), Noble Coffee (US) and No Quarter Coffee (US)</td>
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<tr>
<td>7</td>
<td>Café Mondrón - Carmen Manari Titr...</td>
<td>23</td>
<td>$8.85</td>
<td>$16,703.63</td>
<td>49th Parallel Coffee Roasters, Mecca Espresso and Café Imports</td>
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<td>8</td>
<td>Café Palmeras 3 - Mario Manami Mac...</td>
<td>27</td>
<td>$7.45</td>
<td>$14,946.26</td>
<td>Maranta the Coffee Hunters for Andreas Coffee (UK), Fes Been Coffee (UK), Konta Coffee (DK), Melbourne Coffee Merchants (AU), Origin Coffee (UK), Voila Coffee (JP)</td>
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<tr>
<td>9</td>
<td>Café Orien - Damian Huancar Flores</td>
<td>29</td>
<td>$8.46</td>
<td>$18,660.39</td>
<td>Kaffabrenner as</td>
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<tr>
<td>10</td>
<td>Café Celen - Ayde Titrco Hibi</td>
<td>23</td>
<td>$8.30</td>
<td>$14,928.85</td>
<td>Bowleys Ltd</td>
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<tr>
<td>11</td>
<td>Café COACS Ltd - Aurelio - Eugenia...</td>
<td>23</td>
<td>$7.35</td>
<td>$12,765.48</td>
<td>Seven Seeds Specialty Coffee, The Source, Coffee Supreme Australia &amp; Café Imports</td>
</tr>
<tr>
<td>12</td>
<td>Café Kebutsa - Rosendo Quispe Tinta...</td>
<td>30</td>
<td>$6.66</td>
<td>$14,963.22</td>
<td>Söborg &amp; Hansen AS</td>
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<tr>
<td>13</td>
<td>Café Cooperativa San Inesco II - A...</td>
<td>24</td>
<td>$7.07</td>
<td>$12,824.70</td>
<td>Wataru &amp; Co., Ltd.</td>
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<tr>
<td>14</td>
<td>Café Pravasert II - Aquetra Machac...</td>
<td>29</td>
<td>$6.50</td>
<td>$14,287.07</td>
<td>TOA COFFEE Co., Ltd.</td>
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<tr>
<td>15</td>
<td>Café Cooperativa San Inesco V - Ju...</td>
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<td>$6.15</td>
<td>$11,694.16</td>
<td>Wataru &amp; Co., Ltd.</td>
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<tr>
<td>16</td>
<td>Café Wara Wara III - Lucila Isidora...</td>
<td>28</td>
<td>$8.48</td>
<td>$13,800.26</td>
<td>Maranta Coffee Hunters for Biglia Coffee (UK), Kaffitara (TS), Konta Coffee (DK), SVEZIA KAVA (LT), Voila Coffee (JP)</td>
</tr>
<tr>
<td>17</td>
<td>Café Fronte a Ilmor II - Santu...</td>
<td>23</td>
<td>$5.65</td>
<td>$9,622.35</td>
<td>Nippon Coffee Trading Co., Ltd. for Doi Coffee</td>
</tr>
<tr>
<td>18</td>
<td>Café Flor del Nayo - Pedro Castro Co...</td>
<td>20</td>
<td>$6.20</td>
<td>$9,431.38</td>
<td>Coffee Bean International, Inc for Target Corp</td>
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<td>19</td>
<td>Café Colomina - Celestino Murta</td>
<td>20</td>
<td>$6.26</td>
<td>$9,597.44</td>
<td>Tony's Coffee &amp; Tea, Inc. for Colomina</td>
</tr>
</tbody>
</table>
Eastern African Fine Coffees Association

- Headquarters in Kampala, Uganda
- 11 member countries
- www.eafca.org

Partners in ITC – EAFCA projects in 2008 - 2009:

1. Common Code for the Coffee Community (4C) www.4C-coffeeassociation.org

2. International Women’s Coffee Alliance www.womenincoffee.org
4C VERIFICATIONS WORLDWIDE AS OF NOVEMBER 2009

LEGEND OF THE MAP
- 58 Licensed 4C Units
- 5 4C Units in process of verification
- 18 4C Units in preparation for verification

Please note that one 4C Unit may have multiple types of verifications and licenses.

FACTS FROM 4C LICENSED UNITS
- 9,590,253 Coffee bags (50 kg each)
- 62,769 Business partners including producers
- 270,505 Workers (permanent and temporary)
- 493,860 Total growing area in hectares

DETAILS OF 4C VERIFICATION
1. Total registered 4C Units
2. Licenses issued under Rainforest Alliance Benchmarking Scheme
3. 4C Units in need of follow-up verification

4C Association | 4C Secretariat
Adenauerallee 101 | 53113 Bonn | Germany

Phone: +49 (0)228 980 58 16
SAX: +49 (0)228 980 58 20
SWISS: communications@4c-coffeassociation.org
WEB: www.4c-coffeassociation.org

The 4C Association is legally registered with the Registre de Commerce in Geneva, Switzerland: CH-060-805-50.4
4C Association, c/o CI Gestions & Solutions SA, Route de Josses 6, 1227 Carouge-Geneva, Switzerland

Export Impact For Good
<table>
<thead>
<tr>
<th>Sustainability dimensions in coffee</th>
<th>Schemes with a ‘main dimension’</th>
<th>Schemes covering ‘all dimensions’</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Environmental</strong></td>
<td>Organic</td>
<td>Utz</td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td>Fairtrade</td>
<td>Rainforest Alliance</td>
</tr>
<tr>
<td><strong>Economic</strong></td>
<td></td>
<td>Starbucks C.A.F.E.</td>
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<td>4 C</td>
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</tbody>
</table>
EAFCA News

EAFCA REWARDS WINNERS OF “MY COFFEE STORY” COMPETITION

EAFCA's Executive Director Mr. Philip Gizo, EAFCA's Communication Manager Allen Onzima, Mokka Cafe Staff and the "My Coffee Story" winners smile as they receive their prizes from EAFCA and Mokka Cafe at Mokka Terrace in Kampala, Uganda.
Welcome!
1st International Women in Coffee Conference
“Coffee from Hearts to Hands”

¡Bienvenidos!
1era Conferencia Internacional de Mujeres en Café
Las Manos a los Corazones
The Coffee Guide

Coffee Guide ... 500 text boxes on international coffee trade

- World coffee trade
- The markets for coffee
- Niche markets, environment and social aspects
- Contracts
- Logistics and insurance
- E-Commerce and supply chain management
- Arbitration
- Futures markets
- Hedging and other operations
- Risk and the relation to trade credit
- Coffee quality
- Quality control issues
- Training and the coffee industry

Q & A Archive ... Questions - with answers provided by coffee experts

Search ...

Ask a Question ... - If you do not find what you are looking for

Examples of Questions raised:

QA 004 Should desiccants (or dry-gases) be used in containers or not?
QA 029 Can mineral fertilization change cup (i.e. quality) characteristics?
QA 044 How to register a trademark in Japan and at what cost?
QA 129 Can growers use Put Options to manage price risk?
QA 143 Why are INCO Terms not used in the European coffee trade?
QA 150 For robusta, is there any difference in yield between dry and wet processing?