



INTERNATIONAL  
COFFEE  
ORGANIZATION

2021  
2022

# ANNUAL REVIEW

Coffee Year 2021/2022

*The year of change: New leadership, new Agreement,  
renewed commitment to a sustainable future*

# A MESSAGE FROM THE CHAIR

It was a veritable honour to serve as Chair of the International Coffee Council during coffee year 2021/22, and it is a pleasure to present to you now the Annual Review, which details the undertakings of the Organization over this period.

2021/22 was without a doubt a year of challenges. Although global restrictions began to ease following the approval and roll-out of the long-awaited Covid-19 vaccine, coffee plantations suffered as a result of devastating hurricanes, floods, frosts and droughts, price volatility increased, and conflicts and speculations drove up input costs and scarcity. I do hope that you and your families are safe and well and I would like to express my heartfelt condolences to all those around the world, and to the coffee community in particular, who have suffered as a result of these turbulent times.

Despite the many difficulties encountered, I am pleased to say that the sector has emerged strong. The future looks bright, as consumption is up and significant growth has been observed in emerging markets. This is without question due to the determination of participants all along the coffee global value chain, from bean to cup, whose hard work I would like to recognize and celebrate on the occasion of the publication of this Annual Review.

In addition to challenges, 2021/22 was a year of change and a year of firsts. In January 2022, the ICO launched the World Coffee Statistics Database, a unique one-stop shop for all coffee-related data. We also welcomed the first female Executive Director, Mrs Vanusia Nogueira, whose efforts to modernize the Organization and engage with coffee stakeholders and development partners can already be seen and are to be commended.

Historically, we approved the International Coffee Agreement 2022, a summary of which is provided herein. Such an achievement would not



have been possible without the constant commitment of all delegates who patiently and actively attended the meetings of the Working Group on the Future of the Agreement and all the consultations of the Drafting Group. My sincere thanks to you all for your participation.

During my tenure I was fortunate to chair four Council Sessions, including one in person in Bogotá, Colombia, during which the ICA 2022 was opened for signature under Resolution 476. I am sure you will agree that it was a pleasure to be together again and a fitting reminder that collectively we are stronger – public and private sector, exporting and importing countries, development partners and consumers. Only through effective collaboration and cooperation can we address the challenges that lie ahead and capitalize on opportunities that strengthen the sector and achieve the UN Sustainable Development Goals.

Looking forward, we have a duty to support the ICO to administer the current and future Agreement, not only in the interests of consumers but also for the millions of people worldwide – young and old, male and female – whose livelihoods depend on coffee. I take this opportunity to express my deepest gratitude to my fellow Members, the Executive Director, the Head of Operations and all ICO staff for their support and dedication. Finally, I wish the incoming Chair and Vice-Chair, Mr Massimiliano Fabian of the European Union-Italy and Dr Enselme Gouthon of Togo, every success for the future.

**H.E. Ambassador Iván Romero-Martínez**  
*Chair of the International Coffee Council 2021/22*





## ACKNOWLEDGEMENTS

The ICO and its Executive Director, Ms Vanúcia Nogueira, wish to express their gratitude to all ICO Members, private sector companies and their associations, development partners and United Nations organizations, as well as civil society and academia that effectively engaged with the ICO and other coffee stakeholders to enable the ICO Secretariat to successfully carry out its activities in coffee year 2021/22.

Furthermore, a special recognition and appreciation goes to all public and private sector partners that provided voluntary monetary and in-kind contributions during coffee year 2021/22. These enabled the ICO to expand its operations, supplementing Members' annual payments to the Organization's Administrative Budget and facilitating the preparation of the Coffee Development Report (CDR) 2021 and the implementation of the activities identified in the 2030 RoadMap of the Coffee Public-Private Task Force (CPPTF) in coffee-producing countries.



Specifically, we are grateful to: The German Federal Ministry for Economic Cooperation and Development (BMZ), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the State Secretariat for Economic Affairs for Switzerland (SECO) and the European Commission (INTPA) for supporting the Organization and its CPPTF, together with the private sector signatories of the London Declaration: ECOM Trading, illycaffè S.p.A., JDE Peet's N.V., Lavazza S.p.A., Louis Dreyfus Company, Mercon Coffee Group, Nestlé S.A., Neumann Kaffee Gruppe, Ofi International Limited, Starbucks Coffee Company, Sucafina, Sucden, Sustainable Harvest, Tchibo and Volcafe.

The support of Michigan State University (MSU) and Wageningen University (WUR), as well as of organizations such as the Sustainable Coffee Platform (SCP), Alliances for Action, the International Women's Coffee Alliance (IWCA), Sustainable Food Lab (SFL), United Nations Industrial Development Organization (UNIDO), United Nations Development Programme (UNDP), Global Coffee Platform (GCP), the International Trade Centre (ITC), Rainforest Alliance (RA), Conservation International/Sustainable Coffee Challenge (CI/SCC), Committee on Sustainability Assessment (COSA), Enveritas, the Sustainable Trade Initiative (IDH) and ESADE is also gratefully acknowledged.

Finally, special thanks go to Ambassador Iván Romero-Martínez of Honduras, Chair of the International Coffee Council (ICC) in coffee year 2021/22 who, with his outstanding experience and passion, led four Sessions of the ICC, successfully steering the process that culminated in the signature of the new ICA2022.



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# THE ICO IN A NUTSHELL

49

MEMBERS\*

75

COUNTRIES

93%

GLOBAL PRODUCTION

63%

GLOBAL CONSUMPTION

## WHY JOIN?

- International forum and representation
- Meeting all world coffee leaders
- Effective cooperation with the coffee industry, donors and financial institutions, and civil society
- ICO Certificates of Origin
- Access to data, knowledge and statistics
- Promotion of coffee consumption
- Development projects for producing countries

*\*As of 2 February 2022*

**Exporting Members:** Angola, Bolivia (Plurinational State of), Brazil, Burundi, Cameroon, Central African Republic, Colombia, Costa Rica, Côte d'Ivoire, Cuba, Democratic Republic of the Congo, Ecuador, El Salvador, Ethiopia, Gabon, Ghana, Honduras, India, Indonesia, Kenya, Liberia, Madagascar, Malawi, Mexico, Nepal, Nicaragua, Nigeria, Panama, Papua New Guinea, Peru, Philippines, Rwanda, Sierra Leone, Tanzania, Thailand, Timor-Leste, Togo, Venezuela, Vietnam, Yemen, Zambia, Zimbabwe.

**Importing Members:** European Union (Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden), Japan, Norway, Russian Federation, Switzerland, Tunisia, United Kingdom.



# STRATEGIC GOAL I

## EMPOWERING THROUGH KNOWLEDGE

Delivering world-class data,  
analysis and information to the  
industry and policy-makers



## THE COFFEE MARKET

Coffee year 2021/22 was a year of recovery. As the global population emerged from Covid-19 confinements, the world economy rebounded from a 3.0% contraction in 2020 to an almost unprecedented 6.0% expansion in 2021. Global coffee consumption is estimated to have increased to 170.3 million 60-kg bags from 164.9 million bags in coffee year 2020/21, up 3.3%. Meanwhile, supply is thought to have dipped by 2.1% to 167.2 million bags from 170.7 million bags. The ICO Composite Indicator Price (I-CIP) responded positively to the strengthened economy, rising to 197.91 US cents/lb for coffee year 2021/22 as compared with 130.45 US cents/lb in coffee year 2020/21.

## PRODUCTION

The estimated total production in coffee year 2021/22 was 167.2 million bags, a 2.1% decrease as compared to 170.83 million bags the previous coffee year. Arabica production was approximately 93.97 million bags versus 73.2 million bags for Robusta. Production in Asia & Oceania was around 51.4 million bags, up 7.1%. However, South America's production was determined to be down by 7.6% to 77.5 million bags. Mexico & Central America's production shrunk by roughly 3.5% to 19.0 million bags and Africa's production was seen to have declined by 0.3 percentage points to 19.27 million bags for coffee year 2021/22.

## CONSUMPTION

World coffee consumption was in the region of 170.3 million bags in 2021/22, an increase of 3.3%. The US and Canada's coffee consumption grew by 5.4% to 31.9 million bags in coffee year 2021/22, while Europe's consumption was around 54.2 million bags. Asia & Oceania's consumption rose to approximately 40.8 million bags from 39.66 million bags in coffee year 2020/21. The growth rates of coffee consumption in Mexico & Central America and South America were estimated at 0.3% and 0.5%, with bags of coffee consumed being 5.4 million and 26.72 million, respectively. Consumption in Africa was estimated at 11.7 million bags for the 2021/22 coffee year.



# INTERNATIONAL TRADE

Global green bean exports were down 0.4% in coffee year 2021/22, totalling 128.97 million bags from 129.52 million bags in coffee year 2020/21. Brazil remained the world's largest exporter, with 38.12 million bags, accounting for 29.6% of the total exports. Vietnam came second with 28.19 million bags, representing 21.9% of the total coffee exports in coffee year 2021/22. In terms of regions, South America was still the largest exporter of coffee, shipping 55.31 million bags in coffee year 2021/22. i.e. 42.9% of the world's total. Asia & Oceania was the second biggest with 53.85 million bags, a 34.0% share of the market. Central America & Mexico exported 16.07 million bags and held a 12.5% share of the total exports, while Africa shipped 13.74 million bags, 10.7% of the market.

## TRACKING PROGRESS

The ICO continued to implement its Five-Year Action Plan (2017-2022) and Resolution 465 on coffee price levels. It also addressed critical issues for the coffee sector, including:

- Price volatility and value distribution;
- Resilience and prosperity for coffee farmers;
- Climate change; and
- Changing the regulatory framework.



## BETTER STATISTICS TO INCREASE MARKET TRANSPARENCY

The ICO Statistics Section had a productive year, releasing documents and engaging with Members to improve ICO data and provide all stakeholders with a rigorous and neutral benchmark to understand the market and its trends.

### Documents and data

- Launch of the online World Coffee Statistic Database in January 2022.
- Distribution of 12 monthly Coffee Market Reports and other statistical publications.
- Revision of the Rules on Statistics - Certificates of Origin following a request from Brazil.
- New SOP for handling significant discrepancies between ICO data and country data.

### Notable meetings

- February 2022 – Statistics Roundtable to review global supply, demand and trade data for coffee years 2016/17 and 2017/18.
- May 2022 – Statistics Roundtable to discuss the same data set for coffee year 2018/19.
- April, June and August 2022 – Bilateral meetings with certain Member countries to achieve a better working relationship, deepen their understanding of statistics and improve compliance with the Rules on Statistics.
- October 2022 – Compliance indicators for the provision of statistical data, using the methodology introduced in 2018, were reported to the Statistics Committee and then to the Council as one of the KPIs in the Programme of Activities.



## ANALYTICAL WORK AND RESEARCH

### The Coffee Development Report 2021

On 11 November 2022, the ICO published the Coffee Development Report (CDR) 2021: “The future of coffee: Investing in youth for a resilient and sustainable coffee sector”. It reviews over 100 best practices for engaging and integrating youth in the C-GVC, from production to consumption, and also provides key policy recommendations for the public and private sectors, as well as civil society and development partners. The Report seeks to define the role that youths will play in guaranteeing the future of the coffee industry by:

- Analysing key demographic trends in coffee producing countries (CPCs) and their potential impact on the future production, transformation, trade and consumption of coffee;
- Examining trends, opportunities, and barriers to youth engagement in agriculture with an emphasis on the coffee global value chain (C-GVC);
- Reviewing youth-focused interventions to identify best practices and effective approaches for supporting youth engagement in agriculture and the C-GVC; and
- Discussing key entry points for pragmatic investments and supportive policies to foster meaningful youth engagement.

Research for the CDR 2021 was mainly conducted over the course of 2021 and completed in early 2022, before being officially finalized and published in November 2022.[1] The Report was supported by BMZ, through GIZ, and developed by the ICO with significant contributions and work by researchers from MSU.

[1] The CDR 2021 was officially presented on 6 December 2022 within a webinar that included the participation of young coffee entrepreneurs and coffee stakeholders that played a key role in the research carried out by the Organization.



## STUDIES

Since the ICO is committed to keeping Members informed about food safety issues, the Secretariat published a report updating information on the Maximum Residue Limits (MRLs) of pesticides applicable to coffee (document [ICC-134-2 Rev.1](#)).

The Secretariat presented a report containing information on the measures taken in Member countries to comply with the provision of Article 27 of the International Coffee Agreement 2007, prohibiting the sale and advertisement of products under the name of coffee if such products contain less than the equivalent of 95% green coffee as the basic raw material (document [ICC 134-1](#)).



# STRATEGIC GOAL II

## STRONGER TOGETHER

Using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors



# INTERNATIONAL COFFEE COUNCIL

## 131st Special Session (9 and 10 February 2022)

Chaired online by H.E. Iván Romero Martínez of Honduras, the 131st Session of the Council was convened to appoint the new Executive Director of the ICO. The two candidates for the post were Ms Vanusia Maria Carneiro Nogueira of Brazil and Mr Tran Kim Long of Vietnam. Members unanimously appointed the candidate from Brazil, the first woman in history to lead the Organization, and congratulated the candidate from Vietnam for his outstanding experience and knowledge. All decisions made by the Council are contained in document [ICC-131-4](#).



## 132nd Session (31 March and 1 April 2022)

The second Council Session of coffee year 2021/22 was held online. It introduced the draft International Coffee Agreement 2022 and appointed Mr Massimiliano Fabian, of the EU-Italy, as Vice-Chair of the Council, and Mr Zoltan Agai, of the EU-Commission, as Chair of the Finance and Administration Committee. The meeting was chaired by H.E. Iván Romero Martínez of Honduras and was also the last session of the Council for Mr José Sette as Executive Director. Decisions can be found in document [ICC 132-8](#).





### 133rd Special Session (8 and 9 June 2022)

The ICC met virtually to approve the International Coffee Agreement (ICA) 2022. The Session was attended by ICO Members and Contracting Parties of the ICA 2007. Non-member governments were invited by the Executive Director and the Chair of the Council for coffee year 2021/22, H.E. Iván Romero Martínez of Honduras. The Council approved the text of the new Agreement, designated the Organization as Depository of the ICA 2022 and agreed on the deadlines for signature, ratification, acceptance and approval. Decisions can be found in document [ICC 133-6](#).



### 134th Session (6 and 7 October 2022)

The final Council session of coffee year 2021/22 took place in Bogotá, Colombia, after the end of the coffee year. The first in-person Session since the onset of the Covid-19 pandemic, it was marked by the opening for signature of the ICA 2022. Among other items, the Council agreed on 10-16 July 2023 as the dates for the 5th World Coffee Conference to be held in Bengaluru, India, discussed coffee regulations and appointed Mr Massimiliano Fabian as Chair and Dr Enselme Gouthon as Vice-Chair for coffee year 2022/23. A tribute was also paid to outgoing Chair, H.E. Iván Romero Martínez of Honduras, in recognition of his contribution to the ICO's work and the sustainability of the global coffee sector. Decisions can be found in document [ICC-134-11 Rev. 1](#).

4

INTERNATIONAL COFFEE COUNCIL SESSIONS

+20

MEETINGS OF THE WGFA, DRAFTING GROUP AND BILATERAL MEETINGS WITH ICO MEMBERS TO REVIEW THE ICA







# INTERNATIONAL COFFEE AGREEMENT 2022

## **Working Group on the Future of the Agreement (WGFA)**

Throughout coffee year 2021/22 the ICO Members' WGFA worked extensively to finalize the text of the ICA 2022. Under the Chair, Ms Stefanie Kung of Switzerland, and Vice-Chair, Mr Mick Wheeler of Papua New Guinea, the WGFA met 11 times and was dissolved by the Council following the successful completion of its mandate. The Chair and Vice-Chair of the WGFA, together with the Secretariat, held several meetings of the Drafting Group, as well as bilateral meetings with ICO Members to address concerns and facilitate the consensus on the text of the ICA 2022.

## **ICA 2022**

The ICA 2022 was approved on 9 June 2022 at the 133rd Special Session of the ICC chaired by H.E. Ivan Romero-Martinez of Honduras. It is the seventh of its kind since the first International Coffee Agreement defined coffee export quotas at the United Nations in New York in 1962. The new Agreement reaffirms the ICO as the only forum for discussions on coffee-related issues, engaging exporting and importing governments, as well as the private sector and civil society to reflect the reality of the C-GVC. Introducing key improvements to streamline the ICO's institutional and financial frameworks, it also focuses on the sustainability of the coffee sector, the resilience and livelihood of coffee farmers and their right to a living and prosperous income.

The ICA 2022 introduces the concept of Affiliation to ensure that the private sector and civil society have a voice in the strategy and innovations of the Agreement and the ICO through the Board of Affiliate Members. It also transforms the unique mechanisms now known as Coffee Public-Private Task Force (CPPTF) into a permanent working party. While its intergovernmental nature remains unchanged, the Agreement's new mandate integrates private sector and civil society participation, enabling coffee public and private decision-makers, stakeholders, and farmers to align their views and decide on joint actions to achieve a more sustainable and prosperous sector.



A new system for the calculation of votes and contributions will provide the Organization with increased financial sustainability as well as a fairer distribution of financial obligations among ICO Members. As per the consensus reached within the Council, contributions to the ICO Administrative Budget will no longer be proportional to votes. Rather, they will be based on total trade to consider both value of trade and value distributions in the C-GVC, overcoming the 50:50 balance of contributions by Exporting and Importing Members. The new approved system also affects votes, with a different variable that takes into account 50% value of total trade and 50% volume of total trade, but keeps the power balance shared equally between Importing and Exporting Members.

Lastly, the ICA 2022 streamlines the governance structure of the Organization with the creation of the Economics Committee (EC). The EC merges the existing technical Committees under the 2007 Agreement (Statistics, Promotion and Market Development, Projects, and the Consultative Forum on Coffee Sector Finance) into one body, making its work more effective and optimizing the resources available. The new ICA gives a clear and firm mandate to the ICO Secretariat to assist Members with the development and financing of coffee sector development projects and mobilizing resources in areas such as a living and prosperous income for farmers, climate change adaptation, and pest and disease control, among others.

**The ICA 2022 will remain open for signature until 30 April 2023 and for ratification, acceptance and approval until 31 July 2023.**



## 4TH CGLF 5 OCTOBER 2022

The ICO and CPPTF convened Members, other stakeholders and development partners to attend the 4th CEO & Global Leaders Forum, powered by IDH - The Sustainable Trade Initiative.

The successful outcome of the 4th Forum was the publication of a Communiqué expressing the commitment of companies and organizations within the coffee industry, as well as ICO Members, to the following:

- Endorsing the implementation of the 2020-2030 Roadmap;
- Delegating the necessary capacity to actively support Task Force activities;
- Working with the ICO to contribute towards securing the necessary resources; and
- Engaging with international finance institutions and development partners.

Task Force members and the ICC agreed to reconvene the CEO & Global Leaders Forum next year.



*4th CEO and Global Leaders Forum of the ICO Coffee Public-Private Task Force*



Juan Esteban Orduz, President of the Colombian Coffee Federation Inc. and Chair of the World Coffee Producers Forum, opened the forum, emphasizing the need to safeguard the global coffee industry and create sustainable living conditions for future generations. Andrea Illy, President of the Board of Illycaffè, and David Rennie, Deputy Executive Vice President and Head of the Nestlé Coffee Brands, also gave speeches, highlighting the collaborative action of the ICO Task Force as a key driver of positive change in the sector.

ICO Executive Director Vanúsia Nogueira welcomed the adoption of the joint Communiqué “as a sign of coffee actors’ continuous commitment to position the global coffee sector at the forefront of sustainability initiatives that transcend into other industries”. She stressed the importance of developing the sustainability model of tomorrow to specifically incorporate producers’ local realities, deal with the complex scenario of sustainability challenges in producing regions, and ensure access to fair and transparent products.

## CPPTF WORK

- CPPTF Sherpas meetings: Three meetings took place virtually, and the first ever in-person Sherpas meeting was held on 4 October in Bogotá, Colombia. The latter provided an opportunity to exchange views on the work undertaken and to meet facilitator organizations of the Technical Workstreams, also present at the meeting.
- CPPTF open sessions: Four sessions were held to update members on the latest Task Force developments and obtain further inputs for ongoing work. One session focused exclusively on 'living and prosperous incomes'.

<p>Signatories London Declaration</p>	<p>Coffee sector initiatives</p>		<p><b>Observers</b> co-signatories, civil society organizations &amp; International Organizations</p>	<p><b>Secretariat</b> INTERNATIONAL COFFEE ORGANIZATION</p>
<p><b>Supporters and partnerships</b></p>				



**JUAN ESTEBAN ORDUZ**  
PRESIDENT OF THE COLOMBIAN COFFEE  
FEDERATION INC. AND CHAIR OF THE  
WORLD COFFEE PRODUCERS FORUM



**ANDREA ILLY**  
PRESIDENT OF THE BOARD OF  
ILLYCAFFÈ



**DAVID RENNIE**  
DEPUTY EXECUTIVE VICE PRESIDENT  
HEAD OF THE NESTLÉ COFFEE BRANDS



**VANÚSIA NOGUEIRA**  
ICO EXECUTIVE DIRECTOR



# STRATEGIC GOAL III

GIVING A VOICE TO THE  
COFFEE WORLD

Development of Projects and  
Promotion



## PROMOTING CONSUMPTION

Under the ICO 'Special Fund', the Secretariat is given resources to help Member countries kick start regional programmes to promote domestic consumption and create value addition. The regional programme for Latin America implemented by PROMECAFE ended in 2020/21. The ICO Secretariat continued to monitor the implementation of ICO Special Fund activities in Africa and Asia.

**NEW TOOL TO HELP MEMBERS DEVELOP THEIR PROMOTION OF COFFEE CONSUMPTION: BASED ON LEARNINGS FROM THE IMPLEMENTATION OF THE STEP-BY-STEP GUIDE FOR THE PROMOTION OF DOMESTIC CONSUMPTION AND CHANGES IN TECHNOLOGY AND METHODS OF COMMUNICATION, THE ICO HAS DESIGNED AN ONLINE TOOLKIT. THE TOOLKIT AIMS TO INCREASE MARKET ACCESS AND EXPAND DOMESTIC CONSUMPTION IN COFFEE PRODUCING COUNTRIES (CPCS) WITHIN THE CONTEXT OF THE GLOBAL COFFEE DEMAND. IT BENEFITTED FROM THE FINANCIAL SUPPORT OF BMZ THROUGH GIZ.**



*Newly established coffee house at a university campus in Nairobi, Kenya: Developing coffee drinking culture among youths.*



## COFFEE SECTOR DEVELOPMENT PROJECTS

During coffee year 2021/22, the ICO Secretariat continued to identify opportunities for providing relevant assistance to Members. The Africa Coffee Facility (ACF) is a project proposal designed to transform Africa's coffee sector into a vibrant and resilient industry. It has been submitted to the African Exports-Imports bank (AFREXIMBANK), a regional African trade development financial institution. The Secretariat is also aiding the Inter-African Coffee Organization with a study entitled "Rapid appraisal of the financing landscape for the coffee sector in Africa". The study was requested by the AFREXIMBANK to identify business opportunities in the African coffee sector following the submission of the ACF proposal.

The Secretariat assisted in the preparation of the terms of reference for a study on "Building a resilient coffee value chain to mitigate climatic disasters and the Covid-19 pandemic in Honduras and Nicaragua". It was endorsed by the International Coffee Council in September 2021. During coffee year 2021/22, the Secretariat engaged with the Central American Bank for Economic Integration (CABEI) for its financial support and the bank has appointed a team of consultants to carry out the study.

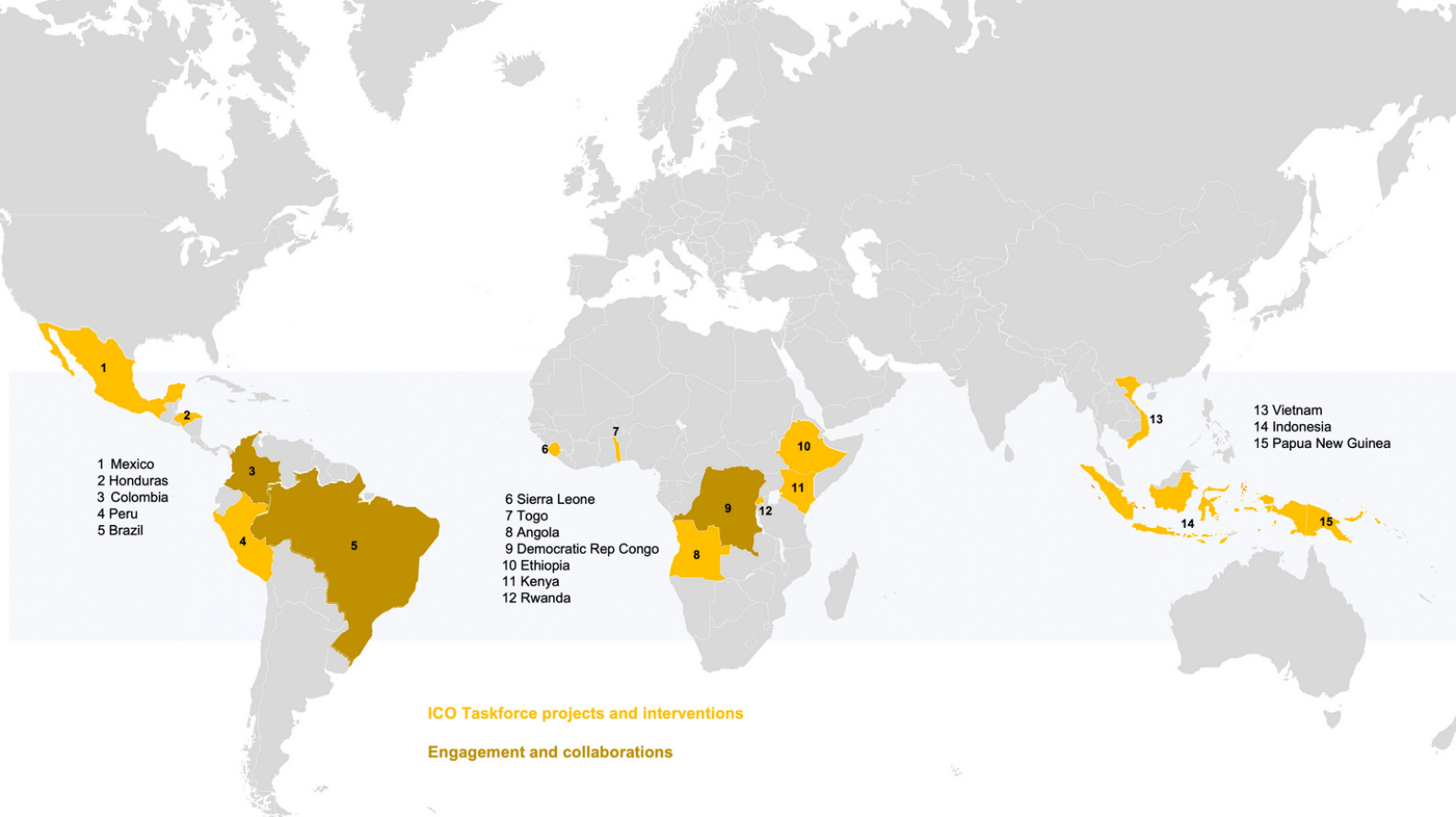
## NEW PROJECT ON YOUTH CAPACITY-BUILDING

In Africa, a new project on youth capacity-building in coffee sustainability practices has been drafted. It is under development and negotiation with the Austrian Development Agency (ADA) which has earmarked €800,000+.

Other technical cooperation projects are being developed and implemented within the scope of the work of the Coffee Public-Private Task Force (CPPTF).







## ICO TASK FORCE: PROJECTS AND ENGAGEMENT IN PRODUCER COUNTRIES

During the ICC sessions held in 2021/22, the Technical Workstreams all obtained approval for their Roadmap proposals. A new Technical Workstream on ‘Market Policies & Institutions - ICO Importing Members’ started operating in April 2022 with support from EU INTPA, complementing the work already underway in the parallel Technical Workstream on sector transformation in exporting countries.

The workstreams’ approved initiatives are now under implementation in producer countries with funding from the private sector and pro-bono support from other organizations, as mentioned in the Acknowledgements.



# ADVOCACY AND COMMUNICATION

The ICO has a lead role in implementing global communication in the sector and coffee community engagement.

**1 / INTERNATIONAL COFFEE  
DAY 2022**

**2 / NEW AGREEMENT 2022**

**3 / TASK FORCE FORUM**

**4 / OTHER EVENTS**

**5 / MEDIA COVERAGE**



# SOCIAL MEDIA PRESENCE

**+35%**



**+25%**



**+25%**



**+20%**



The ICO promotes its content on Twitter, Facebook, LinkedIn and Instagram. At the end of coffee year 2021/22, the ICO's LinkedIn following had increased by 35%. On Facebook, the number of people who 'liked' our page was up 25%, and on Instagram and Twitter our following had grown by 25% and 20%, respectively. Activity also increased by 50% on Twitter in September and October. Follow us to stay up to date on the Organization's activities.





## INTERNATIONAL COFFEE DAY 2022

For the eighth edition of International Coffee Day, celebrated on 1 October 2022, the ICO launched the campaign: "Towards a circular economy for coffee: new investment, income and job opportunities" via a special webpage and Trello. The ICD 2022 brochure and video were also disseminated via social media, where they have been viewed and 'liked' thousands of times.



## ICA 2022

The Organization created a communication package (factsheet, flyer, video, GIF, social media contents) for the coffee industry, academics, the media and others to cover the opening ceremony for the signature of the ICA 2022 in Colombia at the International Coffee Council. The social media campaign included Twitter and Facebook posts, each with a considerable outreach.



## 4TH CEO & GLOBAL LEADERS FORUM

The Organization also provided a communication package (flyer, video, GIF, social media contents) to the coffee industry, academics, the media and others to cover the 4th Forum. The social media campaign was launched across Twitter, Facebook, Instagram and Trello. Further communications and products were also disseminated after the forum via ICO and IDH channels to target their specific audiences and the host country channel and media.



# GLOBAL EVENTS AND PUBLICATIONS

The ICO held several in-person and online events in coffee year 2021/22. The aim was to advocate for ICO members and promote coffee as a sustainable beverage, engaging with key partners and initiatives that enhance fairness, transparency and traceability in the coffee global value chain, and in turn translate into greater trust and confidence across the industry, as well as among end consumers who are becoming more and more concerned with sustainability.

The initiatives of the ICO Coffee Public-Private Task Force have helped to reinforce cooperation between the coffee industry and governments as well as civil society and consumers. Through various high-level events, they also engage global leaders and allow the ICO to exercise its unique influence as the centre of coffee diplomacy to ensure that coffee trade plays a major role in achieving the United Nations Sustainable Development Goals, including a living and prosperous income for coffee farmers and fighting climate change.



**UNCTAD - MULTI-YEAR EXPERT MEETING ON COMMODITIES AND DEVELOPMENT**



**3RD WORLD COFFEE PRODUCER FORUM**



**BMZ- HIGH LEVEL MEETING ON LIVING INCOME AND LIVING WAGE**



**WORLD OF COFFEE MILAN**



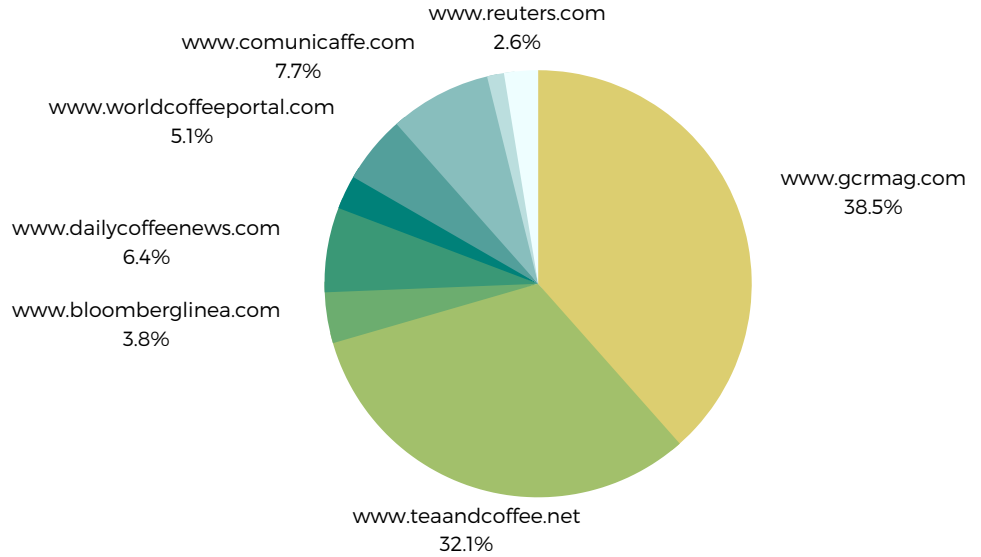
# MEDIA COVERAGE

## GAPS, ISSUES AND TRENDS TO WATCH OUT FOR

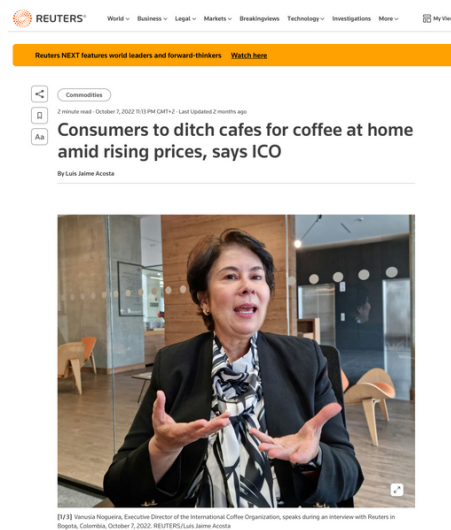
### Trends 2021/2022

1. Coffee Business and Market
2. New ICO ED
3. ICO Task Force next steps
4. Joint Actions and Events
5. World Coffee Forum
6. New ICA 2022
7. Publications
8. Withdrawal of Uganda

### MEDIA COVERAGE



## ICO IN THE PRESS





# RESOURCES FOR ACTION

**The ICO's governance is defined in the ICA2007 through the ICC.**

## **Finance and Administration**

The ICO's administrative in-costs are financed by contributions from Members based on their average coffee exports or imports. The total budget amounted to £1,942,000 in 2021/22, with the financial statements of the Organization audited annually. Member contributions in 2021/22 amounted to £1.906 million and an additional £2.4 million was received through voluntary donations, gratefully received from ICO Members and private sector partners mentioned in the Acknowledgements. The Administrative Budget for the financial year 2021/22 originally contained in document [FA-282/21 Rev. 2](#) was approved by the ICC during its 130th Session.

## **Programme of Activities**

The ICO's annual Programme of Activities supports the implementation of the Five-Year Action Plan 2017-2021, which sets out the overall direction and addresses the increasing challenges faced by the coffee sector. Details of the Programme of Activities for coffee year 2021/22 can be found in document [FA-303/21](#).

## **ICO Secretariat**

The ICO headquarters is located at 222 Gray's Inn Road, London, United Kingdom, with a staff of ten full-time employees and one part-time graphic design/communications consultant.

## **Officeholders 2021/2022**

Please find the Officeholders for the 2021/22 coffee year online [here](#). ICO Member governments represent 93% of world coffee production and 63% of world consumption. See the full list of ICO Members [here](#).





# THEME COFFEE YEAR 2022/23

## “TOWARDS A CIRCULAR ECONOMY FOR COFFEE: NEW INVESTMENT, INCOME AND JOB OPPORTUNITIES”

### CIRCULAR SOLUTIONS WITHIN THE COFFEE SECTOR

#### Zero-waste

- Create organic fertilizers and energy drinks from coffee cherry pulp.
- Transform ‘coffee honey water’ into consumable sweet syrup.
- Use coffee husks to produce energy (biofuels).
- Use coffee grinds to grow mushrooms, produce energy and integrate into fabrics and textiles for shoes, clothing, and furniture, etc.
- Encourage consumers to recycle and reuse coffee cups and coffee pods/capsules.

#### Sustainability

- Make trade, transportation, logistics and retail more energy-efficient to reduce costs and our “coffee footprint”.



# CONCLUSION AND NEXT STEPS

To multiply the reach and impact of the ICO's communications, the Organization focused on amplifying ICO coverage via international and national media platforms. Activities included identifying story angles; riding news waves; pitching and facilitating interviews; strengthening relationships with journalists; and shaping the narrative around coffee and youth, and coffee and climate change. The number of partnership opportunities within the coffee industry also increased.

Through the ICO Coffee Public-Private Task Force, the ICO's communication plan became more responsive to public and private sector priorities, as well as more aligned with the ICO narrative: 'Together for farmers' prosperity, a better environment and happy consumers'.

The ICO's communication shifted in strategy, messaging, content and campaigns to enhance #NextGenCoffee and youth empowerment across its digital platforms. Real-time two-way communication systems will enable an advocacy framework and a public-facing Agenda for Action, empowering young generations of producers and consumers.





The 2022/23 Coffee Year will be marked by greater efforts to innovate and modernize the ICO, to mobilize additional resources and partners, and by the signature and ratification of the new ICA 2022 by Member governments.

**The Secretariat will be focusing on:**

- The theme for 2022/23, including preparation of the CDR 2022 and engagements with Members and industry to share best practices and mobilize resources.
- Preparation and submission to Members for approval of all supporting documents required for the entry into force and execution of the ICA 2022.
- The work of the CPPTF, its Technical Workstreams related to living and prosperous income, market transparency, enabling policies and institutions both in ICO importing and exporting countries, assessments to ensure more resilient coffee landscapes, actions in importing countries and the implementation of the 2030 Roadmap in various ICO producer countries.
- Preparation and holding of the World Coffee Conference in 2023 in Bengaluru, India.
- Assessing and analysing new emerging regulations on the coffee sector and identifying actions to support farmer communities.
- Improving the ICO statistical services provided to Members and the entire coffee market.
- Engaging with and mobilizing development and financial partners, as well as the private sector and their foundations to set up better financial mechanisms to support coffee producers with climate change mitigation and building farmers' resilience.

Regarding the coffee market, while weather conditions and financial actors will contribute to determining prices and volatility, coffee consumption is expected to continue to rise. However, conflicts and instability, as well as speculation, may affect the magnitude of this trend and determine the production-consumption balance.



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