



INTERNATIONAL
COFFEE
ORGANIZATION

ED 2472/24

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**Communication from the
Government of Brazil**

1. The Executive Director attaches a communication from the Government of Brazil containing an update on the process for the creation of an “International Coffee Day”, as well as information about the relevant procedures to be followed. ICO Member countries whose missions to the Food and Agriculture Organization of the United Nations (FAO) are interested in supporting or co-sponsoring this proposal are invited to promptly coordinate with the Brazilian Representation to the FAO in Rome.
2. Please note that an additional document – *Proposal for an “International Coffee Day”* – has been attached (**Annex I**).

[LOGO]

Rebraslon - 025/2024

The Permanent Representation of Brazil to International Organisations in London presents its compliments to the International Coffee Organization (ICO) and has the honour to refer to note verbale Rebraslon - 018/2024, of 28 June 2024, on the holding of an exploratory meeting promoted by the Delegation of Brazil to the United Nations in New York with delegations from interested member countries regarding potential interest in supporting or co-sponsoring a joint request to the UN Secretariat for the inclusion of a supplementary item in the agenda of the 79th Session of the UN General Assembly for the creation of an "International Coffee Day" by the United Nations.

2. In this regard, the Representation of Brazil to the ICO reports that the Secretariat of the Food and Agriculture Organization of the United Nations (FAO) was consulted and it clarified that the updated procedures for the designation of commemorative dates related to agricultural activities or products now enshrine the principle that the FAO can only support the implementation of those processes for the establishment of commemorative days that have been approved by the organization itself, through the FAO Conference.

3. The Representation of Brazil is also pleased to report that the delegations of the member countries interested in initiatives at the UN related to the International Coffee Organization, meeting in New York on 18 July 2024, agreed that the FAO's involvement in the promotion of "International Coffee Day" would be indispensable not only to ensure the smooth running of a draft resolution in the UN General Assembly, but also its future implementation.

4. In this regard, the Representation of Brazil in London points out that on 8 August 2024, the Brazilian Representation to the FAO in Rome submitted the attached proposal - written in English - for the approval of a draft resolution, to be submitted to

the FAO Council and Conference, for the celebration of "International Coffee Day" every 1 October. This document will initially be examined during the 76th Session of the Committee on Commodity Problems (CCP), scheduled to take place in Rome from 11 to 13 September 2024, in a hybrid format.

5. If approved by the CCP/FAO, the draft will then be submitted for consideration by the FAO Council, which will meet from 2 to 6 December 2024. If approved by the FAO Council, the suggestion to create a commemorative date will then have to be endorsed at the next Conference of the Organization, scheduled for mid-2025. A resolution on the matter will be presented to the UN General Assembly once the FAO Conference has finalized the approval stage.

6. The Representation of Brazil in London has the honour of inviting those ICO Member countries whose missions to the FAO are interested in supporting or co-sponsoring the draft resolution to create an "International Coffee Day" to coordinate with the Brazilian Representation to the FAO in Rome, in order to ensure that the draft resolution is approved at the 76th Session of the Committee on Commodity Problems (CCP) next September, and at subsequent FAO bodies examining the matter.

7. The Representation of Brazil deeply appreciates the good offices of the ICO Secretariat in circulating this note verbale among the representations of the Member countries.

The Permanent Representation of Brazil to International Organisations based in London takes this opportunity to renew to the Secretariat of the International Coffee Organization the assurances of its highest consideration.

[Stamp]

London, 12 August 2024

**Committee on Commodity Problems
Seventy-Sixth session**

PROPOSAL FOR AN “INTERNATIONAL COFFEE DAY”

The Government of Brazil proposes to declare the annual observance of an International Coffee Day on October 1st.

This document presents (i) background information on the proposal and (ii) a draft Conference resolution for the consideration of the Seventy-sixth session of the Committee on Commodity Problems (CCP 76), with a view to presenting the draft resolution to the FAO Council and the FAO Conference for endorsement and further transmission to the United Nations General Assembly.

I - BACKGROUND

Coffee is one of the most widely consumed beverages in the world and one of the most traded commodities globally. Not only a revenue source to traditional producing areas, coffee is truly a part of their way of living. On the consumer side, coffee exerts significant cultural influence, as part of a daily habit in the Western hemisphere, with ever-increasing sophistication in the experience and ambience of drinking coffee.

The coffee sector contributes to reducing extreme poverty (SDG 1) and ending hunger (SDG 2) by creating jobs, generating income, and improving the livelihoods of communities engaged in production activities placed in developing and least developed countries.

Additionally, coffee production and trade can empower women (SDG 5), who play a significant role in the picking, processing, and marketing of coffee. It supports the livelihoods of up to 25 million farming households and generates additional employment throughout the coffee value chain. The coffee industry contributes to the economies of both exporting and importing countries, notwithstanding enduring and historic imbalances in revenue.

Coffee exports are an important source of income in many developing and least developed countries, providing the foreign currency needed to cover food import bills and access a variety of goods and services from world markets. For coffee-importing countries, the coffee sector is a significant provider of employment, value addition, and tax revenues.

The global value of coffee production is estimated at over US\$20 billion annually, with smallholder producers accounting for a large share of the global output. In Brazil, more than 300 thousand families depend on coffee production, and 78% of them are smallholders. The value of world trade in coffee is about US\$30 billion, while the annual revenue of the coffee industry is estimated to exceed US\$200 billion.

The global coffee sector has expanded significantly over the past two decades. The main driver of growth has been rising consumption in emerging economies, while the growth of high-value market segments such as specialty coffee, along with product innovations have supported demand in traditional markets with already high per capita consumption. In addition, evidence shows that coffee consumption can exert potential health benefits, including antioxidant and anti-inflammatory effects.

Over the next decade, the coffee sector is projected to expand further on the back of innovation and investments in producing countries amid growing consumption patterns.

However, the sector faces several challenges. These include climate change, which is particularly harmful since coffee can only be produced in specific agro-ecological conditions, the emergence of due diligence requirements, economic shocks, and price volatility.

OBJECTIVE

In many producing regions, October 1st is the first day of the harvest and marks the beginning of the coffee year. The International Coffee Day (ICD), to take place on the given date each year, aims at raising public awareness on the importance of coffee to both producers and consumers worldwide, recalling its strong credentials to social, economic and environmental sustainability.

ICD would represent an opportunity to spotlight the various challenges facing producers with regard to imbalances of revenue along the global coffee value chain and market volatilities, as well as consumers seeking reliability, health and provenance. The celebration would connect coffee producers and consumers worldwide, towards constructive dialogue among participants along the chain.

Taking into account present demands to enhanced traceability and transparency, ICD would reinforce interest in ethical aspects of coffee production and would raise awareness of the importance of coffee for economic, social, cultural and environmental values and the contributions of coffee to communities vulnerable to poverty and malnutrition.

Celebrating an International Coffee Day every year would promote global efforts and collective actions towards a more productive, sustainable and resilient coffee sector that benefits both producers and consumers, while ensuring that the actors within the sector are at the forefront of policy decisions and action.

II - DRAFT CONFERENCE RESOLUTION

The Conference,

Noting that coffee represents the main livelihood source for millions of households and represents an important source of revenue for many low-income countries;

Noting that coffee production and processing contribute to the fight against hunger (SDG 2), the reduction of extreme poverty (SDG 1) and the empowerment of women (SDG 5);

Recognizing that coffee provides economic benefits at each step of the global value chain and greatly contributes to the economies of both exporting and importing countries;

Recalling the urgent need to raise public awareness of the importance of coffee for sustainable livelihoods and to improve the coffee value chain to contribute to the 2030 Agenda for Sustainable Development;

Recalling that the coffee sector faces challenges that need to be addressed to ensure the sustainable development of the sector to the benefit of all stakeholders, from growers to consumers;

Emphasizing the need to promote sustainable agricultural practices that include climate adaptation strategies, reinforcing the role of coffee production as net contributor to carbon sequestration;

Affirming that technology, innovation, timely and scientific-based data, effective governance and strengthened human capital and institutions, can improve the coffee sector efficiency, inclusiveness, and resilience;

Emphasizing the relevance of promoting transparency and traceability for sustainable coffee production, improving information flow, and addressing income disparities among stakeholders, while meeting a growing quantitative demand and greater interest to quality and origin;

Emphasizing the need to promote coffee consumption and fair distribution of revenue along the value chain, aiming at supporting the livelihoods of its various participants, especially smallholder farmers;

Trusting that such a celebration would foster collective actions to implement activities in favour of the sustainable production and consumption of coffee and raise awareness of its importance in fighting hunger, malnutrition and poverty;

Requests the Director-General to transmit this Resolution to the Secretary-General of the United Nations, with a view to having the United Nations General Assembly consider it at its next session, declaring October 1st of each year as the International Coffee Day.