

50
years



**INTERNATIONAL
COFFEE
ORGANIZATION**

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**50th anniversary
Communication from the
International Sugar Organization**

The Executive Director presents his compliments and, for the information of Members, attaches a message received from the Executive Director of the International Sugar Organization, on the occasion of the 50th anniversary of the International Coffee Organization (ICO).



**50th Anniversary Celebrations
International Coffee Organization
Belo Horizonte, Brazil, September 2013**

Statement from:

Dr. Peter Baron, Executive Director, International Sugar Organization

The invitation to attend the International Coffee Organization's 50th Anniversary Celebration is a great honour. I would have very much liked to celebrate this remarkable birthday together with you in Belo Horizonte. Unfortunately other previously taken commitments did not allow me to join you.

Nevertheless I would like to express sincere congratulations to our sister organization on this occasion.

For intergovernmental commodity organizations like the International Coffee Organization the wind has been blowing from different directions meaning philosophical, political and economic challenges to the foundation of this Agreement. The shift from the period of direct market intervention to more service oriented agreements based on "soft interventions" to improve market transparency, embracing new values like environmentally friendly production, less intrusive production methods and a stronger emphasis on socio-economic challenges has been a crucial crossroads also for the International Coffee Organization.

In all these turbulent times however the prime objective has never changed – to promote international cooperation for the benefit of the world coffee economy. And here the International Coffee Organization has been very successful and has achieved a lot in the interest of its member countries.

The challenge for the ICO's future will be to remain meaningful, to be an early warning organization, to identify and to address new challenges in a timely fashion so that members can react correspondingly. It has to be the ambitious objective of all international commodity organizations including the International Coffee Organization to be the leader of the change thereby preparing the ground for a sustainable and economically viable world coffee economy.

On behalf of the 86 member countries of the International Sugar Organization, I wish to our friends and colleagues in the coffee world, courage, open-mindedness and tenacity to serve the world coffee community for the next 50 years to come.