



Colombian Coffee: Differentiation, Differentiation, Differentiation

ICO, LONDON 2018

Juan Esteban Orduz

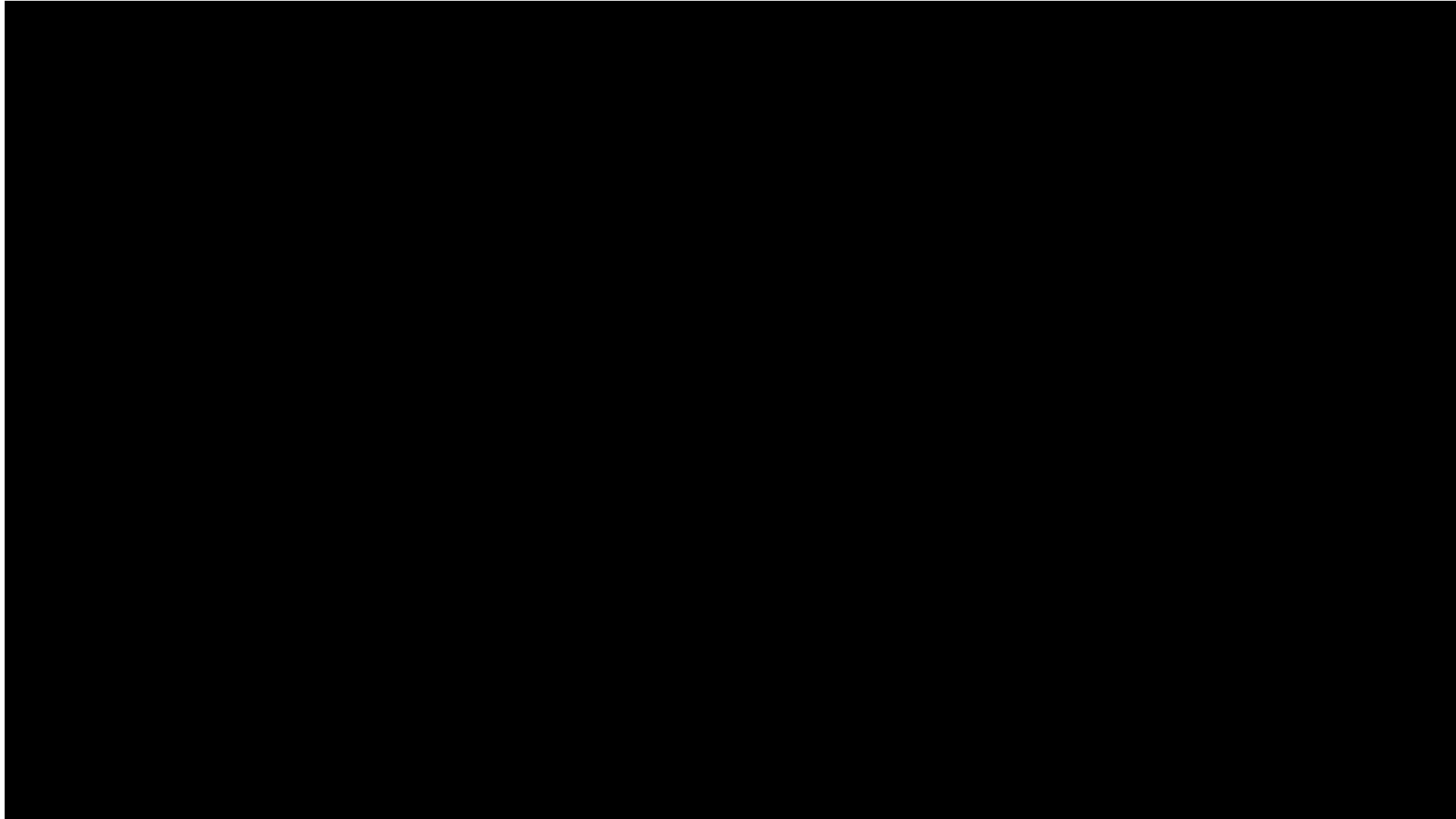
President

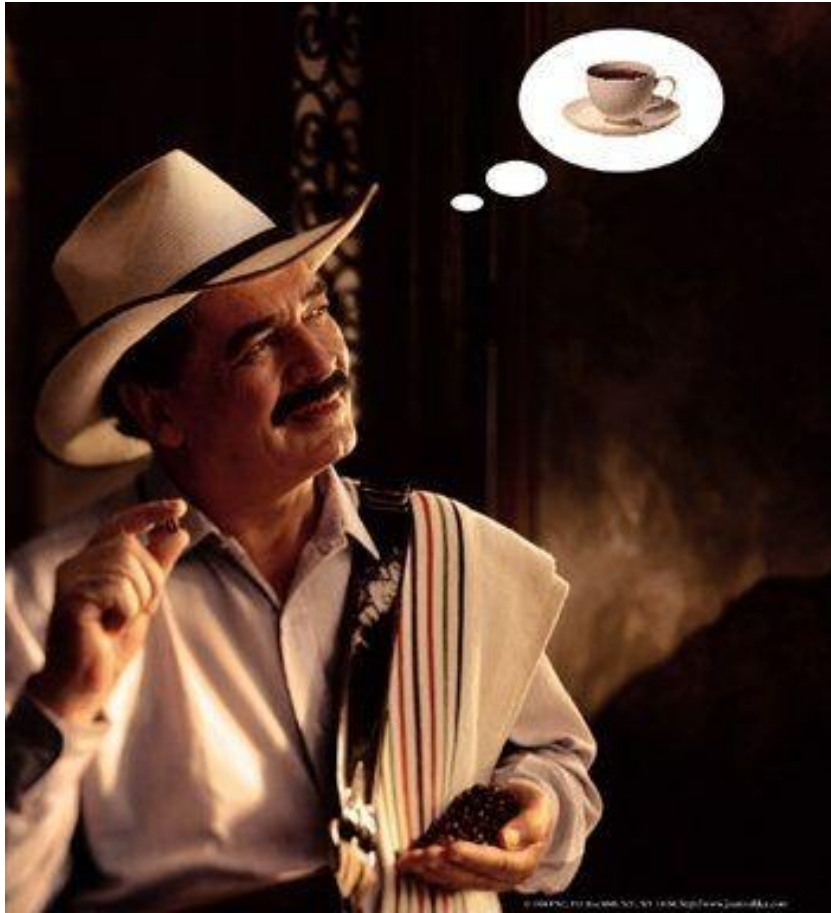
Colombian Coffee Federation, Inc.

North America Subsidiary of the Colombian Coffee Growers Federation



Video: Colombia Land of Diversity





Vision

&

Differentiation



Quality

&

Productivity



1732 – Coffee was brought to Colombia through Venezuela



1736 – Jesuits priest named Francisco Romero is attributed to have been very influential in the propagation of the crop.

After hearing the confession of the parishioners of the town of Salazar de las Palmas in Santander, he required as penance the cultivation of coffee



1835 – First bags exported from
Cucuta (2.592, 60kg bags)



1850 – Coffee production expands to other
Colombians regions



1910 – Colombian coffee production was 600.000, 60kg bags. (80% produced in Santander)



1927 – Founding of the Colombian Coffee Growers Federation (FNC) as an organization to protect the interest of coffee growers



1928 - Creation of the Extension Service to assist Colombian coffee growers

1929 – FNC builds warehouses to store and manage coffee



1930 – First FNC office open in New York. Representation, marketing & promotion and international image



1933 – **International vision:** Condor Coffee, the first brand 100% Colombian Coffee



1938 – Creation of the National Coffee Research Center, CENICAFE.
Initially funded with US\$250,000, close to US\$ 4,500,000 today



1940 – Creation of the National Coffee Fund.





1957/58 – Coffee external price collapsed

What did we do?



1958 – Implementation of the purchase guarantee. FNC guarantees to all Colombian coffee growers the full purchase of their harvest at a fair and transparent price that is based on current international prices

But... how to communicate it?



How you pick the best tasting coffee depends upon how your coffee is picked.

There's only one way to tell if a bean is worth picking. Pick it by hand. Only the hand can pick out the ripe beans. Only the hand can sort out the best. And that's the way we do it in Colombia. Throughout the year, men like Juan Valdez go from tree to tree selecting your coffee beans one by one, to make sure you get only the ripe, rich beans for which Colombia is famous. These are the ones grown high in the Andes, in fertile, volcanic soil, in a mild, springtime climate that lasts the whole year long, in perfect conditions for the growing of coffee. Only in Colombia can one pick beans like these, the richest in the world. Our coffee is invariably the dominant flavor in the best blends... "The more Colombian coffee, the better the blend." **Colombian Coffee** Good coffee blends depend upon our good taste.

*Juan Valdez—signature mark of National Federation of Coffee Growers of Colombia, 140 East 57th Street, New York, New York.

You can enjoy the taste of Colombia every day if you like.

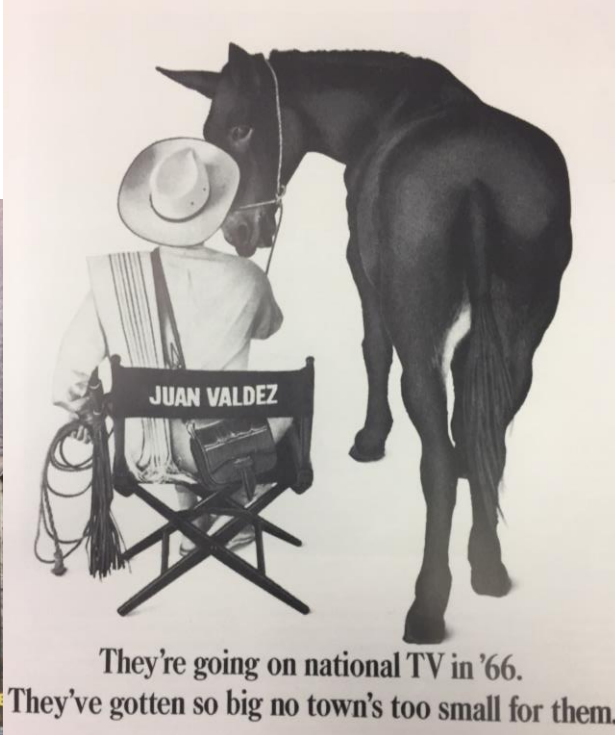
Obviously, the richest coffee in the world is only one of the beauties of Colombia. And the Ballet de Colombia is obviously another. But you can't have the ballet every day.

Colombian Coffee
The richest coffee in the world



NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA
140 East 57 Street, New York, New York 10022

Tell the consumer that our coffee is better than all others



Federación en Norteamérica, está satisfecho de los resultados. Pero Edgar A. Wells Castillo, el primer colombiano que, en un artículo publicado en CROMOS (No. 2088), propuso la campaña, presenta una crítica constructiva y sugiere modificaciones urgentes.

Por OLGA GARCIA-ZAPATA BAKER
Corresponsal de CROMOS en Nueva York



1959 – The birth of El Exigente and Juan Valdez



1960 – Juan Valdez was launched in the New York Times



1965 – ALMACAFE is founded to ensure logistics, quality and verify the origin of 100% Colombian Coffee



1981 – 100% Colombian Coffee Program
Juan Valdez re-launched as a new global logo to support coffee brands its 100% Colombian origin



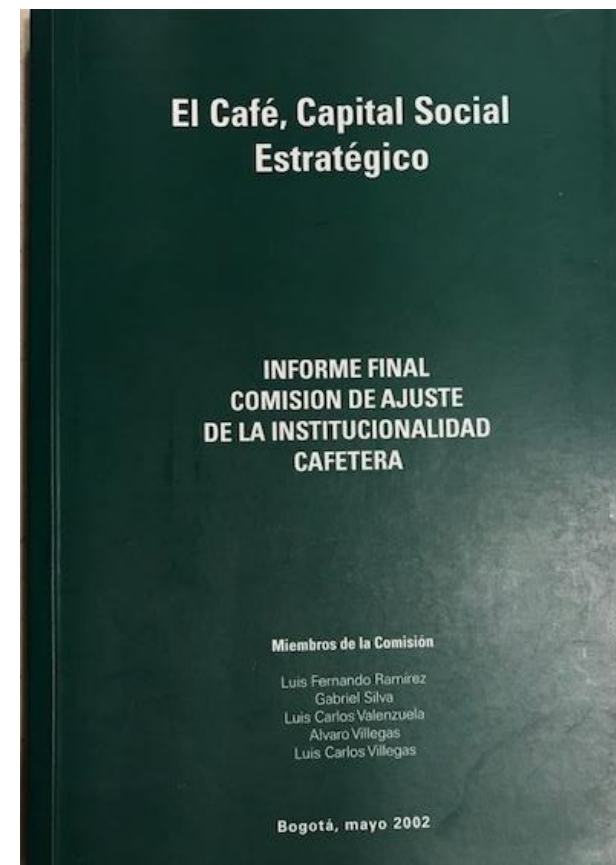
1989 – The end of the International Coffee Agreement changing the “quota” system to a completely free market system.



1995 – FNC established the **Specialty Coffee Program** to identify, promote and develop specialty coffees in Colombia.
43% of FNC exports are specialty coffees (2017)
vs 16% Colombia (2016)



1997 – Coffee Growing Information System , SICA



2002 – The Green Book



2002 – Juan Valdez coffee shops



2005 – Coffee becomes the first Colombian product that formally received a Denomination of Origin

2017 – Hosted the First World Coffee Producers Forum



1.351
Event attendees



44
Countries



4
Languages



Main Conference: Jeffrey Sachs
3 Panels- 24 Participants

Sustainability has always been a priority... Just in **2018**



FNC received one of the **Rainforest Alliance Sustainable Standard-Setters Awards 2018**



The Coffee Quality Institute (CQI) awards its **2018 Leadership Medal of Merit** to the FNC



Manos al Agua Project:
Implemented by FNC as part of a public-private partnership, received the **Specialty Coffee Association (SCA) Sustainability Award 2018**

Next Step: 100 – 100

- First 100% Sustainable Coffee Origin in the World
- In **2027** – FNC's 100th Birthday

Economic



Environmental



Social





Gracias