



**INTERNATIONAL
COFFEE
ORGANIZATION**

CPPTF 3/21

24 August 2021
Original: English

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Coffee Public-Private Task Force (CPPTF)/
International Coffee Council
130th Session
9 and 10 September 2021
London, United Kingdom

**Proposal by CPPTF regarding a
joint Communiqué - Open Letter to
the worldwide community of coffee
farmers, workers, consumers and
citizens**

Background

1. As part of the deliberations of the Coffee Public-Private Task Force in preparation for the 3rd CEO & Global Leaders Forum on 8 September 2021, a Draft “Communiqué - Open Letter to the worldwide community of farmers, workers, consumers and citizens” has been prepared to be signed by the thirteen signatories of the London Declaration and the International Coffee Council. The current Draft has been discussed and commented on by the Sherpas of the CCPTF, hence is a consensus document.

Action

The Council is requested to consider and approve the following Draft “Communique Open Letter to the worldwide community of farmers, workers, consumers and citizens” submitted by the Task Force.



**CEO and Global Leaders Forum
International Coffee Council (ICC)**

3rd meeting (virtual)
8 September 2021

130th Special Session (virtual)
10 September 2021

Open Letter to the worldwide community of coffee farmers, workers, consumers and citizens

WE, THE UNDERSIGNED COMPANIES AND ORGANIZATIONS OF THE COFFEE INDUSTRY AND THE MEMBERS OF THE INTERNATIONAL COFFEE ORGANIZATION, both coffee exporting and importing countries, met virtually to review the progress of the Coffee Public-Private Task Force, respectively during the 3rd CEO and Global Leaders Forum, held on September 8th, and the 130th Session of the International Coffee Council, held on 9-10 September 2021.

TOGETHER WE ACKNOWLEDGE the ongoing struggle and the challenges that you, coffee farmers, workers, consumers, and citizens, are facing because of the Covid-19 pandemic, climate-stress and coffee price volatility. We are conscious all these challenges are putting additional pressure on the sustainability of coffee farming your livelihoods, and the long-term viability of the sector at large.

WE ARE COMMITTED TO RESPOND NOT JUST INDIVIDUALLY BUT COLLECTIVELY and in a pre-competitive fashion to provide coffee community-wide response, investment and collaboration to address these daunting challenges, which underpin the relevance of our unique [Coffee Public-Private Task Force \(CPPTF\)](#) that was established for that purpose under the auspices of the International Coffee Organisation (ICO).

WE REITERATE OUR FIRM DRIVE FOR ACTION so as to ensure that coffee can be enjoyed and produced by and for future generations. As part of our contribution to achieve the United Nations Sustainable Development Goals as well as the Paris Climate Agreement, we are harmonizing collective and individual actions and initiatives towards a truly transformational and positive change for coffee growers and their families and to respond to growing consumers' demand for sustainably produced, responsibly sourced and high quality and safe products.

WE CONTINUE TO PROGRESS WITH OUR AMBITIOUS VISION AND THE ROADMAP 2020-2030 ACROSS ALL IDENTIFIED PRIORITY AREAS:

- To promote Environment, Social and Governance (ESG) principles throughout the entire coffee value chain.
- To ensure that farmers earn a living and prosperous income, resulting from a mix of interventions that include, among others, diversification, good governance, technical assistance, access to effective health, education and housing services, value sharing and facilitating connections to global markets.



- To increase market transparency in order to understand the actual costs of growing coffee across diverse geographies, by revealing inefficiencies and overcoming obstacles in transmitting prices to farmers, especially in areas between FOB and the farm gate.
- To promote gender equity as well as to support the next coffee generation.
- To support coffee communities and their environment by strengthening the resilience of coffee landscapes and promoting the importance of research and innovation to increase resilience and productivity and reduce waste towards a circular coffee economy.
- To improve policies, institutions in exporting and importing countries and access to funding to transform the coffee sector.

Specifically, multiple achievements have been secured over the past year:

- The Roadmap has been updated with new commitments and targets – the important topics of Resilient Coffee Landscapes and Market Transparency have now been incorporated, linking with the work on Living Prosperous Income.
- Five Technical Workstreams have been set up, are functioning, producing outputs and ensuring coordination & synergies.
- The Governance of the Task Force has been adapted and improved according to needs.
- A light and efficient core operational set up is in place, based on a cooperation & partnership model.
- The membership is increasing reflecting the recognition of the Task Force in the sector
- The linkages with the existing sustainability initiatives Global Coffee Platform and Sustainable Coffee Challenge are strengthened regarding mutual commitments and targets, outreach, joint actions, referrals and providing leadership to some technical workstreams.

WE ARE ALSO CONSCIOUS THAT WE ARE ONLY AT THE BEGINNING OF A TRUE COFFEE SECTOR TRANSFORMATION which requires an approach with unprecedented levels of commitment and investment based on specific and quantifiable targets. Only this will ensure tangible and lasting positive results for people and planet. We all understand that this can only be achieved by working together. The signatories of the London Declaration have all made public their commitments and ambitions for the long-term viability of the coffee sector and contribute to the achievement of the Roadmap vision and outcomes (Annex 1). Nevertheless, while renewing our commitment of resources made under the Roadmap 2020, we note that additional resources from the private sector will only be forthcoming once the Task Force has developed clear investment plans & projects.



WE ALSO APPEAL TO the development community and financial institutions, as well as public and private investors and funds to join us and provide additional resources to make coffee the most sustainable, inclusive and resilient agricultural sector with an equitable value distribution in the coffee value chain, so as to achieve global prosperity for all, while respecting the environment and human rights.

Yours faithfully,

London,

Signed by the CEO and Global Leaders Forum

Signed by the International Coffee Council

The London Declaration was signed by:

ECOM Trading

illycaffè S.p.A.

JDE Peet's N.V.

Lavazza S.p.A.

Mercon

Nestlé S.A.

Neumann Kaffee Gruppe

Olam International Limited

Starbucks Coffee Company

Sucafina

Sustainable Harvest

Tchibo

Volcafe

And supported by:

Global Coffee Platform (GCP)

Sustainable Coffee Challenge (SCC) - Conservation International (in their capacity to convene and facilitate the SCC)

Coordinadora Latinoamericana y del Caribe de Pequeños(as) Productores(as) y Trabajadores(as) de Comercio Justo/ (CLAC)

European Coffee Federation (ECF)



Fairtrade International
Hanns R. Neumann Stiftung
IDH the Sustainable Trade Initiative
National Coffee Association of the USA (NCA)
Oikocredit
Rainforest Alliance
Rusteacoffee
Specialty Coffee Association (SCA)

About the Coffee Public Private Task Force (CPPTF)

In September 2018, the International Coffee Council (ICC) adopted Resolution 465 on “coffee price levels” during the 122nd session in London. This led to a Sector Dialogue organized by the ICO, engaging the relevant sector stakeholders and broader international community in the dialogue on coffee price levels. This culminated in the development of a joint Declaration of Intent of stakeholders from both the private and public sector in the form of the “London Declaration” which was signed the next year in September 2019 by 12 private sector companies and welcomed by the 125th ICC Session, which also adopted resolution ICC-125-10 requesting the ICO to set up a Coffee Public-Private Task Force (CPPTF).

The CPPTF now consists of 17 private sector ‘Sherpas’—representatives of the signatory companies –and 17 public sector representatives of ICO Member countries, both importing and exporting. The aim of the CPPTF and its related Technical Workstreams (TW) is to implement the ICC Resolution 465 and the London Declaration, thereby actively advancing the work of the Sector-Wide Dialogue initiated and led by the ICO. The ultimate objective of the Task Force is to build consensus on priority issues and actions to be submitted for consideration to the International Coffee Council (ICC) and the CEO and Global Leader Forum (CGLF) and to be implemented to achieve a sustainable and prosperous future for coffee producers and the sector as a whole.

The CPPTF is an innovative and unique model for public-private dialogue to mobilize efforts and resources for all to engage, reach consensus and put into action, but leaves flexibility to elevate existing individual and shared coffee sector sustainability initiatives and crucially fills gaps where no initiatives yet exist. Progress on commitments and targets are reported via the Sustainable Coffee Challenge (SCC) Commitment Hub and the Task Force website.

Public commitments and ambitions of the 13 Signatories to the London Declaration

ECOM Trading	https://www.ecomtrading.com/sustainability/
illycaffè S.p.A.	https://www.illy.com/en-ww/live-happilly/sustainability https://www.illy.com/en-ww/live-happilly/stories-of-sustainability
JDE Peet's N.V.	https://www.jdepeets.com/corporate-responsibility/
Lavazza S.p.A.	https://www.lavazzagroup.com/en/who-we-are/our-values.html https://www.lavazzagroup.com/en/how-we-work/the-sustainability-report.html https://www.lavazzagroup.com/en/our-stories/projects.html
Mercon	https://merconcoffeegroup.com/ https://www.sustaincoffee.org/partners/mercon https://www.business.us.hsbc.com/en/insights/sustainability/mercon-sustainability-client-story
Neumann Kaffee Gruppe	https://www.nkg.net/responsibility/#tab-7ae23f95eda6c41168e
Nestlé S.A.	https://www.nescafe.com/cup-of-respect/grown-respectfully https://www.nestle.com/sites/default/files/2021-01/sustainable-journey-ten-years-nescafe-plan-2021-en.pdf https://www.nespresso.com/ch/en/sustainability https://www.nestle.com/sites/default/files/2021-03/creating-shared-value-report-2020-en.pdf
Olam International Limited	https://www.olamgroup.com/sustainability.html https://www.olamgroup.com/products-services/olam-food-ingredients/coffee/sustainability-in-coffee.html
Starbucks Coffee Company	https://stories.starbucks.com/stories/2021/gesi-report-2020-coffee/ https://stories.starbucks.com/press/2019/building-a-sustainable-future-for-coffee-together/
Sucafina	https://group.sucafina.com/sustainability
Sustainable Harvest	https://www.sustainableharvest.com/our-model
Tchibo	https://www.tchibo-nachhaltigkeit.de/media/pages/mm_download-files/34ea1f2749-1628580238/tchibo-nachhaltigkeitsbericht-2020-german.pdf
Volcafe	https://www.edfman.com/commodities/coffee