



**INTERNATIONAL
COFFEE
ORGANIZATION**

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PRESS RELEASE

1 October 2021 - Coffee's Next Generation campaign continues for International Coffee Day, and ICO will be a part of World Food Forum

London, 23 September 2021 – The [International Coffee Day \(ICD\)](#) on 1st October 2021 is an occasion to promote and celebrate coffee as the world's most beloved beverage. The ICD is also an opportunity to encourage sustainable coffee practices and to raise awareness about the plight of coffee growers and to thank all the stakeholders in the coffee value chain.

'Coffee's Next Generation' aims at engaging all International Coffee Organization (ICO) Members and all coffee stakeholders to work together with youth organizations, industry leaders and associations, international organizations, development and financial partners and coffee consumers, to invest in the youth and bring to life their innovative ideas and enthusiasm for the benefit of the whole coffee community and to recover from the covid-19 pandemic by building a more prosperous and sustainable future.

ICO calls on the global coffee community to celebrate coffee and to contribute to building the Coffee's Next Generation: please share with us via info@ico.org (subject line 'ICD 2021') your ideas, initiatives, programmes, co-funding suggestions, stories, photos, and videos, related to coffee. This will allow to showcase the opportunities and the challenges of engaging and supporting youth in coffee production, trade, transformation, distribution, consumption, and disposal. We also encourage youth in the coffee value chain to submit their success stories and good practices at the following [link](#). Selected stories will feature in the 2021 Coffee Development Report.

On 1st October 2021 the ICO will take part in the World Food Forum (WFF), organized by the Food and Agricultural Organization (FAO) Youth Committee and many young leaders to build better food systems. To align with this objective, the ICO will celebrate ICD 2021 during the opening day of the WFF. The ICO, in collaboration with Slow Food Coffee Coalition Youth Network, will be '[Tracing the Coffee Value Chain](#)' and will explore the socio-economic challenges of the farmers up to the coffee reaching the final consumer. Register for the event [here](#).

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NOTES TO EDITORS

The International Coffee Organization (ICO) is a multilateral organization supporting exporting and importing countries to improve the sustainability of the coffee sector. It provides a high-level forum for all public and private stakeholders in the sector; official statistics on coffee production, trade and consumption; and support for the development and funding of technical cooperation projects and public-private partnerships.

More information

press@ico.org and/or follow our social media: [Facebook](#), [Instagram](#), [Linkedin](#), and [Twitter](#).