



COUNCIL

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Proposal for an International Coffee Day

Executive summary

Coffee is one of the most widely consumed beverages in the world and ranks among the most traded commodities globally. In addition to representing an important source of income in producing areas, coffee is a part of life of the communities. For consumers, coffee manifests significant cultural influence and the experience and ambience of drinking it.

The coffee sector creates jobs and generates income, improving the livelihoods of communities engaged in its production, particularly in developing and least developed countries. It supports up to 25 million farming households and provides additional employment throughout the coffee value chain. As such, the sector contributes to several Sustainable Development Goals (SDGs), including SDG 1 on poverty eradication, SDG 2 on zero hunger, and SDG 5 on gender equality and women's empowerment.

The proposal by the Federative Republic of Brazil to observe an International Coffee Day on 1 October of each year aims to raise public awareness of the importance of coffee to both producers and consumers globally and highlight the sector's contribution to social, economic and environmental sustainability.

Suggested action by the Council

The Council is invited to:

- 1) endorse the proposal to observe an International Coffee Day on 1 October of each year; and
- 2) approve the draft Conference Resolution, as contained in Annex A, to be submitted to the 44th Session of the FAO Conference.

Queries on the substantive content of this document may be addressed to:

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I. Introduction

1. In accordance with Rule IV.2 of the Rules of Procedure of the Committee on Commodity Problems (CCP), the Government of the Federative Republic of Brazil proposed the inclusion of an item entitled “Proposal for an International Coffee Day” in the Provisional Agenda of the 76th Session of the Committee.
2. The proposal was considered by the 76th Session of the CCP, which endorsed it, requesting the Secretariat to work with the CCP Bureau to take it forward for consideration and endorsement at the 176th Session of the FAO Council and the 44th Session of the FAO Conference, with a view to its subsequent consideration by the United Nations General Assembly.

II. Background on the coffee sector

3. Coffee is one of the most widely consumed beverages in the world and ranks among the most traded commodities globally. Coffee does not only represent a source of revenue to traditional producing areas, but it is also a part of their way of life. For consumers, coffee manifests significant cultural influence, as part of the daily habit, experience and ambience of drinking it.
4. The coffee sector contributes to eradicating extreme poverty (Sustainable Development Goal [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.
5. 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.
6. 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.
7. The global value of coffee production is estimated at over USD 20 billion annually, with smallholder producers accounting for a large share of the global output. In Brazil, more than 300 000 families depend on coffee production, and 78 percent of them are smallholders. The value of world trade in coffee is about USD 30 billion, while the annual revenue of the coffee industry is estimated to exceed USD 200 billion.
8. 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.
9. 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.
10. However, the sector faces several challenges. These include climate change, which is particularly harmful since coffee can only be produced in specific agroecological conditions, the emergence of due diligence requirements, economic shocks and price volatility.

III. Objective

11. In many producing regions, 1 October is the first day of the harvest season 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 and recalling its strong credentials to social, economic and environmental sustainability.

12. ICD would represent an opportunity to spotlight the various challenges faced by 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.

13. Considering the increased demand to enhance traceability and transparency, ICD would reinforce interest in ethical aspects of coffee production and 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.

14. Celebrating ICD every year would promote global efforts and forge 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.

Draft Conference Resolution

International Day of Coffee

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;

Emphasizing that the costs of activities related to the observance of the International Coffee Day will be covered by voluntary contributions;

Requests the Director-General to present this Resolution to the President of the General Assembly of the United Nations (UNGA) and the President of the United Nations Economic and Social Council (ECOSOC) for informational purposes;

Encourages FAO Member Nations to take the requisite steps to ensure the consideration of the Resolution to observe 1 October as International Coffee Day at forthcoming sessions of the UNGA, as appropriate.