NCA welcomes constructive debate at World Coffee Producers Forum

São Paulo, Brazil [July 12, 2019] – The World Coffee Producers Forum (WCPF) concluded its second plenary July 11, where the National Coffee Association was pleased to join partners in discussing challenges and opportunities for the global coffee community. NCA particularly welcomed the opportunity to share views on supporting the coffee farmers without whom the coffee industry would simply not exist.

The preliminary results of a WCPF-commissioned study confirmed coffee prices have stabilized based on record global supply, increased productivity, and decreased costs in the world’s top two coffee-producing countries (Brazil and Vietnam).

Working to increase global consumption is a top priority across participants. WCPF participants discussed a wide range of actions to drive demand, support farmers, protect the environment, and ensure coffee is an engine for sustainable development.

Participants broadly agreed countries should incorporate coffee into development plans but questioned the transparency, efficiency, and accountability of a proposal to establish a new global fund to administer coffee development programs. WCPF facilitated an open workshop to discuss the global fund proposal, and NCA looks forward to seeing these collective concerns addressed in revised recommendations.

Commenting on the meeting, NCA President and CEO Bill Murray said, “Farmers are producing more coffee than ever before, so one of the best things we can do today is encourage people to drink up. No matter how the world tackles sustainable development in 2030, drinking more coffee is good for coffee drinkers and coffee farmers alike.”

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About the National Coffee Association
The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, is comprised of small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses. Visit ncausa.org to learn more.