GLOBAL COFFEE LEADERS AGREE INCREASED DEMAND IS KEY TO SUPPORTING COFFEE FARMERS


The Declaration acknowledges that a key to improving the livelihoods of coffee farmers is increasing consumption – a critically important strategy since global coffee supply is at record highs, resulting in historically low prices for coffee. The Declaration calls for globally-coordinated action including to promote sustainable production, helping farmers become more resilient to climate and other challenges, and stimulating demand.

CLGF Participants, including NCA, agreed common goals must be addressed through coordinated commitments and open communication throughout the coffee community.

Commenting on the Declaration, NCA President & CEO Bill Murray said, “The basics are clear. We must match the world’s record coffee supply by ramping up record demand.

CGLF has taken an important step toward coordinated, concrete commitments to support coffee farmers. This complements the actions being taken by so many coffee companies, including those joined together in the Sustainable Coffee Challenge, to create stronger coffee communities.

We can all help coffee farmers now by pouring another cup.”

-ENDS-

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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.