



PRESS RELEASE

International Coffee Day 2019: Supporting a fair, living income for coffee farmers

London, 1 October 2019 – Every year on 1 October, the world comes together to celebrate coffee and recognize the millions of people across the globe – from farmers, to roasters, baristas, coffee shop owners and more – who work hard to create and serve the beverage we all love. This year, International Coffee Organization (ICO) is calling on coffee lovers around the world to pledge their support for a fair, living income for coffee farmers.

According to the ICO's Executive Director, Mr José Sette, "Coffee is one of the world's most loved beverages, with an estimated 3 billion cups enjoyed every day. It has never been more popular: demand is rising, especially in emerging markets, but the price paid to farmers has declined dramatically in the last two years due to oversupply and other reasons, with a serious impact on social economic sustainability of those countries where coffee is grown and on the economic viability of many farmers worldwide".

The aim of this year's International Coffee Day campaign is to show consumers the reality of coffee. With thanks to the support of the All Japan Coffee Association, the Ernesto Illy Foundation and the Delegation of the European Union to Rwanda, the new-look International Coffee Day website features 'An Anthem for International Coffee Day' video shot in the setting of beautiful Kibuye, Rwanda, showing what it takes to create the beans that go into every cup of coffee we drink each day. In addition to calling on all those involved with coffee, either as consumers or as a source of income or employment, to sign the [#coffeepledge](#) to call attention to the plight of coffee farmers all over the world, coffee lovers are also invited to take the coffee challenge to enter a global prize draw, in addition to holding an event in celebration of this special day.

Sette continues: "The ICO is committed to supporting our Members and all coffee stakeholders to achieve inclusive and sustainable development and to meet the Sustainable Development Goals. The global coffee community is coming together to address the

challenges impacting on the future of coffee, but we also need your help. Join us in celebrating this special day, and help us to effect change by signing the [#coffeepledge](#), in support of a living income for coffee farmers”

This year International Coffee Day is also special as it marks the publication of the first issue of the ICO new flagship report: the Coffee Development Report 2019: *Growing for Prosperity: Economic viability as the catalyst for a sustainable coffee sector*. With this comprehensive and far-reaching publication the ICO provides hard data and detailed analyses on the root causes and impact of the current coffee price crisis. It also contains an independent assessment of possible actions to address the economic challenge and foster long-term sustainability of the coffee sector in line with the United Nations 2030 Sustainable Development Agenda.

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NOTES TO EDITORS

About the International Coffee Organization

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 at: www.ico.org

About International Coffee Day

Celebrated every year on 1 October, International Coffee Day is a global commemoration of coffee’s journey from the farm to local shop. More information about this year’s campaign is and how to get involved is available at: <https://internationalcoffeeday.org/>

To formally launch its Coffee Development Report 2019 the ICO will be partnering with the Embassy of Switzerland in London in a high-level panel discussion and reception *The Future of coffee* at the Embassy of Switzerland in London from 18:00 BST. The evening will conclude with music from Danilo Rea, Musician and Composer, and Martux_M, Electronic Music Producer, who perform in this year’s International Coffee Day video.

Further information:

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