

United Nations Conference on Trade and Development

UNCTAD-ICO Workshop on

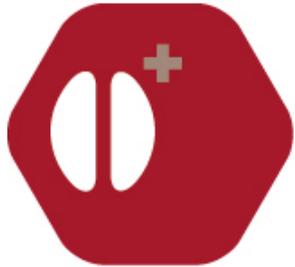
Fostering sustainable development in coffee-exporting countries

18 February 2020, Palais des Nations, Geneva

Challenges: Green Coffee Market
By

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The views expressed are those of the author and do not necessarily reflect the views of UNCTAD.



SCTA

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ASSOCIAZIONE SVIZZERA DEI NEGOZIANI IN CAFFÈ
SWISS COFFEE TRADE ASSOCIATION

Michael von Luehrte
Secretary General

UNCTAD/ICO Workshop, Geneva, Feb 18, 2020

Challenges
Green Coffee Market

Climate Change
Low Prices / Sustainability
Origin Concentration

Coffee is growing around the tropical belt

Coffee is produced mainly by smallholders in the tropics – economic viability is critical for the future



<http://en.wikipedia.org/wiki/Coffee>

**Coffee is facing
a challenge**

Climate Change

Rising Demand

**Competition for
Land**

The long term issue and challenge



More coffee
needs to be
produced on
less land

Meeting future demand for coffee could require at least doubling production by 2050



Need to produce an additional 4-14 million tons of coffee by 2050 to meet future demand.



Meeting this demand will require a renewed focus on productivity of coffee farms



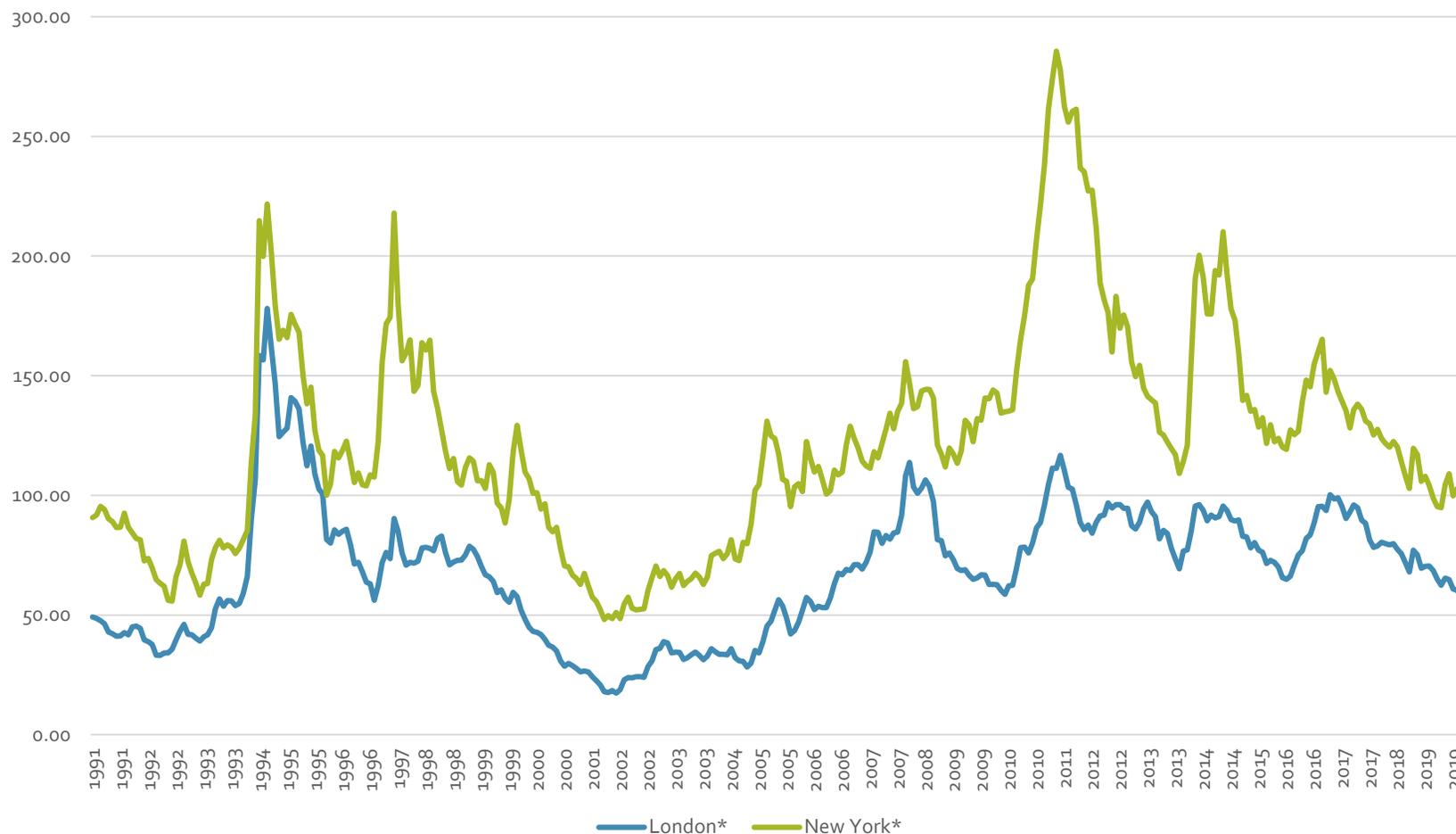
There is a significant risk of coffee expanding into new areas – potentially natural forests

Current coffee prices and the risk of climate change require immediate and long-term action by all sector stakeholders

Low coffee prices are threatening smallholder farmers mainly in Africa, Central America /Peru

The immediate challenge - low producer prices

Long-term Green Coffee Prices are driven by the underlying supply/demand equation - the cycles are showing a typical boom and bust and reverse towards the cost of production



SCTA at UNCTAD/ICO workshop, Feb 18, 2020

The most competitive producers Brazil/Vietnam are gaining market share and expand production

The mid term challenge is to preserve diversity of production and qualities without distorting the underlying supply/demand economics

