

# 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

SCHWEIZERISCHE KAFFEEHÄNDLER VEREINIGUNG  
ASSOCIATION SUISSE DES NÉGOCIANTS EN CAFÉ  
ASSOCIAZIONE SVIZZERA DEI NEGOZIANI IN CAFFÈ  
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**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

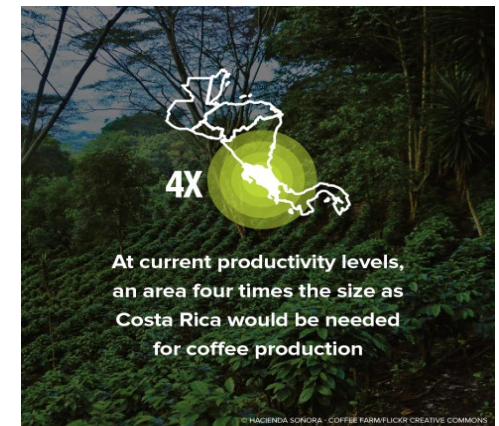
## Meeting future demand for coffee could require at least doubling production by 2050



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



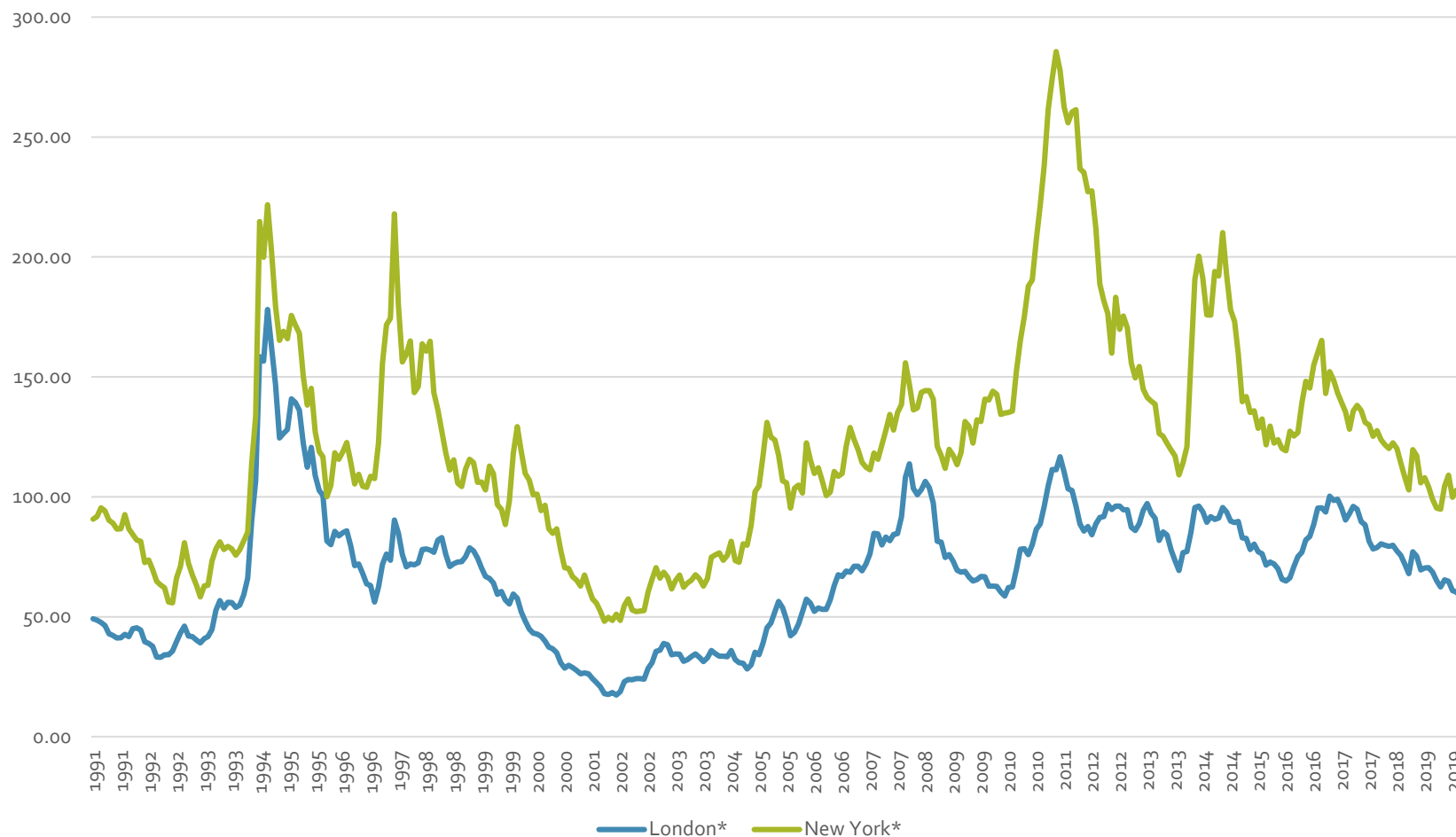
There is a significant risk of coffee expanding into new areas – potentially natural forests

**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

