

## Press Release

### International Coffee Congress on Sustainability: A whole day dedicated to sustainability

**Hamburg, 18<sup>th</sup> June 2019: Approximately 240 coffee experts from 22 countries accepted the invitation of the German Coffee Association to the "International Coffee Congress on Sustainability" in Berlin on 5<sup>th</sup> June and exchanged views on the facts, trends and developments in sustainability in the Coffee Industry during 17 inspiring specialist presentations and a panel discussion. During the breaks, an exhibition area offered the attending trade visitors the opportunity to find out about sustainability projects, services and products in the coffee sector.**

With this event, the German Coffee Association created an international news and communication platform on all aspects of sustainability in the coffee sector, a topic that is becoming increasingly relevant. The ongoing climate change and green coffee price crisis are currently being discussed worldwide, and everyday more coffee farmers are already losing their livelihoods as a result.

In addition to the important topic of "Pricing", the Congress also addressed many other current issues. The experts present exchanged views on Blockchains to improve transparency along the entire value chain, discussed the benefits of and consumer trust in sustainability labels and looked into the question of how coffee companies and NGOs can get involved in further promoting sustainability in the coffee sector. In addition, opportunities for optimising value creation at source were highlighted, the importance of water in the coffee industry was discussed and best cases were examined.

"We are delighted that the congress was so well received. The lively, committed participation and intensive discussions show that the Coffee Industry is on the right track when it comes to sustainability and is actively tackling problems," says Holger Preibisch, CEO of the German Coffee Association. "Sustainability is an issue that the entire Industry is committed to - to the environment, to the many people involved in coffee cultivation and, of course, to the consumer".

V.i.S.d.P.:

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