4C Regional Stakeholder Conference
- Sustainability Challenges in Times of Low Coffee Prices -

Date: 23 January 2020, 10.00am – 04.30pm
Venue: Hotel Museo Casa Santo Domingo
3a Calle Oriente 28 A
Antigua, Guatemala

There will be simultaneous translation from English to Spanish

Agenda

09.30 – 10.00 Welcome Coffee, Networking and Registration

10.00 – 10.15 Welcome Address
Dr Norbert Schmitz, Member of the Board, 4C, Germany

National Policies Related to Sustainable Coffee Growing in Guatemala
10.15 – 10.45 National Support to the Coffee Sector for an Environmentally Sustainable Production
Mariela Meléndez, Environment-Climate Change and Renewable Energy Specialist, Asociación Nacional del Café (Anacafé), Guatemala

Pressing Sustainability Challenges and the Role of Certification
10.45 – 11.45 Environmental Risks in the Coffee Sector
Dora Samaniego, Manager Sustainable Coffee, Conservation International (CI)

4C Solutions for Sustainable and Deforestation-Free Supply Chains
Dr Norbert Schmitz, Member of the Board, 4C Services GmbH, Germany

11.45 – 12.00 Coffee Break

Adaptation Strategies and Global Market Requirements
12.00 – 13.00 Climate Change and Adaptation Strategies for Coffee Growers
Jenny Wiegel, Country Manager Nicaragua and Honduras, The International Center for Tropical Agriculture (CIAT), Colombia
Market Requirements for Sustainable Coffee – The Trader Perspective  
Carlos Umanzor, Specialty Coffee Trader, Peter Schoenfeld  
S.A., Guatemala

Reflections from Key Accounts and Discussion of 4C Changes  
Dr Norbert Schmitz, Member of the Board, 4C Services GmbH,  
Germany

13.00 – 14.00 Lunch

Latest Trends in Coffee Markets and Strategies of Brand Owners  
14.00 – 14.30 Market Requirements for Sustainable Coffee – The Brand Owner Perspective  
Victor Sipaque, Head of Nestlé Quality Control Center, Nestlé,  
Guatemala

4C On-Product Logo and Claims for Improved Market Access  
Marco Valério Araújo Brito, CEO, Cocatreł, Brazil

Impact of 4C Certification on the Ground – Case Studies  
14.30 – 15.15 Example Colombia  
Mario Eduardo Vega, Business Planning Director, Federación Nacional de Cafeteros de Colombia (FNC)

Science-Based Approach for Impact Assessment  
Prof. Gernot Klepper, The Kiel Institute for the World Economy,  
Germany

4C Projects to Improve Livelihoods of Coffee Growers  
Dr. Jan Henke, Member of the Board 4C, Germany

15.15 – 15.30 Coffee Break

Innovative Solutions and Technologies for Credible and Secure 4C Certification  
15.30 – 16:15 Significance of Sustainability Certification for Agricultural Commodities in the Region  
Alejandra Rueda, Nes Naturaleza, Colombia

Experience with 4C Audits in the Region  
Malcom Graham, Head of Control Union Central America, Control Union

Verification of Climate Friendly Coffee and Traceable Coffee Supply Chains  
Dr. Jan Henke, Member of the Board 4C, Germany

16.15 – 16.45 Discussion and Conclusions of the Day

16.45 – 18.00 Reception