



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 Umazor, Speciality 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, Cocatrel, 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