4C On-Product Logo and Claims for Improved Market Access

Marco Valério Araújo Brito, CEO, Cocatrel, Brazil
- One of the main coffee coops in Brazil
- More than 6000 growers United
- 1.500.000 bags produced a year
- Since 1961

- Secound larger coffee consumption in the world
- Up to 21.000.000 bags year
- Average of 839 cups of coffee per capita a year
• Brazil total consumption (million bags)
Roasted and ground beans: 80%
Roasted beans: 19%
Capsules: 1%
64% Domestic
36% Out of home
Big Consumption at home

Majority of ground beans

The consumer has no trustful information
Coop Products strategy
• Promote the coop farms, regions and growers worldwide, looking for the best deals and transferring the premium for the growers
• New industrial facilities where we roast, pack and deliver the final product to the internal Market generating value for the final product of the coop.
Difference between markets

**External Market**
- Higher demand for great coffees
- Bigger sustainable-certified recognition
- Traceability requested

**Internal Market**
- Low demand for great coffees
- Low sustainable-certified recognition

How to promote and add value of the good practices?
Transmitting reliable and relevant information about Diversity, Sustainability, Quality, and Traceability.
Sustainability
Traceability
Quality
Diversity
Sustainability
Traceability
Quality
Diversity
Thank you!

Marco Valério Araújo Brito, CEO, Cocatrel, Brazil