

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

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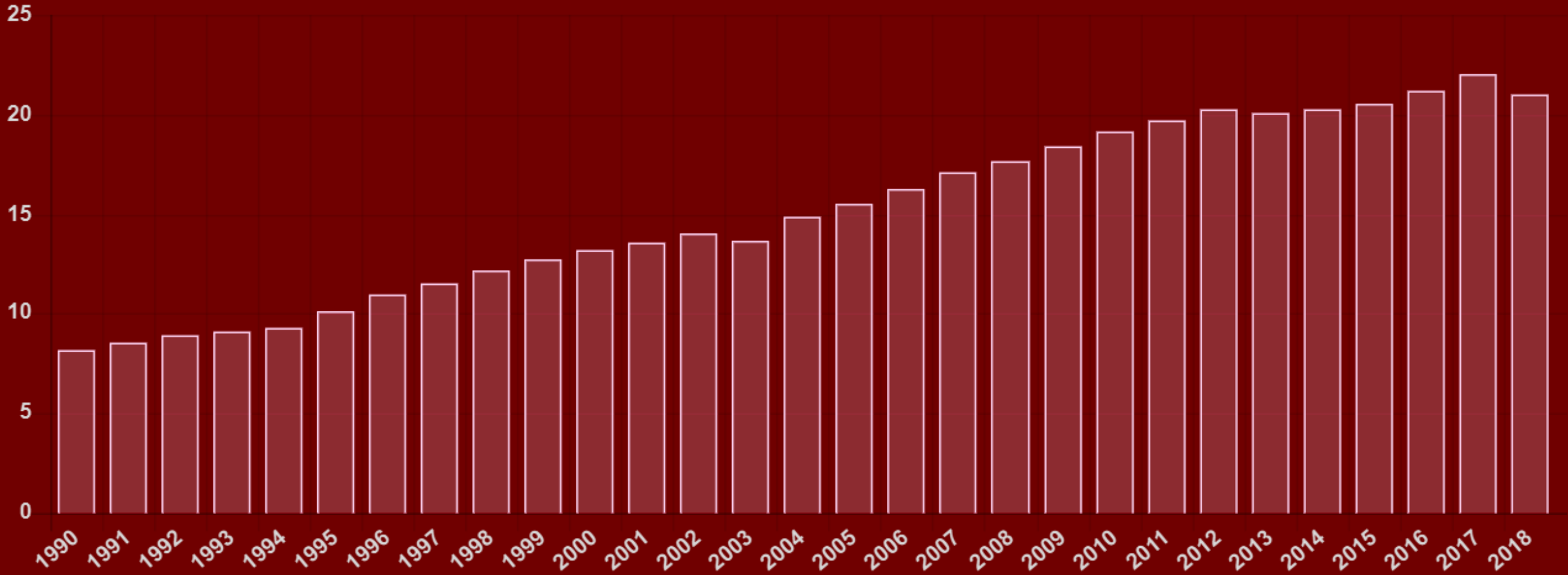


- One of the main coffee coops in Brazil
- More than 6000 growers United
- 1.500.000 bags produced a year
- Since 1961

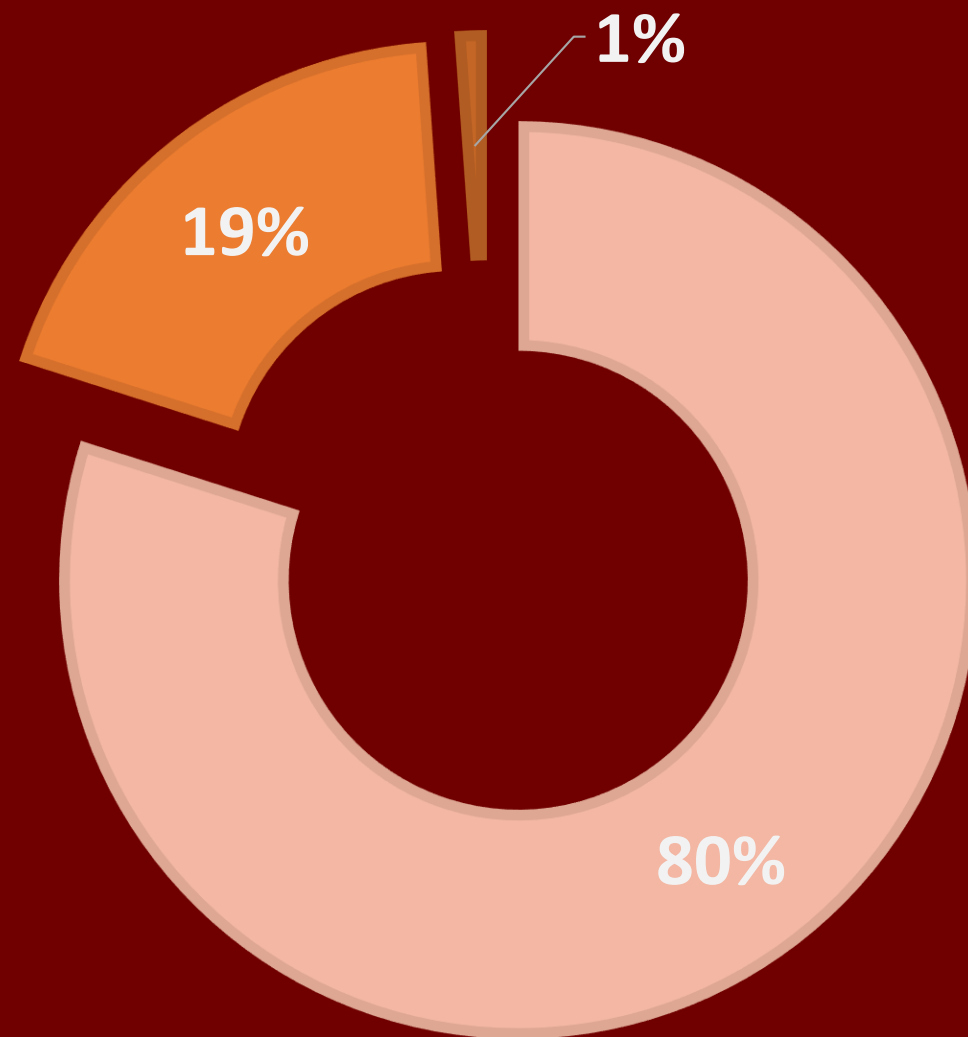


- Second larger coffee consumption in the world
- Up to 21.000.000 bags year
- Average of 839 cups of coffee per capita a year

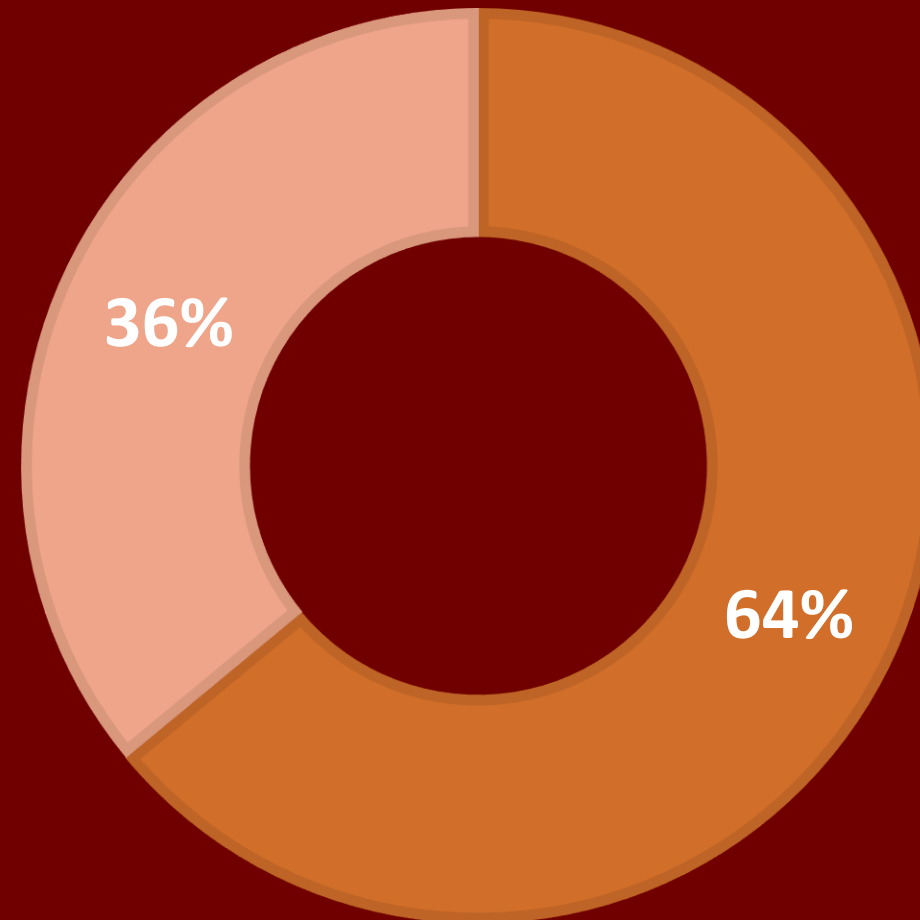
• **Brazil total consumption (million bags)**



■ Roasted and ground ■ roasted beans ■ capsules



■ Domestic   ■ 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**





















# Thank you!

**Marco Valério Araújo Brito, CEO, Cocatrel, Brazil**



**COCATREL**