

4C Association reports continuous growth

Support services to coffee farmers expanded

Hamburg, 2 June 2010.

The 4C Association, the global association working for a better coffee world, presented its annual report on the occasion of its 7th Council meeting in Hamburg, documenting major achievements and growth.

As per the end of 2009, the second operational year of the association, 4C membership amounted to 129 members. This represents an increase of 30 percent in comparison to the previous year. Growth was especially significant across coffee producers, traders and roasters.

At the end of 2009, 60 coffee producing entities (4C Units), encompassing over 280,000 farmers and workers in 17 countries, were independently verified to comply with the 4C Code of Conduct. The Code outlines economic, environmental and social principles for the sustainable production and processing of green coffee.

As of May 2010, the verified 4C Units reached a production potential of 12 million coffee bags of 4C Compliant Coffee, which represents ten percent of today's global coffee supply. 4C Compliant Coffee purchases by final buyers also increased by more than 150 percent in 2009 amounting to almost half a million bags of green coffee in 2009. Based on current membership growth and commitment from industry members, the projection for 2010 is that purchases of 4C Compliant Coffee will increase by 50 percent, reaching 750,000 coffee bags by the end of the year.

"This steady growth shows that the coffee sector increasingly sees the 4C Association as a unique opportunity to work together towards advancing baseline sustainability in the mainstream coffee sector. Presently, major efforts go into translating the membership growth from the industry into an increase of 4C Compliant Coffee purchases. This will bring further benefits to those farmers and workers who are working hard to grow their coffee in a sustainable manner by complying with the 4C Code of Conduct," stated Dr. Diego Pizano Salazar, President of the 4C Association.

Streamlining 4C Support Services to farmers

The 4C Association is increasing and streamlining support services to farmers to match their needs. Support is delivered via different channels, namely trainings and capacity building organized by the 4C Support Services Department and tools, workshops and other activities contributed by members of the association.

Throughout 2009, 4C Members were very active in training their farmers and workers on sustainability related issues. Twenty four members reported 3,884 workshops resulting in 64,100 farmers trained. The trainings covered good agricultural practices, environmental protection, labour safety and fire fighting and safe use of pesticides, etc.

Additionally, members also developed numerous tools and training materials, such as manuals, posters, games and online courses adapted to the needs of the farmers. These tools are made available to all 4C Members through the online 4C Tool Library, which currently contains over 120 materials.

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Within the 4C Association, producers, trade and industry and civil society from around the world work together for more sustainability in the entire coffee sector. This global community has joined forces to continuously improve the social, environmental and economic conditions for the people making their living from coffee.

Main pillars of the association, established in 2006, are a code of conduct, rules of participation for trade and industry, support services for coffee farmers, a verification system and the participatory governance structure.

Please visit www.4c-coffeeassociation.org for the latest activities and in-depth information on the 4C Association