

CRS COFFEELANDS BLOG
2014 SCAA Expo Preview

FRIDAY, 25 APRIL 2014
9 am

WHAT	WHO	WHERE
<p>The Economics of Coffee Production: Can Family Farms Survive? This panel addressed the BIG question that folks are reluctant to ask in polite company: can smallholder farmers survive in a context of climate change, market volatility and increased competition? The panel explores issues that are not sexy but are essential to the issue at hand--production costs and sales revenues--and considers some leading approaches to making the trade more profitable (and sustainable) for smallholder growers. <i>(English only.)</i></p>	<p>Dennis Macray, intellectual co-author of the Starbucks C.A.F.E. Practices program, Konrad Brits of Falcon Coffees and Rick Peyser of Keurig/GMCR give the panel some serious gravitas from the coffee side of the equation; Dana Boggess of the Bill & Melinda Gates Foundation anchors the international development side of the discussion.</p>	301
<p>Producer's Guide to a Social & Environmental Scorecard The adage tells us you can't manage what you don't measure. This panel of origin experts explains what they measure and how they use it to manage for greater social and environmental impact. I will be looking to this panel to inform our ongoing conversation on social performance management. <i>(English with Spanish translation.)</i></p>	<p>Panelists represent three producing countries and years of experience managing, advising and supporting farmer enterprises: Mathias Nabutele of Uganda's Coffee A Cup coop, Santiago Paz from the Norandino cooperative in Perú and Ángel Mario Martínez-García, a Mexico native who advises coffee cooperatives around the world.</p>	201
<p>Ask the Green Buyer This panel is an Expo staple and for good reason--it is an invaluable space for growers to interact with some of the leading buyers in specialty. Inexplicably, it is NOT being translated into Spanish this year or offered in a separate Spanish-only format. <i>(English only.)</i></p>	<p>The SCAA is playing its cards close to the vest on this one--panelists are TBA.</p>	2b

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<p>Growing Prosperity from Crop to Cup: The Blueprint for a Resilient Coffee Value Chain Some of the best thinkers and doers in the coffee sector address the first of three important R-words on the Expo's origin agenda: resilience. How can we preserve the coffee trade in the face of mounting threats to the coffee chain? Climate change, increased volatility in weather and markets, rising prices of food and agricultural inputs--the panorama is disconcerting. How can farmers build more resilient livelihoods against this backdrop? What role can specialty play in the process? (English with Spanish translation.)</p>	<p><i>David Griswold and Willy Foote, the award-winning social entrepreneurs behind Sustainable Harvest and Root Capital, respectively, will hold sway. Alejandro Escobar of the Multilateral Investment Fund will also bring his many years of expertise in coffee and agroenterprise to bear on the discussion.</i></p>	201
<p>Plant Pathogen Biology: Rust and Beetles and Borers, Oh My! A survey of the leading coffee pathogens and pest, with a special focus on coffee leaf rust. What could be more timely? (English only.)</p>	<p>SCAA Coffee Science Manager Emma Bladyka presents.</p>	211
<p>Best of Symposium Highlights from the 2014 Symposium, organized around the pivot from Selling Better Coffee to Selling Coffee Better. A dynamic recap of some of the most innovative thinking in specialty. (English only.)</p>	<p>SCAA Symposium Director Peter Giuliano moderates a panel discussion with coffee luminaries. Panelists TBA.</p>	211

SATURDAY, 26 APRIL 2014

9 am

WHAT	WHO	WHERE
<p>From the Farm to the Roaster: Factors that Influence Coffee's Taste Where does quality come from, anyway? We still haven't done enough research to answer the question comprehensively or convincingly. The World Coffee Research sensory project will work to fill the gaps in our knowledge. In the meantime, come hear this survey of the scientific literature available on the subject. <i>(English only.)</i></p>	<p>Shawn Steiman is well-positioned to lead this discussion: a coffee scientist and Q-grader who has been exploring the sources of coffee quality for many years.</p>	310
<p>Coffee Price Volatility: How to Avoid the Pitfalls and Perils of NOT Managing Price Risk This lecture addresses the second important R-word on the Expo's origin agenda: risk. Price volatility is a permanent feature of coffee markets. Actors in the coffee chain ignore it at their own peril. This session delivers an overview of the drivers of price discovery and sources of market volatility as well as a review of the leading tools to mitigate price risk. <i>(English only.)</i></p>	<p>Julio Sera is a Senior Risk Management Consultant at INTL FC Stone, whose work on price risk management has set the standard in the coffee sector.</p>	303
<p>Millions on the Margins: Bringing Farmworkers into Mainstream Industry Sustainability Efforts. I am delighted to be facilitating this panel on a topic that I think represents a next-generation sustainability challenge for specialty coffee: farmworkers. Since I started in coffee more than 10 years ago I haven't encountered anyone who doesn't think farmworkers are the most vulnerable actors in specialty supply chains. And yet, our collective understanding of farmworker issues is limited. This panel begins to illuminate what is a blind spot for many of us. <i>(English with Spanish translation.)</i></p>	<p>Erik Nicholson of the iconic United Farm Workers will provide an overview of farmworker issues based on more than 30 years' organizing experience and a recent survey of farmworker protections in coffee-growing countries. Pascale Schuitt of London-based Union Hand Roasted will present original research on child labor in the coffee fields. Miguel Zamora of Fair Trade USA has been leading Fair Trade Certification pilot projects on coffee estates for the past two years; together with a farmworker who participates in a pilot with the La Revancha estate in Nicaragua, he will present the early results from pioneering efforts at farmworker organization and empowerment in the coffee sector.</p>	201

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<p>Innovating for Sustainability Leading international development practitioners explore how cutting-edge digital technologies, fresh research, innovative approaches to service delivery and old-fashioned collaboration can deliver new breakthroughs in the coffeelands. <i>(English with Spanish translation.)</i></p>	<p>Heather Franzese of Good World Solutions will explain how the organization's Labor Link data platform connects workers and companies; Peter Kettler, former Development Director of Coffee Kids and current Director of Radio Lifeline, will draw on diverse initiatives at origin; Marcela Pino is a co-founder and co-director of Food 4 Farmers, an organization taking a new look at an old problem—hunger; Nicolas Mounard directs the coffee trading business at Twin, where he also leads the organization's delivery of best-in-class technical and advisory services for farmer organizations.</p>	<p>201</p>



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SUNDAY, 27 APRIL 2014

10:30 am

WHAT	WHO	WHERE
<p>Assessing the Impact of the Relationship Coffee Model The final lecture session examines the third important R on the Expo's origin program: relationships. For many years many of us have evangelized on behalf of direct trading relationships, financial incentives for quality and improved information flow upstream and downstream in the supply chain--practices that are at the heart of Sustainable Harvest's Relationship Coffee model. This lecture presents the results of a study conducted to test whether Relationship Coffee delivers on its promise. <i>(English only.)</i></p>	<p>Colleen Ununu, formerly of Gimme! Coffee and currently at Cornell University, joins colleague Juan Nicolás Hernández-Aguilera and Sustainable Harvest's Olga Cuéllar-Gómez to present results of a year-long study.</p>	310
<p>Three Varieties in El Salvador: Production and Potential This lecture presents the results of the kind of invaluable applied research we need lots more of in specialty: side-by-side trials of three different varieties grown in the same soil with the same inputs and husbandry, meaning much of the observed difference can be attributed to genetics. Wonderful. <i>(English with Spanish translation.)</i></p>	<p>Emilio López Díaz is a sixth-generation coffee grower member of the Roasters' Guild Executive Council and founder of Cuatro M, purveyor of fine Salvadoran single-origin coffees. Michael Kaiser is the commercial manager of Cuatro M. Both are inveterate experimenters.</p>	204
<p>Value of a Distinct Brand This session is not pitched to growers or agencies like ours that support them, but in a marketplace where traceability and origin are important sources of differentiation, value creation and brand, I am curious to see whether/how farmers and farmer relationships surface. <i>(English only.)</i></p>	<p>Brian W. Jones, the designer whose blog Dear Coffee, I Love You is among the most influential in specialty coffee, presents.</p>	211
<p>Coffee Price Volatility: How to Avoid the Pitfalls and Perils of NOT Managing Price Risk The Spanish-language version of the Friday session. <i>(Spanish only.)</i></p>	<p>Julio Sera is a Senior Risk Management Consultant at INTL FC Stone, whose work on price risk management has set the standard in the coffee sector.</p>	3A