



**FINAL DECLARATION OF THE PARTICIPANTS OF THE SECOND
WORLD COFFEE PRODUCERS FORUM**

In the city of Campinas, Brazil, on July 10 and 11, 2019, the second forum of coffee-producing countries was held, considering:

1. The first Forum raised worldwide awareness to the need for economic sustainability in global coffee supply. However, there has not been effective engagement from the other sectors in the coffee value chain to improve coffee producers' remuneration.
2. Research by professor Jeffery Sachs from Columbia University highlighted the need for interaction among all agents in the value chain for the development of global actions in addition to those already carried out in each country, with co-responsibility of all public and private agents in the coffee trade to guarantee the implementation of sustainability in its economic, environmental and social dimensions.
3. The opportunity for development of new technologies to improve the traditional forms of commercializing coffee, bringing producers and consumers closer and aggregating value to origins.
4. The importance in stimulating global coffee consumption, especially in producing countries and emerging markets, to guarantee balance between supply and demand and, consequently, remunerative prices to coffee producers.

Resolved:

1. To promote the creation of a technological platform to aggregate and make available information and numbers to all segments of the coffee value chain, in a manner that creates transparency in business and price formulation.
2. To develop a mechanism that facilitates the availability of information from producing origins through traceability of offered products and their specificities to end consumers.
3. To promote the training of producers through technical assistance and rural extension for the professionalization in property management and the acquisition of knowledge about market risks.

II FÓRUM MUNDIAL DE PRODUTORES DE CAFÉ 2019

Campinas, Brasil • Julho 10-11, 2019



4. To stimulate the development of innovative strategies and campaigns to promote coffee consumption, mainly in producing countries and emerging markets.
5. To develop mechanisms, marketing strategies and technological innovations that enable achieving remunerative prices for producers, such as “economic sustainability” and “roasted by origin” seals.
6. To encourage each producer origin, at public and private levels, to develop national plans for sustainability for the coffee sector.
7. That the WCPF Committee will move forward with creating a legal entity to plan and execute on the strategies in this declaration.
8. The next World Coffee Producers Forum shall be held in 2021. The committee shall coordinate with the countries which city shall hold the next event.

This declaration was made in Campinas on 11 July 2019.