

coffee dinner & summit

William “Bill” Murray, President & CEO
National Coffee Association, USA
wmmurray@ncausa.org

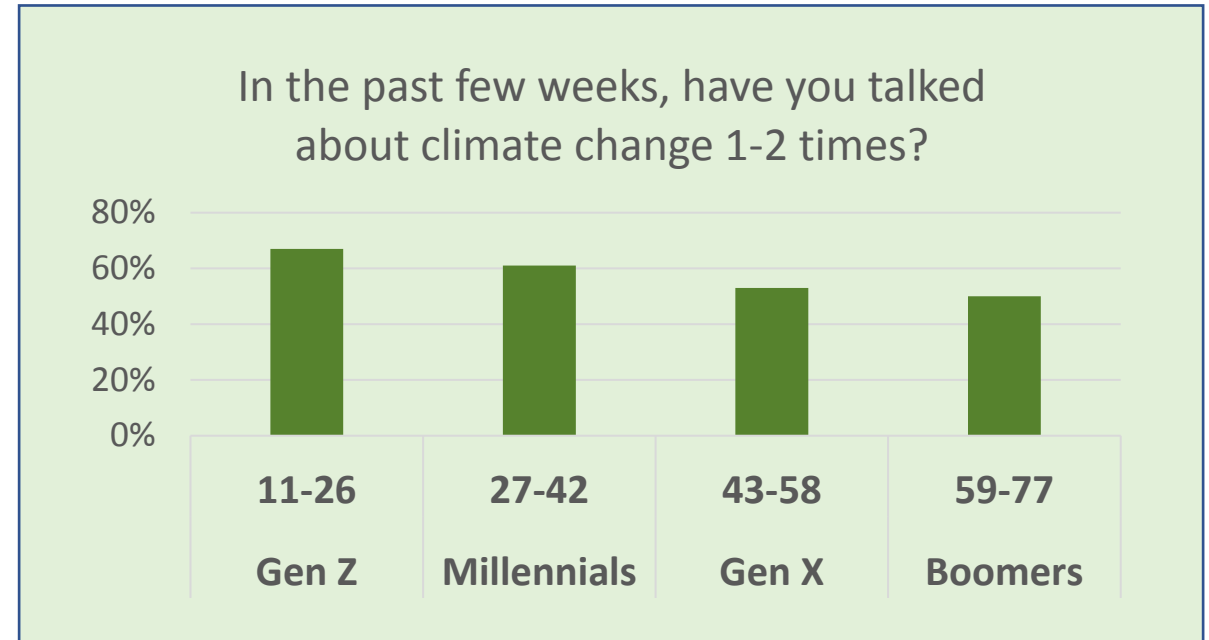
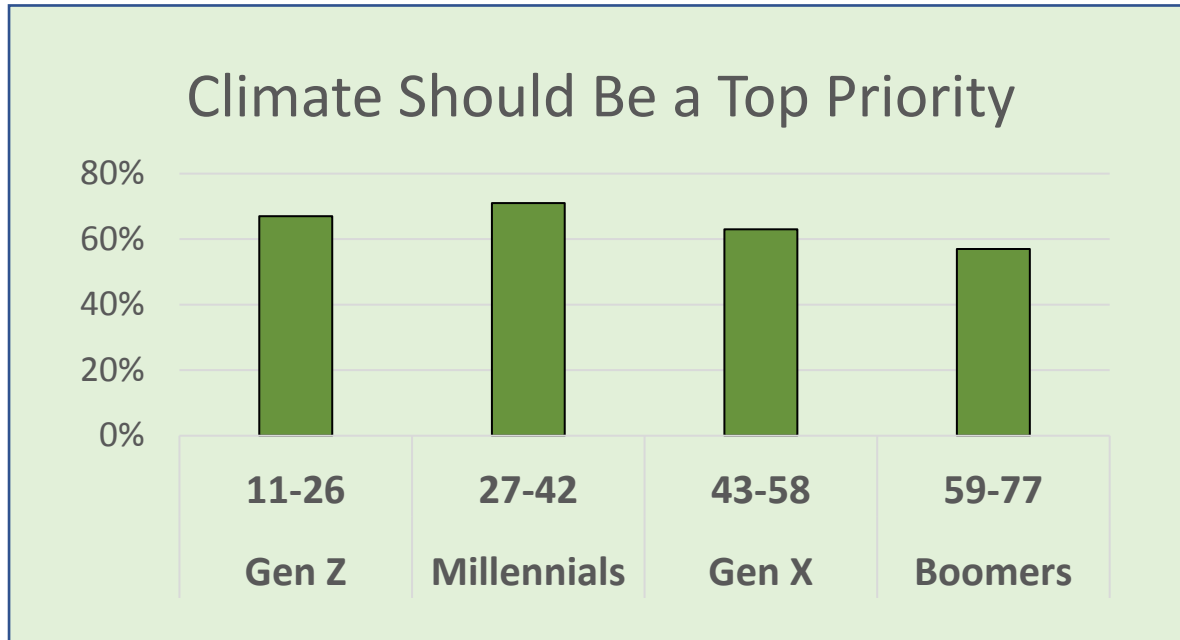


Global Coffee Associations



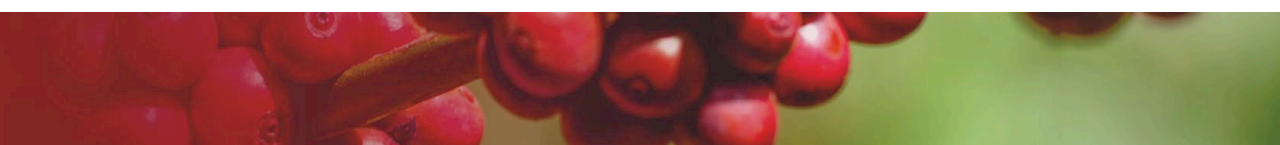
U.S. Consumers: Growing Demands to Address Climate Change

U.S. Consumer Attitudes by Age



Pew Research Center

MAY 26, 2021
Key findings: How Americans' attitudes about climate change differ by generation, party and other factors





Motivations



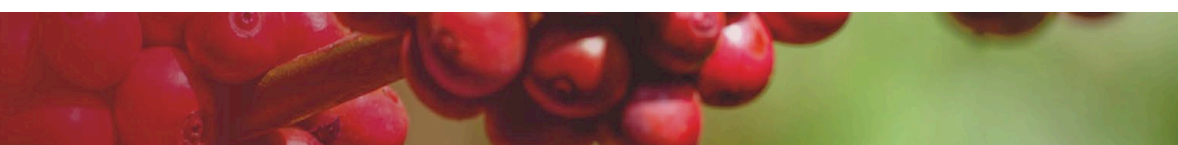
% Much /
somewhat more
likely to buy

Many American coffee drinkers say they would be more likely to buy coffee for “values” related reasons

Impact of Coffee Claims on Purchase Intent



Much more likely to buy
 Somewhat more likely to buy





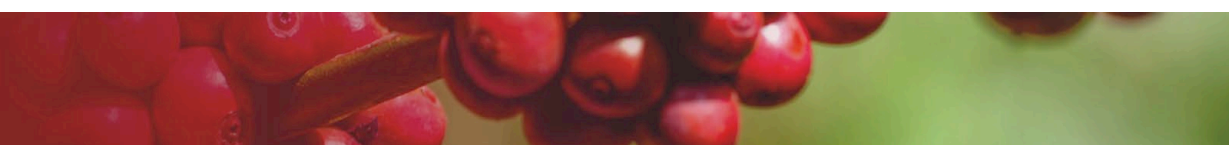
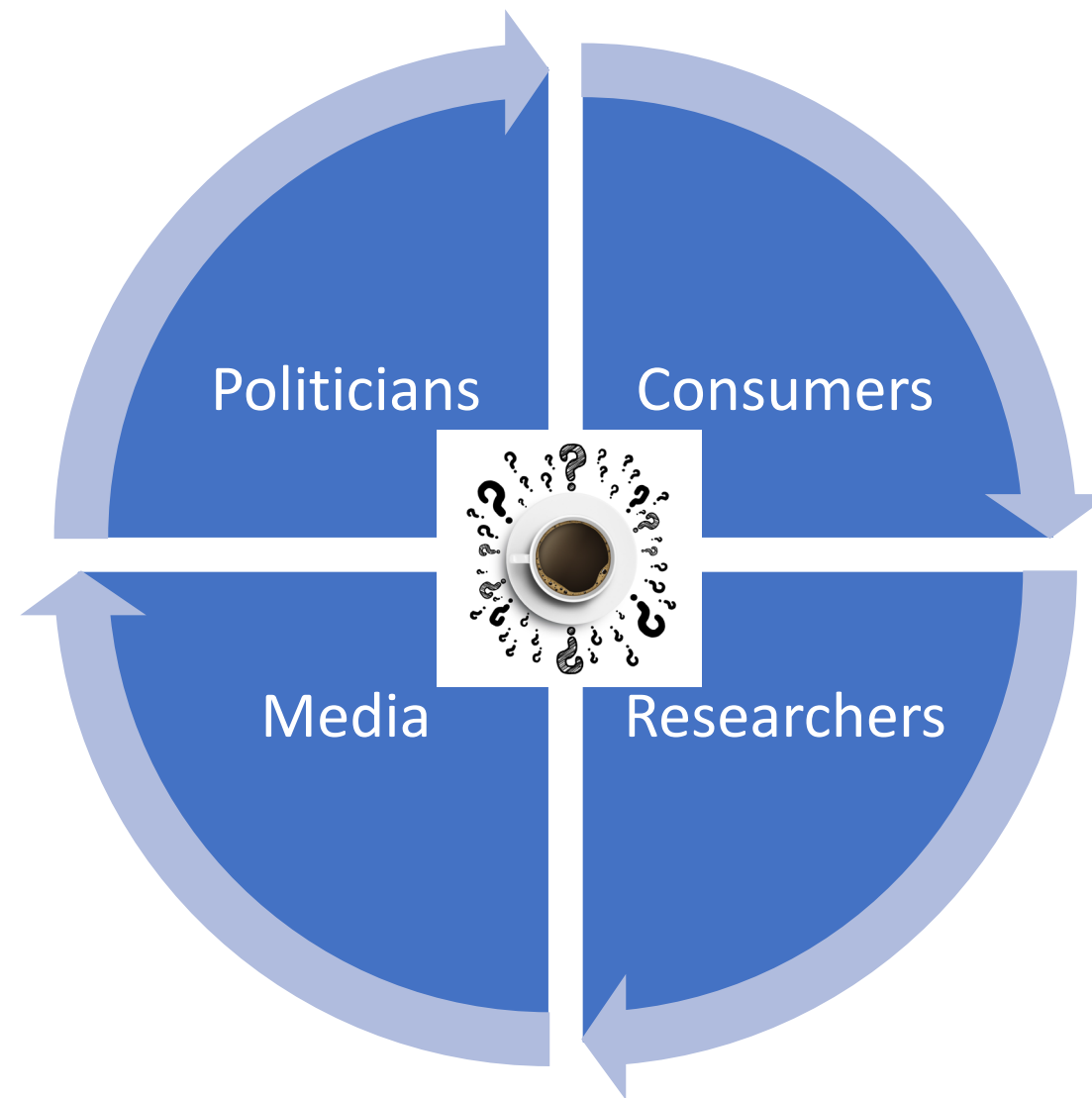
“Who pays for sustainability?”

Consumer research **suggests** that consumers are willing to pay a premium for environmentally friendly products, sometimes as high as 60 percent.

Research that conclusively confirms consumers will **actually** pay a “green premium” is scarce.

McKinsey
& Company

Climate sustainability in retail: Who will pay?
May 4, 2022 | McKinsey & Company



U.S. FOREST Act of 2021

Would prohibit the importation of “covered commodities” produced from land that undergoes illegal deforestation on or after the date of enactment.

Initial List

Palm oil

Soybeans

Cocoa

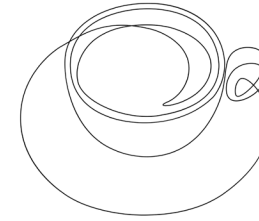
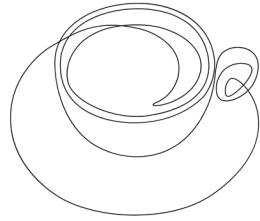
Cattle

Rubber

Wood pulp

Importers of “covered commodities” would have to file Import Declarations stating/showing:

- That the importer has exercised reasonable care to assess and mitigate the risks that any covered commodity used to make the covered product was produced from land subject to illegal deforestation;
- The supply chain and all points of origin of the covered commodity



Significance

A strong coffee sector is good for the U.S. economy, for U.S. consumers, and for coffee farmers worldwide

Educate

Coffee is different than other agricultural commodities: (1) Distinct characteristics as a crop and industry, (2) Highly dispersed geographically (3) Comparatively low contribution to agriculture-linked deforestation

Inform

The coffee industry has long invested heavily in traceability and farmer support and has extensive knowledge to help combat international deforestation and support international development

Partner

There are many existing examples of locally tailored private-public partnerships intended to make coffee more sustainable, such as those under USAID's Feed the Future initiative, which can serve as a model and be expanded.

