



The Top Ten Events Of The Last Decade That Have Changed The Coffee Industry Forever

Thomas J Mitchell
Strategic Coffee Concepts

Ramacafe's 10th Anniversary

- During the next three days you will hear from some of the world's most respected coffee experts on many important topics
- Each of the sessions will provide you with valuable information that will help you understand the past and prepare for the future



Perspective

- Perspective is understanding current issues in light of a broader historical framework
- I hope that this list of events will help you put in perspective the many sessions that follow over the next three days



Why are these events important to understand ?

- Each of these events has had a direct effect on you, the producer
- Each of these events has helped set in motion a new paradigm for how the coffee industry works
- These events are irreversible
- The world of coffee will never be the same again



About the list

- There have been hundreds of events over the past 10 years which have had an impact on the coffee industry
- The following 10 events seem to me to be among the most important in shaping the future of our industry



10 – The 9/11 Tragedy

- Dramatic impact on both industry and consumers
- Traceability
- Food Safety
- Security



9 – The introduction and adoption of the cell phone in coffee producing countries

- In the early 2000's communications in coffee producing countries was still rudimentary
- In 2009 Central American cell phone penetration reached 80% vs. only 58% in the world as a whole



8 – The World Barista Championship (WBC)

- The first competition was held in 2000
- For the first time the people who brew coffee are recognized for their contribution to the industry



7 - Starbucks

- In 2000 there were approximately 4,700 Starbucks cafes
- In 2010 there are over 17,000 Starbucks cafes worldwide



6 – Direct Relationships

- Reducing the number of intermediaries in the coffee industry
- Buyers and sellers talking directly



5 – The Internet comes to Source Countries

- Communications
- Marketing
- Identification



4 - Certifications

- Rainforest certifies first coffee farms in 1995
- Fair Trade USA forms in 1998
- Starbucks starts Café Practices in 2004



3 – The Coffee Crises

- C- Market hits a low of \$0.45 per pound in October of 2001
- The industry begins to understand, talk about and act on issues of sustainability



2 – 2008 Financial Crisis

- The world economy falters and the financial system is stressed
- Commodities prices begin to rise to record levels



1 – The Bull Market of 2009, 2010 and 2011

- Coffee prices rise to sustainable levels



The Next Decade

- The pace of change in the world will only increase
- Technology, global warming and globalization of the world's economies will all be driving factors



The Role of Ramacafe

- Ramacafe is celebrating it's 10th anniversary this year
- Ramacafe has been here through all of these events bringing you the best experts in the field to help you understand the changes that have taken place
- Ramacafe looks forward to being here for you over the next 10 years



**PLEASE ENJOY THE
CONFERENCE**

