



# RAMACAFE 2011

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# Three Value Issues

- Coffee must be a valuable activity for all of the actors in the production cycle
- Coffee must be a reasonable investment activity for the financial sector
- Coffee must be a valuable and rewarding consumer **experience**

# What We Must Do

- Invest in supply chain strengthening activities at key points of intervention
- Influence financial institutions assessment of risk and reward in coffee markets
- Differentiate, add value, create a memorable coffee experience

# Invest In Supply Chain Strengthening

Collaborative and widespread approaches are necessary

We must assess, measure and catalog interventions along the supply chain

Fundamental issues of economic viability for producers must be addressed