

Agenda
Commission for Environmental Cooperation (CEC)
Experts' Workshop on Mexican
Shade-Grown Coffee

Chair
José Luis Samaniego
International Affairs Coordinator
SEMARNAP. Mexico

Oaxaca, Mexico
29-30 March 2000

Wednesday, 29 March 2000 (DRAFT)

- 9:00 Overview of Workshop Objectives:
Introduction by Chair
- 9:15 **Session One:**
Merging Biodiversity Conservation with Market-Based Solutions:
- *Overview of Challenges and Opportunities for Shade-Grown Coffee*
Paul Rice—Transfair USA
 - Overview of 'sustainable' coffee issues.
 - Matthew Quinlan**—Conservation International
 - Results, and future, of joint project with Starbucks
- Discussion—15 minutes***
- 10:00 **Session Two:**
Perspectives from Producers and Retailers/Roasters in Marketing Shade-Grown Coffee
- *Identifying Issues Facing Retailers/Roasters*
 - *Examples of How to Make Markets Work at the Retail/Roaster Level*
- Victor Pérezgroveas Garza**—Unión Majmót
 - Tools for encouraging coffee farmers to convert to (or maintain) shade production.
- Sandy McAlpin**—Coffee Association of Canada
 - Impediments to market growth for shade coffee.
- Sue Mecklenberg**—Starbucks
 - Lessons learned from the Coffee Project in partnership with Conservation International
- Discussion—45 minutes***
- 11:30 **Session Three:**
Consumers' Perspective on Shade-Grown Coffee
- *Measuring Consumer Interest in, and Willingness to Purchase, Shade-Grown Coffee*
 - *Tools to Encourage Consumer Awareness*
- Sasha Courville**—Institute for Agriculture and Trade Policy
- Chad Dobson**—Consumers' Choice Council
 - Findings of the CCC in relation to the consumer response to shade-grown coffee
- Rick Peyser**—Green Mountain Coffee Roasters

-Is “sustainable” coffee good business?

Discussion—45 minutes

13:00

Lunch

14:00

Session Four:

Tools to Identify and Market Shade-Grown Coffee:

Certification and Labeling: Introduction

Lucino Sosa Maldonado—CERTIMEX

-Incorporating Shade standards into Organic Certification

Francisco Osuna—Elan Organic Coffees

-Triple Certification

Discussion—30 minutes

15:00

Open Discussion on Issues Raised in First Day

16:30

Close of Day One

Thursday, 30 March 2000

9:00

Session Five:

Transparency and Comparability of Labeling and Certification Schemes:

• *Presentation by Secretariat of Information Database*

• *Mutual Recognition and Equivalency Issues*

Andrew Horsman—Commission for Environmental Cooperation

-The CEC Coffee Certification System Database

John Polack—Terrachoice Environmental Services Inc.

-Mutual recognition between coffee certification schemes

Laure Waridel—University of Victoria

-The “Coffee Stewardship Council”

Discussion—50 minutes

11:15

Session Six:

Identifying Financing Opportunities for Shade-Grown Coffee

• *Overview of Trends and Opportunities in Financing Shade-Grown Coffee*

• *Relationship between Certification/Labeling Criteria and Financing*

Brad Gentry—Yale University

Miguel Angel Mijangos—INVERTIR A.C.

Patrick Mallet—Falls Brook Center

Discussion—45 minutes

12:45

LUNCH

14:00

Session Seven:

The Role of Public Policy in Supporting Shade-Coffee Markets

• *What is the role of public policy in general in supporting market-based initiatives linked to shade-grown coffee?*

• *What public policy barriers or distortions currently exist that inhibit sustainable markets for shade-grown coffee?*

Bob Thomson—Fair TradeMark Canada

Daniele Giovannucci—World Bank

Discussion—30 minutes

15:00

Final Session:

Next Steps and Role of the CEC Secretariat

- *Given the number of international institutions and organizations involved in shade-grown coffee, what is the role of the Commission in helping to identify solutions at the North American level related to shade-grown coffee?*

16:00

Closing Remarks By Chair