



## REGIONAL WORKSHOP

### THE COFFEE CRISIS AND ITS IMPACT IN CENTRAL AMERICA: SITUATION AND LINES OF ACTION

Antigua, Guatemala, April 3-5, 2002<sup>1</sup>

#### AGENDA

##### Wednesday, April 3

16:00 – 20:00 Attendee Registration

18:00 – 21:00 **Reception, dinner, opening ceremonies**

Welcome: Opening words by Sponsoring Organizations

Robert Kaplan, *IDB*

Martin Raine, *WB*

George Carner, *USAID Guatemala*

Inauguration: Jorge Escoto, Guatemalan Minister of Agriculture

Workshop outline and management: Juan Carlos Martínez, *IDB*

##### Thursday, April 4

8:00 – 9:00 Attendee Registration

8:30– 10:30 **SESSION I – Inaugural Plenary Session:**

**Global Vision of the Crisis and Lines of Action – IDB, WB, USAID**

**Moderator:** Guillermo Canet, *Executive Director, PROMECAFE*

**Presenters:** (10 min each)

Nature and magnitude of the crisis - Panos Varangis, *Senior Economist, WB*

Implications for Lines of Action: quality and diversification – Juan Carlos Martínez, *Principal Economist, IDB*

Market Access and Commercialization Opportunities - Daniele Giovannucci, *Coffee Specialist, WB*

Public Policy, Institutional Framework and Incentives - Norberto Quezada, *Consultant/Economist, IDB*

Social and Environmental Dimensions - Rich Whelden, *USAID Deputy Director of the Central American Regional Program*

**Coffee Crisis Country Strategies**

**Moderator:** Mark Silverman, *Mission Director for El Salvador, USAID*

**Presenters:** Agriculture Ministers (10 min each)

Alfredo Antonio Robert Polini, COSTA RICA

Salvador Edgardo Urrutia Loucel, EL SALVADOR.

Jorge Rolando Escoto, GUATEMALA.

Mariano Jiménez Talavera, HONDURAS.

José Augusto Navarro, NICARAGUA.

10:30 – 11:00 Coffee Break

---

<sup>1</sup> Hotel Casa Santo Domingo – 3ra. Calle Oriente No. 28

- 11:00 – 12:00 **SESSION II – *Plenary: Quality***  
**Moderator:** Robert Kaplan – *Division Chief, Environmental and Natural Resources Management Division, Regional Operations Department II, IDB*  
**Presenters:** (15 min each)  
 Quality: Roaster’s Perspective – Rob Stephen, *Dunkin Donuts*  
 Quality: Processor’s Perspective – Rolando Vásquez, *Mills Quality Management Expert*  
 Quality: Producer’s Perspective – Merling Preza Ramos, *PRODECOOP R.L., Nicaragua*
- 12:00 – 13:00 **SESSION III – *Plenary: Diversification***  
**Moderator:** Martin Raine - *Sustainable Rural Development Sector Leader, WB*  
**Presenters:** (15 min each)  
 Diversification and Incentives Framework – Paul Siegel, *Rural Economist, WB*  
 Key Elements of a Diversification Strategy - Marsha Krigsvold, *Agronomist, FHIA –Honduras*  
 Diversification and Sustainability – Guillermo Belloso, *Salvanatura*
- 13:00 – 14:30 Lunch
- 14:45 – 18:30 **SESSION IV – *Simultaneous Discussion Groups***  
*Discussion groups will be managed by a facilitator, two reporters, and a timekeeper*  
 Group 1: Quality: Consumer Perspective  
*Facilitator:* Daniele Giovanucci, *WB*  
 Group 2: Quality: Processor’s and Producer’s Perspective  
*Facilitator:* Roberto Bendaña, *Coffee Producer/USAID Consultant, Nicaragua*  
 Group 3: Diversification: Key Issues and Sustainability  
*Facilitator:* Michael Collins, *IDB Guatemala*
- 16:30 – 17:00 Coffee available

**Friday, April 5**

- 8:30 – 9:00 **SESSION V – *Plenary: Presentation of the discussion group conclusions***  
**Moderator:** Loren Stoddard, *USAID Washington*  
 Group 1 (*5 minutes*)  
 Group 2 (*5 minutes*)  
 Group 3 (*5 minutes*)
- 9:00 – 10:30 **SESSION VI – *Plenary: Consumption Trends and Key Aspects of Commercialization***  
**Moderator:** Raymond Waldron, *USAID Honduras*  
**Presenters:** (15 min each)  
 - Robert Nelson – *Executive Director, National Coffee Association –US*  
 - Ted Lingle – *Executive Director, Specialty Coffee Association of America*  
 - Luis Fernando Montenegro – *President, ANACAFE – Guatemala*
- 10:30 – 11:00 Coffee Break

- 11:00 – 12:00 ***Simultaneous Sessions***  
**SESSION VII –Institutional Framework ,Incentives, and Vulnerability**  
**Moderator:** Felipe Jaramillo – *Economist, World Bank*  
**Presenters:** (15 min each)  
Institutional Framework and Incentives  
Manuel Gutiérrez – *Public Sector Consultant, El Salvador*  
Price Risk Management to Reduce Producer's Vulnerability  
Philippe Chabot – *Commodity Group, WB*  
**Commentator:** Norberto Quezada, *Economist/Consultant IDB*  
(5 min)  
**SESSION VIII – Social and Environmental Dimensions**  
**Moderator:** Paul Siegel – *Rural Economist, World Bank*  
**Presenters:** (15 min each)  
Social Dimensions of Coffee Production in Central America.  
Ana Eugenia Marín, *Oxfam International*  
Social and Environmental Guidelines – Private Sector Perspective.  
Mary Williams, *Starbucks*  
Environmental Dimensions of Coffee Production in Central America.  
Matthew Quinlan – *Director, Conservation Coffee Program, Conservation International*
- 12:00 – 13:00 **SESSION IX: *Simultaneous Discussion Groups***  
Group 4: Consumption Trends and Key Aspects of Commercialization  
*Facilitator:* Nestor Osorio, *Executive Director, ICO*  
Group 5: Institutional Framework, Incentives, and Vulnerability  
*Facilitator:* Miriam Hirezi, *Coordinator RUTA-El Salvador*  
Group 6: Social and Environmental Dimensions  
*Facilitator:* To be arranged
- 13:00 – 14:00 Lunch
- 14:15 – 16:15 **SESSION IX: *Continues Discussion Groups***
- 16:30 – 16:45 **SESSION X – *Plenary: Presentation of Groups Conclusions***  
Moderator: Raymond Waldron, *USAID Honduras*  
Group 4 (*5 minutes*)  
Group 5 (*5 minutes*)  
Group 6 (*5 minutes*)
- 16:45 – 17:30 ***Final Review of Discussion Themes and Session Closure***