

OPPORTUNITIES / SUGGESTIONS

- ☛ What we can do : As India has huge population and is developing we need to improve the consumption of coffee in India and Brazil has done
- ☛ We are for sustainability, provided it is for the entire chain. Unless economic sustainability is addressed, there is not point. We have raised various concerns. Give point by point answers to Government of India / Coffee Board
- ☛ 4C is like QS 9000 or ISO 'Say what you do, do what you say'. In the long run buyers will ask for 4C coffee
- ☛ 4C should prove itself to be advantageous and should really address the sustainability of the chief player (producers) - Government of India and Coffee Board to be involved in this exercise
- ☛ Effort to reward ratio high (we are in yellow). So go ahead if WTO problems come what can happen?
- ☛ Develop and present some case stories examples of future dream scenarios. To be done by 4C secretariat for illustration and to get comments
- ☛ Develop own certification system that is 4C complaint
- ☛ Create a 4C body to recognize implement and continuously monitor and oversee, participants and procedures
- ☛ 4C should impress on developed countries its importance and to keep away from cheaper options
- ☛ To give greater role to cooperatives to assist small, medium coffee growers
- ☛ Price differentiation for 4C Coffee, build grower - relationship with roaster, make a cost study for each origin, there should be purchase of 4C compliant Coffee from the current year
- ☛ 4C roaster should disclose the quantity of 4C Coffee they are currently buying i.e are buying coffee's from origin who are more in the red zone.
- ☛ 4C initiative to convince the big roasters like Saralee, Nestle etc. to pass on the benefits of value addition to growers as envisaged
- ☛ Start with some grades like PLTA , RC AB / RC bulk, RP AB
- ☛ Create a Q & A online portal for end consumers to understand the 4C initiative and avoid confusion
- ☛ Ensure you mean business with our roaster friends
- ☛ It will be countries conquering by trade and not by war. This appears as an attempt at "Neo-colonization".