

Coffee producers join in global initiative

Ha Noi – Representatives of the domestic and international coffee industry gathered in a workshop yesterday. The workshop aimed to bring Viet Nam into the Common Code for the Coffee Community (4C), an international initiative intended to improve the domestic coffee sector in terms of lowering production costs, increasing quality, and brokering coffee exports. The two day workshop was organized by the Viet Nam Coffee and Cocoa Association (Vicofa) and German Technical Co-operation (GTZ). “The results of the application of 4C in Viet Nam will be extremely helpful for further development of the initiative,” said Carsten Schmitz-Hoffmann, GTZ senior project manager, adding that the 4C initiative would soon be operational on the coffee market worldwide. Hoffmann said that participation in the initiative would help Viet Nam increasing efficiency in producing and trading coffee. With fewer intermediaries and more services offered within the ‘4C chain’, coffee producers would be able to cut costs and increase profits. The initiative was first introduced in Viet Nam, the world’s leading producer of Robusta beans, two years ago and has been applied by several coffee producers. Doan Trieu Nhan, vice chairman of Vicofa, said that during the last two years, it had become evident that the Common Code was a valuable instrument to move the Vietnamese coffee industry towards more sustainable growth. 4C would play an important role in the long-term stabilization of coffee quality and production, and would ultimately improve socio-economic and environmental conditions in Viet Nam’s coffee-producing regions, Nhan said. – VNS