



Press Release

4C expands its operations in Africa

4C and EAFCA join forces to increase sustainability practices in Eastern Africa

Kampala, February 16th, 2008 - Today, the Common Code for the Coffee Community Association (4C) and the Eastern African Fine Coffees Association (EAFCA) have joined forces to increase sustainability practices in the coffee production of Eastern and Southern African countries, aimed at creating significant benefits for the millions of coffee producers in this region. An immediate result of this agreement is the start of regional activities from February 2008 onwards to establish a 4C regional office in Africa with local staff in the near future.

At the EAFCA's African Fine Coffee Conference and Exhibition held in Kampala, Uganda, 4C and EAFCA signed a Memorandum of Understanding to formalize their future cooperation which will allow both organizations to support each other in their efforts for improving coffee quality, market access and living conditions for coffee producers.

The unique cooperation with EAFCA represents the next step of the 4C Association's strategic rolling out of local activities in coffee producing countries to ensure successful dissemination of sustainability practices and to enable the envisaged improvements for coffee producers. In a phased approach, similar decentralization activities will be focused on Asia and Latin America starting in 2008.

"We are very pleased about working even more closely with EAFCA to reach out to African coffee producers," says Carsten Schmitz-Hoffmann, Director of Support Services at the 4C Association. "We are convinced that the best way to fulfil our mission is to actively partner with important organizations of the coffee sector at local and regional level. By combining both organizations' strengths we will be able to have a significant beneficial impact on African coffee producers."

Other areas of cooperation include the facilitation of 4C support services to EAFCA members, such as information and 4C training of trainers' workshops to promote a more sustainable coffee economy and to increase participation in the 4C system; joint promotion activities; as well as sharing tools and manuals; and interlinking 4C Association's and EAFCA's membership networks.

"EAFCA has been actively contributing to supporting East African coffee producers in the production of fine coffees. Today, we are very happy to extend these activities to the coffee sector by working with the 4C Association to move forward with more concrete actions to foster sustainability in the entire coffee sector," says Philip Gitao, EAFCA Executive Director. "We are sure that the 4C Association's developments will be of great value for the entire region".



Common Code for the Coffee Community

About 4C

Within the Common Code for the Coffee Community (4C), producers, trade & industry and civil society from around the world work together for more sustainability in the entire coffee sector.

This global community has joined forces to continuously improve the social, environmental and economic conditions for the people making their living with coffee.

The main pillars of 4C are a Code of Conduct, support mechanisms and a verification system.

Please visit www.sustainable-coffee.org for the latest activities and in-depth information on the 4C Association and its results.

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