



PRESS RELEASE

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SYMPOSIUM ON WORLD MARKET SITUATION AND STRATEGIES TO STRENGTHEN SPECIALTY COFFEE INAUGURATED

SAN SALVADOR- The U.S. Agency for International Development (USAID), through its Promoting Economic Opportunities Program, inaugurated today a symposium for the Salvadoran coffee industry.

The one-day event included a series of conferences entitled, “World Market Situation and Marketing Strategies to Strengthen the Specialty Coffee Sub-sector,” led by international coffee specialists Ric Rhinehart, Executive Director of the Specialty Coffee Association of America; Judith Ganes, President of J. Ganes Consulting; Willem Boot, Founder and President of Boot Coffee Consulting; and Peter Giuliano, Coffee Director of Counter Culture Coffee.

The purpose of the symposium is to help leaders of the national coffee sector to obtain timely information that will allow them to make decisions in the light of the world-wide market situation, considering challenges and opportunities. Specialists will present a diagnosis of the current positioning of the Salvadoran coffee in the specialty coffee market. Also, specialists will provide marketing and branding tools to capture the most demanding, highest value-added markets.

Since 2003, USAID has provided \$3.1 million in technical and marketing assistance to Salvadoran coffee producers. This cooperation has benefitted the sector by creating over 350,000 day’s wages and cumulative sales of specialty coffee of over \$25 million. The USAID program has strengthened the activities of the Salvadoran Coffee Council (CSC) – particularly in control and improvement of quality–; marketing of the “*Café de El Salvador*” brand; promotion of skills and education; and attendance to international fairs and buyers’ tours. Along with the CSC and other local partners, for seven consecutive years USAID has supported the Cup of Excellence competition, which has divulged the quality of Salvadoran coffee around the world. Additionally, USAID has provided five ecological coffee plants to five cooperatives and a lab for the Salvadoran Foundation for Coffee Research (PROCAFE) to produce a fungus that is a natural enemy of the coffee borer.

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