

Coffee consumption expects to double in the next 25 years: Bhatia

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“The demand for coffee has grown over the past decade. We consume close to 3 billion cups of coffee worldwide which is expected to double in the next 25 years,” said Amardeep Singh Bhatia, Additional Secretary, Department of Commerce, Government of India.

Speaking at the Growers Conclave, a critical component of the four-day event of the 5th World Coffee Conference (WCC) 2023 Bhatia said “The demand for coffee is being led by coffee-producing countries who are rising to the demands despite the challenges of climate change and other factors.”

Bhatia further said “Adoption of sustainable practices which is the theme of this conference is apt and the discussions have resulted in enlightening insights. Coffee Growers are at the heart of this conference and therefore the conference addresses challenges and solutions aimed at this community, many of whom are fourth and fifth-generation growers.”

At the session- Exploring Coffee Origins: An Insider's Perspective of coffee production and agricultural practices Dr Manuel Diaz, Senior Consultant

ONA Consulting, offered valuable insights into the journey of coffee from farm to market, focusing on the challenges faced by farmers and the strategies they employ to ensure high-quality coffee production. “The backbone of the coffee value system is the flavour of the coffee. We are still in the evolution phase of coffee processing. Fermentation, metabolic action, and heat pressure play an active role, as do methods of growing coffee in various regions. Hence, farmers need to focus on producing “flavours” and not “beans” explained Dr Diaz.

Advancement in technology and innovation are the two primary factors which not only mitigate the negative impacts of climate change but also help to ramp up coffee production, said experts at the session on “Correlation of Quality with Advances in Machine Technology, Mechanisation and Processing of Coffee”. Coffee has been an integral part of human culture for centuries, but the way we produce and enjoy it has evolved significantly, thanks to the relentless progress of technology. “Technology can not only increase efficiency but also offer better quality control and improve blends leading to more profits and happier clients”, said Carlos Brando, a coffee expert with over 20 years of experience in the coffee industry. Dr K.G. Jagadeesha, CEO and Secretary, of the Coffee Board of India and a host of esteemed dignitaries, government officials, national & international delegates and most importantly Coffee Growers were present at the Growers Conclave.