

# SUCCESS OF THE COLOMBIAN COFFEE AND THE NATIONAL FEDERATION OF COFFEE GROWERS

The [Colombian Coffee](#) is well known for its high quality among consumers around the world. Its brand showing the coffee farmer Juan Valdez together with his mule Conchita, launched in 1984, identifies today the Colombian Coffee in 70 countries, valuing the thousands coffee growers who produce it.



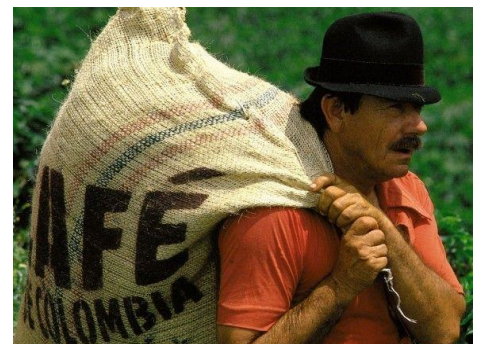
One of the relevant aspects of Colombian Coffee, in fact, is that its production is ensured by 500,000 family farms, 96% of which detaining less than 5 hectares cultivated with coffee. Created in 1927 to bring together coffee growers, to represent them and ensure their rights, the [National Federation of Colombian Coffee Growers](#) is the organization that has made possible the extraordinary success of Colombian Coffee in the country and internationally. Created as a private, non-profit, union-based entity, it is a democratic, participatory, multi-ethnic and multicultural organization.

In Colombia, more than 2.2 million people (about 25% of the rural population) economically and directly depend on coffee cultivations. Coffee is a dynamic element of the economy of the regions where it is produced. In addition it contributes to nearly the 12% of Colombia's Gross Domestic Agricultural Product, representing more than 8% of total exports.

Over the years, the National Federation of Colombian Coffee Growers has implemented an extraordinary union organization that allows [500,000 small farmers who grow coffee in 22 of the 32 departments of the country and in 600 municipalities \(53% of the total\)](#) to participate in an economically important national industry. Through the [National Coffee Fund \(FoNC\)](#), fed mainly by the contribution paid for each pound of coffee exported, the Federation finances public goods and services for coffee growers, including purchase guarantee or promotion and marketing, which have contributed to ensure high quality and the position of Colombian Coffee in the world.

The website of the Federation presents the following [services provided to the associated coffee growers](#), from its headquarters in Bogota and through its presence in the regions:

- [Purchase guarantee](#). Since 1958, the FNC guarantees producers the purchase of their coffee at the best market base price, with cash payment, transparently calculated, without intermediaries and in places close to their farms through a network of more than 500 points of sale purchase nationwide. These points of sale are owned by 33 coffee growers' cooperatives, reducing their transportation costs.
- [Scientific research and technological development](#). This service is offered by the FNC to coffee growers through the [Centro Nacional de Investigaciones del Café \(Cenicafé\)](#), allowing them to get improved seed varieties, better soil conservation practices, agroforestry,

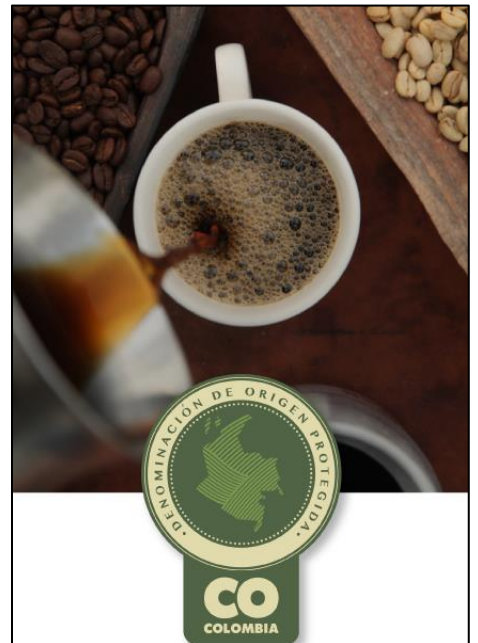


integrated weed management, monitoring and registration of climatic variables, modernization of cultivation methods, integrated management of pests and diseases, water saving techniques, among other topics. Cenicafé currently develops 120 research projects supported by 60 researchers.

- [Rural Extension Service](#). Since 1928, the Extension Service has been the main vehicle for knowledge and technology transfer, an indispensable partner of producers to transform coffee cultivation into a profitable and productive business. Based on Cenicafé studies and with a presence in 603 coffee-growing municipalities, the extension workers of this Service provide the best agronomic practices that allow the producer to guarantee from his farm the required quality standards and improve his income. Technical assistance to producers, developed with individual or group methods, covers aspects such as certified seed, construction and maintenance of nurseries; management of production cycles and renewal of coffee plantations; adequate fertilization; shade management; integrated management of pests and diseases; agricultural credit; good crop management; production of specialty coffees; updating of the farm and business management.
- [Promotion and advertising](#). FNC has been a pioneer in positioning in the global industry the Café de Colombia brand which qualifies it as an exceptional and highly differentiated product, increasing demand and opening new markets, improving the income of the thousands of coffee growers who produce it. Colombian Coffee reaches today almost 70 countries and is one of the most recognized Colombian products in the world. United States, Japan and Europe are the most important markets. Origin differentiation and Protected Geographical Indication has always been at the center of Café de Colombia's marketing strategy. In 2005 at the request of the FNC, the Superintendence of Industry and Commerce (SIC) of Colombia [declared the protection of the DO-GI Café de Colombia](#) due to the human, natural and environmental factors that characterize it. In the following years, the SIC also decided to protect the coffees of the regions of Cauca, Nariño, Huila, Santander, Tolima and Sierra Nevada. Currently, the FNC administers the Colombian DO Café and the Regional DOs, granting who certify their product the authorization to legitimately use the controlled origin appellation mark. In 2021, the number of brands authorized to use the Café de Colombia logo increased from 578 to 791 (37%).

The [2021 Report](#) published by the National Federation of Coffee Growers offers an updated overview of the results achieved by the different services. The Report presents encouraging economic data for the country and the producers with a value for the harvested coffee that was 20% higher than in 2020. Coffee generates some 960,000 direct jobs and has a multiplier on the other links in the chain: transport, fertilizers, tools and machinery, technical and professional services, etc., dynamizing the coffee regions and motivating producers to maintain recommended cultural practices. The 2021 Report also presents data on the important activities carried out by the FNC to support coffee growers in achieving social and environmental results.

Colombian Coffee is mentioned by the [World Intellectual Property Organization WIPO](#) and by FAO as an example of the results that can be achieved by taking advantage of Geographical Indication mechanisms to generate benefits for the producers involved. In all the documents it is emphasized that the reputation of Café de Colombia in international markets is due to the specific environmental conditions, and at the same time to the key role of FNC, as a trade union structure which provides essential services to small coffee growers to ensure a high-quality product and a sustainable cultivation process.



Small coffee producers also contribute to protecting and projecting into the future the beautiful landscapes of their territories. In 2011, UNESCO inscribed the [Coffee Cultural Landscape of Colombia in the World Heritage List](#). It covers the Departments of Caldas, Quindío, Risaralda and Valle del Cauca, located in the Andes Mountains and includes nearly 24,000 farms where 80,000 people dedicate their lives to grow coffee. The UNESCO website highlights that the *Colombian Coffee Cultural Landscape is an exceptional example of a sustainable productive and cultural landscape. It reflects a centennial tradition of coffee growing in small plots in the high forest and the way farmers have adapted cultivation to difficult mountain conditions.* UNESCO's recognition is the result of ten years of work by the FNC and its associated producers, the Colombian Ministry of Culture, local actors such as governments, institutions and universities, who continues to work for the development of their shared Plan of Action.

### To know more

[Federación Nacional de Cafeteros \(federaciondefcafeteros.org\)](http://federaciondefcafeteros.org)

[Café de Colombia \(cafedecolombia.com\)](http://cafedecolombia.com)

[Real Academia del Café – FNC \(realacademiadelcafe.com\)](http://realacademiadelcafe.com)

[Protected Geographical Indication Café de Colombia en fundacioncafecert.org](http://fundacioncafecert.org)

[Services provided to the associated coffee growers](#)

[DO Café de Colombia 2005](#)

[Informe 2021 en federaciondefcafeteros.org](#)

[Presentación de PowerPoint Cooperativas de compra \(federaciondefcafeteros.org\)](#)

[Nuestras Publicaciones: Informes anuales | www.cenicafe.org](http://www.cenicafe.org)

[Cultivemos Café | www.cenicafe.org](http://www.cenicafe.org)

[Coffee Cultural Landscape of Colombia - UNESCO World Heritage Centre](#)

[Uniendo personas, territorios y productos | Microsoft Word - MethodologyES.doc \(fao.org\)](#)

[The IP and GIs of Colombian Coffee - ppt download \(slideplayer.com\)](http://slideplayer.com)

[Making the Origin Count: The Colombian Experience \(wipo.int\)](http://wipo.int)  
[FNC in wipo.int](http://wipo.int)

[Juan Valdez lanza café de origen Meta con tecnología blockchain en federaciondefcafeteros.org](http://federaciondefcafeteros.org)

