



08 April 2022

MEDIA ADVISORY

At Specialty Coffee Expo, Fairtrade Convenes *Empty Cups* - A Panel Event on Climate Change and the Future of Coffee

BOSTON, United States – What do the economics of climate change look like for coffee farmers? How are coffee producers mitigating and adapting to the impacts of climate change? And what are climate change's long-term implications for the coffee industry as a whole?

On 8 April, Fairtrade and leading stakeholders will tackle these questions in **Empty Cups** – an in-person panel event addressing the impact of climate change and the future of coffee to be held at the Specialty Coffee Expo in Boston, US. The panel discussion comes amid Fairtrade's introduction of a new Living Income Reference Price for coffee sourced in Indonesia's Aceh region as part of the organization's ongoing global effort to protect farmers from market volatility and empower them in achieving decent and sustainable livelihoods.

Moderated by Fairtrade America's **Kate Stritzinger**, **Empty Cups** will explore the nexus of climate change and social justice in the world's coffee industry and what consumers, industry, and legislators can do to affect meaningful and lasting change.

Panelists include **Monika Firl**, Senior Coffee Manager, Fairtrade International; **Dejene Dadi**, General Manager, Oromia Coffee Farmers Cooperative Union; **Getahun Gebrekidan**, Regional Programme Manager, Coffee, Fairtrade Africa; and **Bernard Ornilla**, coffee farmer and Investment Manager, AlterFin.

**** FOR INTERVIEWS** with Fairtrade's Senior Coffee Manager **Monika Firl**, Senior Advisor for Sustainable Livelihoods **Carla Veldhuyzen van Zanten**, and Regional Programme Manager for Coffee at Fairtrade Africa, **Getahun Gebrekidan** please contact Kate Stritzinger at kstritzinger@fairtradeamerica.org and +1 413 329 7833.

WHAT: *Empty Cups: Climate Change and a Future Without Coffee*

WHO: **Monika Firl**, Senior Coffee Manager, Fairtrade International

Dejene Dadi, General Manager, Oromia Coffee Farmers Cooperative Union
Getahun Gebrekidan, Regional Programme Manager, Coffee, Fairtrade Africa
Bernard Ornilla, coffee farmer and Investment Manager, AlterFin



Moderator: **Kate Stritzinger**, Director of Marketing and External Relations, Fairtrade America

WHEN: Friday, 08 April 2022 @ 1:00 PM ET

WHERE: Boston Convention & Exhibition Center
Room 253A

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