

ANUGA 2025

Joint GISCO & SASI Event

“Living Income in Cocoa & Coffee Supply Chains: From Global Strategies to Retail Practice”

Last updated: 03. September 2025

Details

Date & Time: 06.10.2025; 11:00 – 14:00

Location: Kölnmesse, Congress-Hall Section 1

Format: Keynote, panel discussion, reception

Language: English (French with simultaneous translation)

Background

ANUGA (*Allgemeine Nahrungs- und Genussmittel-Ausstellung*) is the world's leading trade fair for the food and beverage industry. Held every two years in Cologne, Germany, it brings together international stakeholders to showcase innovations, discuss key trends, and shape the future of food production, trade, and retail.

The German Initiative on Sustainable Cocoa (GISCO), together with its member and trade fair organizer, the German Food Retail Association (BVLH), and rotating cooperation partners, regularly uses ANUGA as a platform to advance dialogue on sustainability in global supply chains.

Concept

Living incomes are at the focus of the sustainability debate in global coffee and cocoa supply chains.

The aim of the event is to foster exchange on current strategies, challenges, and success factors for promoting living incomes in global coffee and cocoa supply chains. The event intends to enable dialogue and mutual learning between actors from both sectors and discuss concrete implementation approaches – ranging from political strategy to procurement practices in the European retail sector.

A focus lies on the question how public policy and corporate responsibility can complement each other to achieve tangible improvements for smallholder producers — and what practical recommendations can support the successful implementation of living income strategies.

The international organizations for the cocoa and coffee supply chains (ICCO and ICO) will present their approaches and strategies (e.g., Living Income Country Strategies), while representatives from the European food retail sector will provide insights into practical implementation (e.g., smart mix approach, responsible purchasing practices). Representatives from a cocoa and coffee cooperative as well as a civil society organization from Côte d'Ivoire will give insights into realities of producers and share their expectations and needs to reaching living incomes.

Format: The event will open with a keynote, followed by brief thematic inputs from the panelists. A moderated panel discussion on stage will lead into an interactive Q&A session with the audience. A reception will follow the 1.5-hour panel discussion, taking place in the lounge area of the German Food Retail Association (BVLH).

Moderation: Prasanna Oommen

Agenda

10:30 – 11:00	RECEPTION AND REGISTRATION
11:00 – 11:10	<p>OPENING REMARKS</p> <p><i>German Initiative on Sustainable Cocoa</i></p>
11:10– 11:20	<p>WELCOME SPEECH</p> <p><i>Federal Ministry for Economic Cooperation and Development (BMZ)</i></p>
11:20 – 11:30	<p>KEYNOTE</p> <p>Bakary Traoré <i>Executive Director of the IDEF - Initiatives for Community Development and Forest Conservation, Côte d'Ivoire</i></p>
11:30 – 12:50	<p>PANEL-DISCUSSION</p> <p><i>(incl. interactive Q&A with audience)</i></p> <p>Bakary Traoré <i>Executive Director of the IDEF - Initiatives for Community Development and Forest Conservation, Côte d'Ivoire</i></p> <p>Kouame N'Dri Benjamin-Francklin <i>President of SCOOPS ECAM Yamoussoukro (Société Cooperative Agricole simplifiée M'Bloussoue), Côte d'Ivoire</i></p> <p>Charlotte Martin <i>Sustainable Development Officer - International Cocoa Organization (ICCO), Côte d'Ivoire</i></p> <p>Miguel Zamora <i>Coordinator of the Coffee Public-Private Task Force - International Coffee Organisation (ICO), UK</i></p> <p>Laura Meissner <i>Project Manager Social Compliance - REWE Group, Germany</i></p>
12:50 – 13:00	<p>CLOSING REMARKS</p> <p>Moritz Heldmann <i>Head of Program - Sustainable Agricultural Supply Chain Initiative</i></p>
13:00 onwards	<p>RECEPTION</p> <p>Fingerfood-Buffer at the BVLH-Lounge (BVLH retail forum) Boulevard Segment C-F</p>