

coffee meant an overall 2½ billion dollar industry which has provided each American with a daily average of 2½ cups of his favorite beverage.

To me, there is another very important reason why I am glad that this first World Coffee Congress should take place in Paraná. It will provide to thousands of visitors who are concerned with coffee an opportunity to personally visit the area which has recently suffered a disastrous frost. The high hopes for the biggest crop in its history were shattered by an uncontrollable misfortune of Nature. Yet, despite forecasts of up to 90 percent loss in some

areas with consequent terrible financial losses to countless growers of next year's crop, the leaders and people of Paraná have not despaired nor changed any plans to go forward with this great contribution to the future of coffee.

Yes, Curitiba is an important place for the entire coffee world from December 11th on through to the conclusion of the Exposition four months later. As a citizen and representative of the host nation I sincerely trust that all those concerned with the welfare—and the prosperous future of coffee—will be there.

## Curitiba Congress First to Bring All Parts of Coffee Trade Together

FOR the first time in history of coffee, men in all lines and segments of the coffee industry will have the opportunity to meet, to discuss and to try to solve their common and inter-related problems at a regular and practical conference, Ambassador Sebastiao Sampaio, secretary general of the World Coffee Congress, stated recently in discussing the Congress which will be held in Curitiba, Paraná, this December. As Ambassador Sampaio points out, many attempts have been made in this century to organize and hold international gatherings of coffee men, but until now, no attempt has been made to gather together all segments of the industry.

For many reasons, Ambassador Sampaio says, this Congress will establish a new era among coffee men throughout the world.

First, it must be emphasized, this Congress will bring together not only growers or one or two segments of the trade, as was customary at past attempts for such a World Con-

gress. The Curitiba meeting this December will bring together growers, exporters, importers, roasters and processors, distributors and members of the allied, equipment, transportation and other industries.

Another factor lending weight to the Congress, Ambassador Sampaio points out, is that it will be organized, directed and attended both by governmental bodies as well representatives of private enterprises in a practical alliance of their common interests.

A third feature of the World Coffee Congress is that it will be followed at three-year intervals by other world congresses of similar nature, to be held in other coffee countries selected at the close of each triennial meeting. The last resolution, therefore, at the coming World Coffee Congress, will be to select the site for 1956 Congress.

This system of periodic meetings is not an invention of the coffee industry as it is only following the example of the international confer-

ences of the sugar, rubber, tin, tobacco, wheat and other industries who have already adapted the idea with highly successful results.

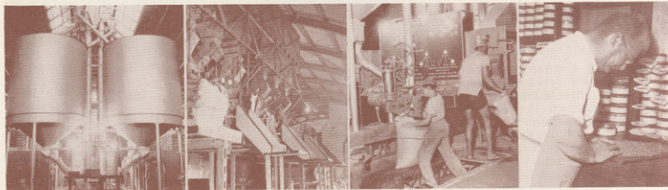
As is done at these other industry meetings, the World Coffee Congress will discuss its problems, and vote on resolutions to be acted upon by the new organization, and in some cases adopt recommendations to be acted upon by the Second World Coffee Congress in 1956.

The resume of the program and purposes of the First World Coffee Congress shows that such an organization, on a permanent basis is something important and necessary which the coffee trade of the world has been waiting for, Ambassador Sampaio concludes.

## Colombia, Canada First To Accept Invitations

Colombia was the first coffee producing country, and Canada the first consuming country, to accept invitations to take part in the World Coffee Congress and International Coffee Exposition, according to an article appearing in the *Centenario do Parana*, July 1953. Invitations have been extended to practically every producing and consuming country through the Brazil Ministry of Foreign Relations and the diplomatic missions overseas and through other channels.

The National Coffee Association of U.S.A., representing the coffee trade in the United States, is expected to send a mission to the two events. Dr. Horacio Centra Leite, president of the Pan American Coffee Bureau, has indicated that the Bureau's member countries expect to attend the two events. These countries include Brazil, Colombia, El Salvador, Mexico, Venezuela, Cost Rica, Cuba, Ecuador, Guatemala, Honduras, Dominican Republic and Haiti.



The above scenes show coffee being prepared for export in a warehouse in the port of Paranaguá. Left to right—storage bins; a general view of the machinery for sacking coffee in sixty-kilo bags; a close-up of the bagging and sewing operations; a grader testing Paraná coffees for shipment.