

# Best Minds In Industry to Meet In Parana

National Coffee Association Believes Whatever Benefits Brazil Also Aids U. S. Coffee—Favors Regular Visits To Brazil By Its Senior Officers

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ON behalf of the National Coffee Association, I extend sincerest good wishes to our friends in Parana on the forthcoming celebration of their one hundredth year of Brazilian statehood.

Here in the United States, where a citizen's pride in his own state's flag is second only to that which he feels when he sees our national ensign, we know how proud the Paranaense must be on the occasion of his state's centenary.

As the youngest unit of the Brazilian Federation, the State of Parana has ample reason to mark its achievements during its first hundred years. And certainly there can be no more significant events in the entire centennial program than the World Coffee Congress and International Exhibition.

We note in the Congress' official information bulletin that Parana has the highest agricultural production per capita of all Brazilian states, and that it is the second largest contributor of foreign exchange to the country. But most

impressive of all its accomplishments, as far as world coffee observers are concerned, is the spectacular increase in coffee production over the past nine years—from 200,000 to nearly 5,000,000 bags per year.

## Parana's Abundant Yield

In the spring of 1952, as a representative of the National Coffee Association, I visited the coffee-growing areas of Brazil. One of my most vivid recollections of that trip, made even more permanent by the color motion pictures I brought back, was the lush growth and abundant yield of the Parana fazendas. To those of us who have seen at first hand this graphic manifestation of agricultural efficiency the state's productive record is indeed spectacular, but not at all surprising.

While on that same trip to Brazil, my colleague, Mr. W. D. Roussel, and I were shown the warmest hospitality. Our host at one function was the Centro do Commercio de Cafe, whose members I was asked to address.

## Events Affect All Trade

During my remarks to that important group of businessmen, I made the observation that, as modern transportation continues to close the physical distance between the U.S. and Brazil, we have developed a growing understanding and a sense of mutual interdependence. I added my conviction that nothing good or bad can happen anywhere in the coffee world without having its effect, one way or another, in every section of the industry.

The only change in my thinking on that point is that the same conviction has become firmer. Events occurring on Brazilian fazendas are linked in a normal chain reaction with those that take place in U.S. coffee centers. Problems there become part of our problems here. Reports of frost damage, for instance, cause no less anxiety in New York than they do in Londrina. And when a untanned coffee farmer in Parana brings in a bumper crop, it is not long before a desk-

bound Manhattan importer or roaster gets news that makes his own day brighter.

## All Trade Factors Related

Since the interests of coffee growers, exporters, importers and roasters are so closely related, there can never be enough exchange of ideas and viewpoints among them. This fact has long been recognized by the coffee industry, both in the U.S. and Brazil, and the N.C.A. has already expressed itself in favor of regular visits to Brazil by its senior officers. We hope that Brazilian coffee officials will visit our country with no less regularity.

But the scheduled World Coffee Congress and Exhibition can achieve a rapprochement even more advantageous than a periodic exchange of visits. Sponsored as it is, not only by the Parana coffee producers but by all other Brazilian producers as well, the Congress should bring together the very best brains in all phases of the industry. The preparatory agenda, which indicates considerable emphasis on the problems of consumer countries, presents an excellent opportunity for representatives of coffee shippers, importers, roasters, packagers and all allied sub-divisions of the trade to voice their individual recommendations for a general improvement of the entire industry's procedures.

## A Great Congress

A prominent writer of the last century once said that the government of a nation is often decided over a cup of coffee. If that is true, then we should be able to predict that a great congress of coffee-minded men, convening in a country where coffee is king, can make decisions which will have tremendous influence on the future of our industry.

Again, I congratulate the government of Parana on its hundredth anniversary. And I commend the enterprise of those officials who planned, as a prominent part of the centennial celebration, the World Coffee Congress and Exhibition. I am certain that it will prove an historic milestone in our industry.



The fragrant pine forests seen above form a view familiar to any recent visitor to Parana. The pine lumber and products industry, and mate rank behind coffee as Parana's top exports.