

# 8 tips on how to find buyers in the European coffee market

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Europe is the largest coffee market in the world. Each buyer type has their own approach to business and their own expectations or demands. Finding the right buyer can take time and effort. It is important to know what could make your coffee attractive to European buyers, and which buyers are interested in your unique offer.

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## 1. Know which buyers to target

The coffee market is built on relationships and trust. The most important thing that an exporter can do is build long-term relationships and deliver on contracts. It is therefore important to know what the strengths and weaknesses of your business are. This helps to determine what you can promise and be confident that you can deliver what you promise. It is also important to know what kind of buyers you are likely to encounter, and what kinds of markets they can give access to.

### Know the strengths and weaknesses of your business

European buyers want information about many aspects of the coffee that you export. This includes the quality and profile of the coffee, the available supply, delivery terms, sustainability aspects and compliance data.

### Contracts and relationships

Buyers want the assurance that suppliers will fulfil the contract. This is based on physical and contractual aspects, but primarily on relationships and trust. This is especially true in a [volatile coffee market](#) where prices fluctuate a lot. Ensure that the contract includes terms you can meet. For more information, read the CBI study [Tips on how to do business in Europe](#), which covers communication style, language and cultural differences between countries.

### Quality aspects

Another important aspect that buyers seek is quality. Requirements vary among different market types, but all buyers will request information about the coffee's quality aspects. Buyers may also ask for detailed information about sensory evaluations of the coffee, particularly for specialty coffee.

To get a buyer's attention, you need to know what makes your coffee unique. Read the CBI study [Tips on how to do business in Europe](#) for insights on presenting the key Unique Selling Points (USP) of your coffee.

## Compliance

Buyers expect the coffee production process to comply with local laws and regulations. When targeting new buyers, understanding their requirements is essential. Deliver what is needed for compliance with laws such as the [European Union Regulation on Deforestation-free products](#) (EUDR). Read the CBI study on [The market potential for certified coffee](#) and [Buyer requirements in coffee](#) for more information.

## Sustainability and certification

Buyers might also ask for additional assurance of social and environmental sustainability in the form of certification. When targeting new buyers, understanding their requirements is essential. Assess the effort required to comply with certification programmes such as [Rainforest Alliance](#) or [Fairtrade](#). Read the CBI studies on [Exporting certified coffee](#) and [Exporting Multi-Certified coffee to Europe](#) for more information about joining certification programmes.

## Export and transportation

Next, organise your export to ensure that you deliver on the terms of the contract. Key factors include the relationship between you and your buyer, the transportation method, the type of coffee (commercial or specialty) and the volume and value of the shipment. Read the CBI study [Tips on how to organise your export to Europe](#) for more information.

## Know the different kind of buyers you are likely to encounter

Knowing the strengths and weaknesses of your business helps to determine which markets and buyers to focus on. This knowledge can increase your chances of finding buyers and building long-term relationships. The next step is understanding the different types of European coffee buyers.

## The differences between commercial and specialty coffee buyers

There are 2 main markets for coffee beans: the commercial market and the speciality market.

The commercial market mainly consists of average-quality coffee produced in high volumes, either for roasted or ground products and instant coffee. It is highly price-oriented and follows the international C-market price.

If you export commercial coffee, start your search for buyers by targeting multinational coffee traders. These companies purchase large volumes of average qualities. They usually have their own export companies with coffee-buying stations, or have partnerships with export companies in producing countries to which you can sell your green coffee directly.

Compared to commercial coffee, the speciality market is still a niche market. Specialty coffee sells for higher prices and in lower volumes. Specialty coffee is usually Arabica coffee, which has a smoother, more aromatic and more flavourful taste than Robusta. Refer to the CBI studies on [Exporting specialty coffee to Europe](#) for more information about specialty coffee.

Figure 1: A coffee warehouse



Source: Ethos Agriculture

## The main buyers of green coffee

Europe is the world's largest green coffee importer. International export-import firms dominate the trade. Only shipping is outsourced in the process. The direct buyers of exporters will therefore mostly be export-import firms. See Table 1 for examples.

Coffee is shipped to Europe from many different countries. This is due to differences in demand for specific qualities, quantities, sustainability aspects or other factors. It is therefore also important to consider your position relative to other producing countries.

Production in Africa and Asia & Oceania has decreased from 2021/22 to 2022/23, mainly due to [bad weather conditions for coffee](#). Production in central and south America has increased during this time, in large part because of an 8% increase in Brazil, the world's largest coffee producer. See the [ICO Coffee report](#) for details per country. Changes in production per country could factor into how attractive your coffee is for buyers that want to buy coffee from a specific country. Lower country volumes can make your coffee more attractive if you can still offer the same quality and quantity.

Traders often purchase and ship green coffee specifically for a roaster at the end of the chain. Frequently, the final buyer directs the trader to procure coffee meeting specific criteria or sourced from a particular region. Establishing relationships with these roasters could generate their interest in purchasing your coffee exclusively. This is mainly happening in the specialty sector, although it can also happen for large, mainstream roasters.

However, traders may also purchase coffee when they do not have an immediate buyer for it. This coffee is bought for the spot inventory list, as traders believe they can sell it to a roaster later. See the CBI study on [Exporting multi-certified coffee](#) for more details on spot buying and multi-certification.

Different European countries may also have different demands. If you are interested in targeting a specific country in Europe, read the [CBI country studies](#). There are smaller traders and roasters that only operate in specific countries. Interesting coffee markets include [Belgium](#), [Eastern Europe](#), [Finland](#), [France](#), [Germany](#), [Italy](#), [the Netherlands](#), [Poland](#), [Scandinavia](#), [Switzerland](#) and [the United Kingdom](#).

Table 1: The market share and main buyers for various types of coffee

Type	Market share	Main buyers	Examples
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Commercial coffee	Large share	Large traders and roasters	<p>Large traders include <a href="#">Ecom</a>, <a href="#">Louis Dreyfus Company (LDC)</a>, <a href="#">Neumann Kaffee Gruppe (NKG)</a>, <a href="#">Ofi</a>, <a href="#">Sucafina</a> and <a href="#">Volcafe</a>.</p> <p>Large roasters include <a href="#">Nestlé</a> (Switzerland), <a href="#">JDE Peet's</a> (the Netherlands), <a href="#">Melitta</a> and <a href="#">Tchibo</a> (Germany) and <a href="#">Lavazza</a> (Italy), as well as <a href="#">Starbucks</a> (United States) and <a href="#">Strauss Coffee</a> (Israel).</p>
		Medium and small traders and roasters	<p>Traders include <a href="#">Benecke Coffee</a> (Germany), <a href="#">Garbin Coffee Trade</a> (Italy), <a href="#">EFICO</a> (Belgium), <a href="#">Blaser Trading</a> (Switzerland) and <a href="#">Belco</a> (France).</p> <p>Roasters include <a href="#">Dallmayr</a> (Germany), <a href="#">Kimbo</a> (Italy), <a href="#">Rombouts</a> (Belgium), <a href="#">Delica</a> (Switzerland) and <a href="#">Méo</a> (France)</p> <p>See the <a href="#">CBI country studies</a> for more examples per country.</p>
Specialty coffee	Smaller share	Large traders and roasters	<p>Most large traders also sell specialty coffee. Some also have a specialty coffee division, for example <a href="#">Sucafina</a> with <a href="#">Sustainable Harvest</a>.</p>
		Smaller traders and roasters with a focus on specialty coffee	<p>Read the <a href="#">CBI study on Exporting specialty coffee to Europe</a> for examples of buyers.</p>

Source: 2023 Coffee Barometer

Table 2: The market share for certified coffee

Type	Market share	Main buyers	Notes
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Rainforest Alliance certified coffee	942,000 tons (9%)*	Rainforest Alliance members	This can be both commercial and specialty coffee. Note that coffee may be multi-certified. Read the CBI study about <a href="#">Multi-certified coffee</a> for more information.
Fairtrade certified coffee	231,188 tons (Less than 2%)*	Fairtrade members	This can be both commercial and specialty coffee. Note that coffee may be multi-certified. Read the CBI study about <a href="#">Multi-certified coffee</a> for more information.
Organic	257,000 tons (2.5%)*	Organic certification is popular in the <a href="#">specialty coffee market in Europe</a> , often in combination with <a href="#">Fairtrade certification</a> .	This can be both commercial and specialty coffee, with specialty coffee more likely. Note that coffee may be multi-certified. Read the CBI study about <a href="#">Multi-certified coffee</a> for more information.

\*Based on [2022 Rainforest Alliance producer coffee sales](#), [2022 Fairtrade coffee sales](#), [2023 Coffee Barometer](#) and [estimated 2022/2023 coffee production](#).

Source: Rainforest Alliance, Fairtrade, 2023 Coffee Barometer, International Coffee Organisation (ICO)

#### Tips:

Know the strengths and weaknesses of your business. Develop your Unique Selling points (USPs) based on this understanding. Always maintain up-to-date and reliable data about your green coffee offerings. This should include information about certification status, quality, awards received, production volumes and availability of coffee for export. It is important not to make claims that you cannot prove.

Identify potential buyers who might be interested in purchasing coffee with these USPs. Collect as much information as possible about their business, philosophy and practices. Determine whether they buy mainstream, specialty or certified coffee. Understand where their coffee is sold and if they have specific requirements regarding bean quality, packaging or transportation.

Explore potential buyers through resources such as the [SCA Coffee Directory](#). Additionally, check which traders and/or roasters participate in specific sustainability platforms. For example, look at the companies that have joined the [Sustainable Coffee Challenge](#) and/or the [Global Coffee Platform](#).

Collaborate with companies willing to develop long-term business relationships. This approach provides the best opportunity for connecting and retaining European coffee buyers.

Ensure that you can fulfil the terms of the contract. Avoid breaching your contract for short-term

gains, as it could damage your reputation and trustworthiness in the long run.

## 2. Choose the right trade fairs and conferences to visit

Trust and relationships are very important in the coffee industry. Visiting trade fairs is a crucial method for meeting new buyers, developing relationships and promoting your products.

Trade fairs come in various types, focusing on business, sustainability, technology, quality or other aspects. Trade fairs can cater to European buyers or international buyers. While many trade fairs shifted online during the COVID-19 pandemic, most have returned to an in-person format in 2024 (although some still offer a virtual component for remote participation). This virtual aspect can be interesting for those that want to learn about a specific topic. For those that want to meet new buyers, in-person attendance is the best choice.

There are also many conferences that do not include a trade fair. The main programme for these events features presentations and discussions on important topics. These are attracting many companies and offering valuable networking opportunities.

It is also possible to exhibit at a trade fair. This means having a booth where potential buyers can visit. However, this option can be costly, so careful consideration is necessary. Attending as a visitor allows you to explore the booths of potential buyers.

Trade fairs can focus on quality, sustainability or on specific European markets. The best trade fairs to visit depend on what types of coffee you offer, and which markets you are targeting. Review the trade fairs in this study and research them online to determine which align best with your interests and objectives.

### Visit trade fairs and conferences

Interesting European coffee trade fairs to visit include:

- [World of Coffee](#) is an annual European trade fair with a focus on specialty coffee. The last 3 editions were held in Denmark (2024), Athens (2023) and Italy (2022).
- [Biofach](#) (Germany) is an annual trade fair for organic food, including coffee. It also includes learning sessions.
- [The European Coffee Symposium](#) is an annual conference aimed at Europe's coffee & hospitality sectors. It is held annually in different European countries.
- [The World of Private Label International Trade Show](#) (PLMA) is a trade show focused on private label manufacturing that is mostly interesting for exporters with large volumes and consistent quality coffee. There is an annual [international edition in the Netherlands](#) and a [United States of America edition](#).
- [Triestpresso Expo](#) (Italy) is a trade fair specialised in espresso coffee.

International events include:

- World of Coffee also hosts events outside Europe, including [World of Coffee Asia](#) (since 2023) and [World of Coffee Central America](#) (starting in 2026).
- [The Africa Coffee & Tea Expo](#) first edition will be held in Rwanda in 2024.
- [Producer & Roaster Forum Farm Summit](#) aims to create long-lasting relationships between producers and roasters, to address issues and to promote innovation.
- [AFCA Specialty Coffee Expo](#) aims to promote the best African coffees through competition and at the trade fair. It is held annually in a different AFCA member country.
- [Specialty Coffee Expo](#) brings together a wide range of specialty coffee professionals in the United States of America.

- [The Specialty Coffee Association of Japan \(SCAJ\) conference](#) is the biggest specialty coffee event in Asia. It is held annually in Japan.
- [The Tea & Coffee World Cup](#) is an international coffee trade fair that is held in a different city every year.

There are also many coffee festivals where roasted coffee is promoted to retail and consumers. Examples of events in Europe are the Coffee Festivals in [the Netherlands](#), [Greece](#), [Germany](#), [the United Kingdom](#), [Italy](#), [France](#), [Norway](#), [Poland](#) and [Estonia](#). Attending these events can help you learn more about the preferences of buyers and consumers from these countries.

Figure 2: A barista competition at a trade fair



Source: Ruben Bergsma at Long Run Sustainability

## Prepare your visit to trade fairs and conferences

- Choose the right event to attend. Research the events, their focus and exhibitor/visitor profile. Try to find out if the fair primarily targets consumers or companies. Check if the focus of the event is on mainstream or specialty coffee.
- Review the exhibitor list on the trade fair's website and select relevant companies for your business. Create a list of companies that you want to speak with.
- Many companies plan side meetings during exhibitions. This means that key people might not be available at the booth when you visit. Contact companies beforehand to schedule meetings with clear purposes. This is a great way to speak to people without distractions.
- Promote your participation in the trade fair online before and during the event.
- Prepare and bring samples of each type of coffee you offer. It is recommended to bring samples of each type. Samples usually consist of 300 grams of green coffee beans. These are ideally vacuum-packed, but you can also pack them in zipped plastic bags. Use an attractive sticker with a good description of the coffee, including the company name, Region, Country, Altitude (meters above sea level), Variety, Process, Screen size, Certification (if any), Contact details, and availability.
- Bring promotional materials, keeping them short and simple. Small and lightweight brochures, flyers or business cards displaying contact details and relevant information are recommended.
- Practise your 'elevator pitch'. This is a brief introduction to your company and product, using your Unique Selling Points (USPs) from [the first tip](#). Practise your pitch in English and other languages you speak, depending on where the trade fair is and which buyers you want to target.
- Consider travelling with someone fluent in multiple languages to facilitate communication with exhibitors who may not speak your native language.
- Engage with visitors from various backgrounds, including those of NGOs, governments, service providers, financial services and other important coffee stakeholders. Building relationships with non-industry stakeholders can lead to future business opportunities. They may speak positively about your business and recommend you to potential buyers.

### Tips:

Review the trade fairs outlined in this chapter and conduct online research to determine which align best with your interests and objectives. Check [World Coffee Events](#), the [Specialty Coffee Association Calendar](#), [Perfect Daily Grind: Coffee Events](#) and the [Daily Coffee News: Events](#) to get updates about future events in the coffee sector.

Use the [trade fair benefit check](#) after your exhibition. This free software is a tool for calculating the costs and benefits for exhibitors. It is available in different languages.

Contact local export promoting agencies to help you participate in trade fairs. They may be able to give you financial or technical support. Examples of export-promoting agencies include the [Ugandan](#)

[Export Promotion Board](#) (Uganda), [AGEXPORT](#) (Guatemala), [NAEB](#) (Rwanda) and [PromPerú](#) (Peru).

Look into the possibility of sharing a booth with your national coffee export association, a government trade programme or NGO. This makes it less expensive to exhibit and increases your exposure at the trade fair. You can find associations in this [list of the International Coffee Organization](#).

### 3. Visit the websites of sector associations to look for buyers

Sector associations play a crucial role in the coffee industry, by advocating for the best interests of their members. As associations, they can achieve more collectively than individual companies could on their own. Many European companies are members of one or more associations.

Sector associations may be international, focusing on specific aspects of the coffee sector such as specialty coffee, trade, or supply and demand. They can also be national associations. These associations advocate for the coffee industry in a specific country or region. They often represent the economic interests of their members and promote the coffee industry of their country.

In Europe, the [European Coffee Federation](#) (ECF) represents the interests of traders, roasters, manufacturers and other companies involved in the European coffee sector. Their website includes a [list of member companies](#), which is a good source to find potential buyers in different European countries.

[FoodDrinkEurope](#) represents the interests of food and drink companies, federations, and associations based in Europe.

Examples of national associations are:

- [Food Industries Association of Austria](#) – WKO (Austria) works to strengthen the Austrian food industry.
- [Syndicat Français du Café](#) (France) brings together companies that are committed to promoting a sustainable coffee sector.
- [Deutscher Kaffeeverband](#) (Germany) supports more than 360 member companies in their business.
- [Unione Italiana Food](#) (Italy) represents companies in several food categories, including coffee.
- [Koffie & Thee Nederland](#) (the Netherlands) is the national voice of Dutch coffee and tea companies.
- [Norsk Kaffeinformasjon](#) (Norway) promotes coffee in Norway and is the industry's neutral professional body.
- [Associação Industrial e Comercial do Café](#) – AICC (Portugal) is a non-profit employer association of companies.
- [La Asociación Española del Café](#) – AECafé (Spain) is the meeting point for companies in the Spanish coffee sector.
- [Livsmedelsföretagen](#) (Sweden) represents 750 member companies from all types of food producers, including coffee.
- [Swiss Coffee Trade Association](#) – SCTA (Switzerland) is the representation of the green coffee trade in Switzerland.
- [British Coffee Association](#) – BCA (United Kingdom) represents the UK coffee trade and industry, and [Food and Drink Federation UK](#) – FDF (United Kingdom) represents and supports food and drink companies.

Check the [national associations](#) listed on the website of the [International Coffee Organization](#) (ICO) for the full list of national associations.

### Get in touch with your national specialty coffee organisation

As a coffee exporter, it can help to join your national or regional coffee association. They offer interesting services, such as up-to-date market and price information, trade fair participation and marketing support.



Examples of coffee farmers/exporters associations include:

- [Colombian Coffee Growers' Federation](#) and [ASOEXPORT](#) (Colombia)
- [Anacafé](#) (Guatemala)
- [Indonesia Coffee Exporters Association](#) (Indonesia)
- [Kenya Coffee Traders Association](#) and [Kenya Coffee Producers Association](#) (Kenya)
- [Uganda Coffee Federation](#) (Uganda)

For specialty coffee, see the [national chapters](#) of the [Specialty Coffee Association](#) (SCA) and the website of the [Coffee Roasters Guild](#). These chapters are in coffee-consuming countries. In producing countries, there are also specialty coffee associations that work together with the SCA and that hold national championships to select people for SCA barista or cupping championships.

Examples of specialty coffee associations in producer countries include:

- [Specialty Coffee Association of Indonesia](#) (SCAI)
- [Specialty Coffee Association of Ecuador](#) (ACEDE)
- [Brazil Specialty Coffee Association](#) (BSCA)
- [African Fine Coffees Association](#) (AFCA)

Figure 3: Coffee presented at a National Barista Championship



Source: Ruben Bergsma at Long Run Sustainability

#### Tips:

Use the translation function of your web browser to read website links in this study in your own language.

Examine the lists of members of sector associations as they may include interesting companies to contact. Visit the websites of the associations listed in this chapter to search for potential buyers. Focus on those associations in countries where there is high demand for coffee.

Consider joining a trade association in your country or region. This can enhance your credibility and assist in expanding your network.

## 4. Advertise your coffee product and business online

The coffee market thrives on personal connections. Face-to-face interactions and long-term trading relationships are key. New connections often come from mutual contacts, relationships or in-person meetings. However, online marketing is also an effective way to capture the attention of potential buyers.

### Use your own company website to promote your product

Ensure your website contains relevant information for buyers, including:

- Details about your coffee offerings, such as quality and availability;
- The origins of your product;
- The mission and history of your farm/cooperative/company;

- Sustainability practices;
- Certifications.

You can also include nice stories and high-quality photos of plantations, farmers and their families to make the website more attractive.

In the specialty coffee market, the origin of coffee is especially important. This should be supported through storytelling. Coffee traders and importers often integrate your stories in their own communication with roasters. Roasters will use these narratives to market their products to consumers. By telling the right story, they can establish a connection between consumers and the coffee's origin.

Many green coffee exporters or roasters promote their products through their own websites. Examples include [O'Coffee](#) (Brazil), [Caravela Coffee](#) (Latin America), [Don Pepe Estate Coffee](#) (Panama), [Rwashoscco](#) (Rwanda), [Ontosoroh](#) (Indonesia) and [Kerchanshe](#) (Ethiopia).

## Explore other platforms to promote your product

There are many other platforms to promote your company and your product. Social media is commonly used for coffee promotion.

LinkedIn can be utilised to discuss interesting projects, trips or events your company is involved in and to promote new products or business. Posting engaging content on LinkedIn increases visibility and awareness of your company products. LinkedIn has many [articles that help you market yourself](#). You can also search for articles on other websites, such as this article on [15 Ways to Boost Your Personal Brand](#).

Instagram is another tool for promoting your business or product. This is most interesting for exporters of specialty coffee.

YouTube offers a platform for telling stories in a more visual manner. However, be sure that you can create interesting and high-quality content before starting this option.

Paid advertisements of coffee beans and coffee product sales are not common on these platforms.

Maintain consistency and uniqueness in your storytelling. The story you tell is very important, which is why the website should be inspiring. Read the CBI study on [How to become more socially responsible in the coffee sector](#) for more information on storytelling.

### Tips:

Explore options for generating visitors to your website. One way of doing this is through Search Engine Optimisation (SEO). SEO improves your visibility on online search engines. Minor changes to your website can positively impact your position on search result lists. For instance, see these tips [to create a Google-friendly website](#).

Ideally, your website should be available in clear English. Consider translating your website into the language(s) of your main target market(s). If needed, enlist a professional translator for this task or prioritise translating key pages instead of the entire website.

## 5. Look for more information about buyers on online databases

You can also use free and paid databases to find more information about potential buyers.

One type of database is the chamber of commerce for different European countries. Many have information about companies available for free, or for a small fee. Examples of country chambers of commerce are:

- The [Belgian Chamber of Commerce](#) (CBE)
- The [British Chamber of Commerce](#)
- The [Dutch Chamber of Commerce](#) (KVK)
- The [French Chamber of Commerce](#) (CCI)
- The [German regional Chamber of Commerce](#) (Industrie- und Handelskammern - IHK) and the [Chamber of Crafts](#) (Zentralverband des Deutschen Handwerks - ZDH)
- The [Swiss Chamber of Commerce](#)

Your country's embassy in your target market could also help you find potential buyers and give more information about the competition. They usually have a commercial attaché to help you with your enquiries. There are also European chambers of commerce with offices in your country or region, including:

- [BritCham Indonesia](#) (British and Indonesian businesses)
- [German-Brazilian Chamber of Commerce and Industry](#) (AHK Brasil)
- [The Netherlands-African Business Council](#) (NABC)

There are also many online databases with market leader information that you must pay to access. Examples are [Statista](#) or [Euromonitor](#). In some cases, a basic summary of a report can be accessed for free.

### Tips:

Try contacts in your existing business network first. This may be the best place to start. Personal recommendations and connections are a great way to expand your network.

Use the national Chamber of Commerce website to search for information about key buyers. The websites may also publish data about the coffee industry.

Search the internet using key search terms to look for other databases. For example, accurate coffee market information about production and consumption is available on the [ICO coffee statistics database](#). See also free summaries of [ICO data](#) and [world markets and trade reports of the US government](#).

Find European coffee traders and roasters in the [European Coffee Federation](#).

Compile your own trade statistics on the [International Trade Centre Trade Map](#) and [Access2Markets](#). Find trade statistics for coffee in chapter 9 of the Harmonised System (HS).

## 6. Use online buyer-seller platforms to sell your coffee

Green coffee can also be sold online, through trade platforms or auctions.

### Trade platforms

Online green coffee sourcing platforms are becoming more popular. These platforms link roasters with green coffee producers and exporters. These websites are mostly used for higher-quality or specialty coffee and are aimed at niche markets.

Examples of online trading platforms include:

- [Algrano](#) - a platform that links coffee producers directly with roasters online;
- [Almacena Platform](#) - a platform that links exporters with buyers;
- [V-Hub](#) - Vollers' digital marketplace for green coffee;
- [TYPICA](#) - a platform for direct trade of small quantities of specialty coffee;
- [Beyco](#) - a coffee connection and trading platform;
- [Get Beans](#) - a B2B platform for wholesale sales.

Read the CBI study on [Tips to go digital in coffee](#) for more information about e-commerce platforms.

## Auctions

In the international coffee market, the main auctions are the New York Stock Exchange (Arabica) and the London Stock Exchange (Robusta). These markets operate through 2 main mechanisms: current or physical markets and future contracts.

It is becoming more common to sell high-quality coffee on online auctions. Auctions give coffee producers the chance to promote their product. Virtual auctions are more flexible and less expensive to join. They can connect you with a larger group of international buyers than at an in-person auction. Coffee that is sold at auctions can be of a [higher quality and sold for relatively high prices](#). However, auctions can also be used to drive the price downwards. If you offer a high-quality coffee, it could be worth trying with a small batch to see what price buyers offer.

Examples of online auctions include [Best of Panama](#), [Gehsa Village Coffee Estate](#) and [Alliance for Coffee Excellence](#). In 2024, the [Brazilian Federation of Cerrado Mineiro Coffee Producers \(FCC\)](#) organised a [virtual auction](#). Some traders also have online auctions on their website. An example is the [V-Auction of Vollers](#).

In [Kenya](#), green coffee is sold through auctions by law.

### Tips:

Before choosing a trade platform, make sure that you understand the functionality of the platform and services that they offer.

Read this article about [virtual coffee auctions](#) on Perfect Daily Grind to learn more about virtual auctions. Read [How to use green coffee auctions to promote wider social initiatives](#) to learn more about other benefits of virtual auctions.

Many coffee buyers continue to do trade in the traditional way. Most buyers will not buy much of their coffee from an online buyer-seller platform. It is important to keep investing in relationships with them. Contact buyers in different ways to increase your sales opportunities.

## 7. Contact other organisations that can provide support

It is also possible to get help through government organisations and non-governmental organisations (NGOs) to find buyers and sell your products.

Embassies, business support organisations/trade promotion agencies and chambers of commerce often organise matchmaking programmes and trade missions. The organisers of these missions have strong relationships with businesses in your target market. This means they can help you identify, screen and meet

potential buyers.

To find a matchmaking programme and/or trade mission in your sector, check the website of European trade promotion organisations. They target mostly small and medium-sized enterprises in selected partner countries that aim to export their products. Agencies include:

- The Dutch [Centre for the Promotion of Imports from Developing Countries](#) (CBI) supports the transition towards inclusive and sustainable economies.
- The Belgian [Trade for Development Centre](#) Enabel (TDC) is a programme of Enabel, the Belgian development agency.
- The German [Import Promotion Desk](#) (IPD) supports companies from developing and emerging countries in exporting to the European market.
- The Finnish [Finnpartnership](#) promotes business between Finland and developing markets.
- [Open Trade Gate Sweden](#) (OTGS) supports companies from developing countries to export to Sweden and the European Union.
- [Swiss Import Promotion Programme](#) (SIPPO) promotes the export capacity and helps companies improve their exports in their countries.
- [International Trade Center](#) (ITC) provides support to grow trade opportunities in developing and least-developed countries.
- [COLEAD](#) is a network of companies, organisations and experts committed to inclusive and sustainable agriculture.
- The [Institute for Agriculture & Trade Policy](#) (IATP) works to ensure fair and sustainable food, farm and trade systems.

There are also several organisations that support coffee farmers and exporters worldwide, such as [Progreso](#), [Agriterra](#), [Solidaridad](#), [GIZ](#), [Rikolto](#), [IDH](#), [Conservation International](#) and many others.

#### Tips:

Contact the embassy or trade promotion organisation in your country to see what kind of matchmaking facilities they can offer you. To find out if your country has an embassy in your target market, go to the [Embassy WorldWide](#) website.

Check the websites of embassies, import promotion agencies and chambers of commerce to see what kinds of export programmes they currently have.

## 8. Use the trade press for market information

Stay informed about what is going on in the coffee sector. You can follow market developments that are published in trade magazines and websites. These are a great source of up-to-date information on the coffee sector. They also provide a database of potential buyers, such as traders and roasters.

Many people in the coffee sector regularly read newsletters. Sign up to several newsletters to read examples of other projects or companies. Talk about your project or story to these organisations and try to get your project mentioned in a newsletter. If your coffee is certified, you could also ask your certification programme to write a story about your coffee. If you are mentioned in a newsletter or trade magazine, this is great for your visibility.

The following magazines or news portals focus on coffee:

- [Perfect Daily Grind](#) – a news and educational resource about every part of the coffee supply chain. It is also

available in Spanish and Portuguese.

- [Daily Coffee News](#) — a free source of information on the specialty coffee market, with a focus on the North American market.
- [Coffee Intelligence](#) - an online publication with articles about the most important topics and issues in the coffee sector.
- [World Coffee Portal](#) - provides sector-by-sector research, data, market reports and consultancy.
- [Comunicaffe](#) — provides news about the coffee sector.
- [Global Coffee Report](#) — a magazine with current information and in-depth analysis of the global coffee sector.
- [Tea and Coffee Trade Journal](#) - reports on the global coffee and tea industries from origin through the supply chain.
- [SCA News](#) - specialty coffee news.
- [Barista Magazine](#) - about coffee culture and consumption patterns.

#### Tips:

Make sure you stay up to date on market news by regularly reading coffee news websites and publications.

Think about using trade websites to advertise your product or company. This can be done through paid advertisement, or by convincing the publication to write a story about your coffees.

Read our other tips studies on coffee export. The CBI study [Tips for organising your coffee export to Europe](#) gives more information on payment terms, insurance and customs policy. It also describes the logistical and distribution process and packaging aspects. The CBI study [Tips for doing business with European coffee buyers](#) is about European business culture, sales pitches and marketing information. It also covers quotes, pricing strategies, margins and promotions.

[Long Run Sustainability](#) carried out this study in partnership with [Ethos Agriculture](#) on behalf of CBI.

Please review our [market information disclaimer](#).