

nature and during these days visits will be organized to Parana coffee plantations for foreign delegates. During these days the World Coffee Congress will function more as a "National Coffee Congress" with sessions and discussions of matters of interest to Brazil coffee men with delegations from the Brazil coffee states taking part. These preparatory sessions will adjourn on the evening of December 14. The actual World Coffee Congress will open with a plenary session of the morning of December 15 and will continue for five days of sessions in the mornings and committee meetings in the afternoons until its adjournment on December 19 when a vote will be taken on the site of the Second World Coffee Congress in 1956.

Congress Not a Panacea

In view of the number, complexity and urgency of the coffee problems being discussed at present all over the world, it would not be possible to expect from a First World Congress a solution or even a discussion of all of these problems.

The agenda which will be dealt with at the Congress is divided in two parts. The first part will be devoted to problems which will be subject to resolutions by this Congress, and the second part with problems to be examined in a preparatory manner and to be voted upon merely as recommendations which will be re-examined and voted upon as resolutions by the 1956 Congress.

World Publicity Program

Only two subjects on the agenda will come up for a resolution vote during this Congress. The first will call for the establishment of a system of exchange of statistical, technical

and other information between the various official and private coffee organizations of the world. The second will outline a proposal for the establishment of world coffee publicity program in both producing and consuming countries. This project will endeavor to coordinate the advantages of a collective publicity effort with the experience of the increase of world coffee consumption during the past fifty years.

This proposal for a world publicity program will only fix the basic points for such a publicity program and will again be brought before the 1956 Congress provided that it will be voted upon as one of the two resolutions of the Curitiba meeting. The 1956 Congress will then vote upon a detailed and definitive plan.

The Congress at Curitiba will be honored by the presence of the Executive Committee of the Pan American Coffee Bureau, New York, which will guide the discussions of the world coffee publicity program. They will be aided by a delegation from the National Coffee Association of the U.S.A. which has promised to come to Parana, and who will be selected at the Association's convention at Boca Raton, Fla., this November.

Other Problems on Agenda

All other coffee problems, covering seventeen different classifications such as diseases, erosion, economics, production, trade and distribution, import, export, finance, containers, solubles, iced coffee, roasting and grinding, brewing, taxes and tariffs, labor, etc., will be included in the second part of the agenda. These subjects will be discussed and action pertaining to them will be put into the form of recommendations for action upon as resolutions for the 1956 Congress.

It is understood that any discussion or opinion expressed during the course of the Congress will not obligate any official delegate or delegate of a private coffee association to any coffee policy. It will be an entirely free and open meeting of all men interested in coffee.

The sessions of the Curitiba Congress will attempt to be objective and practical, yet the Congress will depend upon the good functioning of its committees and sub-committees. At the discussions and debates of the committees the round-table type of procedure will prevail.

Organizational Committees

The list of committees which have been organized to aid in the functioning and organization of the Congress and the Exposition give some idea as to the scope of the agenda of the Congress. These committees are: general executive committee; committee of coffee producers; committee of exporters; committee of importers; committee of roasters, distributors and retailers; committee on relations between all trade factors; committee of Brazilian Coffee Institute; coffee publicity; social, rural, labor and immigration problems; allied industries; history of coffee; receptions and public relations; jury of prizes and honorary mentions of the exhibitions; committee on recommendations and resolutions of the Congress. These committees will be subdivided into as many subcommittees as is necessary. It is expected that these committees, which are outgrowths of the work of the Congress, will continue to function during the Exposition and that they will exercise their main functions during the Exposition.

All committee debates will be included in the records of the Congress which will be published in volume



On the right is a view of the world-famous Sete Quedas Falls, one of Brazil's natural wonders. On the left is the famous Curitiba-Paranaguá railroad, built in 1885, a monument to Brazil's engineering genius and daring. The road surmounts the high coastal range rising to an altitude of 2,150 feet above sea level