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## **Brazil: Coffee Sector Private Companies Propose Voluntary 10% Reduction**

*by Barbara Khol*

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In an Aug. 14 press statement, Luiz Paiva Pereira, economic adviser for the Brazilian Coffee Committee (CBC), said coffee industry representatives are willing to voluntarily reduce exports by 10% to improve world market prices. CBC members include growers, exporters, and instant coffee processing and bean toasting firms. The CBC's decision will be presented to counterparts from Colombia, Costa Rica, El Salvador and Honduras during a two- day meeting Aug. 15-16 in New York. Voluntary export reduction was proposed by Colombian coffee producers in July. The five nations are Latin America's biggest coffee exporters. Based on annual exports of 17 million 60-kg. sacks, the 10% cut by Brazil would amount to 1.7 million sacks. (Basic data from EFE, 08/14/91)

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