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## White Coffee Corporation Hosts National Association Members during Conference in NYC

Long Island City, NY – National cuppers (people who engage in coffee tasting) as well as growers, exporters, importers, traders, roasters and all-around coffee aficionados gathered in New York City for the prestigious National Coffee Association Fall Education Conference held October 18-20<sup>th</sup> at the New Yorker Hotel. The conference combined tours, educational sessions and networking events, hosted by local coffee entrepreneurs including Jonathan White, Executive Vice President of White Coffee Corporation.

“Tight supply, high demand and a fluctuating market are just some of the hurdles coffee companies are facing this year,” says White. “While importers are loyal to regular coffee producing countries, we continue to look at new sources of coffee and emerging markets, like Laos and China.” White was part of a panel that discussed the drivers of the ever-changing green coffee market, how volatility affects the entire supply chain, the current market conditions for Arabica and Robusta coffees and how companies are responding to these issues.

“This is a very challenging time in the industry to project pricing and quality supplies for the coming months,” says White. White was the only roaster on the “The Current Green Coffee Market” panel that included growers, exporters, traders and commodities brokers.

Conference attendees had the opportunity to visit and tour the Port of Newark Container Terminal, Continental Terminals and White Coffee’s facility, providing an overview of the journey of coffee from its entry into the port, delivery to a local warehouse and eventually to a regional roaster. A history of coffee in New York, considered the center of the U.S. coffee industry, as well as customs and food safety requirements were also covered.

White Coffee Corporation recently introduced Primavera Cooperative Coffee in partnership with Asociación Primavera of Huila, Colombia. White Coffee Corporation is based in Long Island City, NY and is a third-generation family-owned coffee importing and roasting business in operation since 1939. White Coffee Corporation’s products are certified “organic” by Quality Insurance International and “fair trade” by Fair Trade USA and are available on-line at [www.whitecoffee.com](http://www.whitecoffee.com).

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