

## **ANNEX 1: Motivation Sheet for Global Coffee Platform's Board Candidates**



**Name:** Trishul Mandana

**Member Organisation (if applicable):** Volcafe Ltd. (divn of EDF Man)

**Function / Position within organisation:** **CEO Volcafe** Managing Director Coffee

**Stakeholder Group<sup>1</sup>:** Trade house

**Nationality/ residency<sup>2</sup>:** British

### **My (coffee) background:**

- Over 27 years of experience across the Coffee Sector - Origin to Destination
- Global experience across Milds, Brazils and Robustas – with extensive senior management and board experience
- Managing Director of Louis Dreyfus Coffee – 2008 – 2015
- Managing Director Volcafe /Divn of EDF Man (2015 to current)

**My previous involvement, experience or role with the Global Coffee Platform, its predecessor or the Sustainable Coffee Program and its Steering Committee, or in sustainability topics or other initiatives in the coffee sector so far:**

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<sup>1</sup> Choose from: a. Producer/local exporter from coffee origin country; b. Trade house; c. Industry; d. Civil Society Organisation.

<sup>2</sup> Two Board members of the Global Coffee Platform have to be Swiss residents.



- As a former Board Member of the [European Coffee Federation](#) (ECF) and former member of the Board of [SCTA](#), I am familiar with processes and procedures that such governance platforms need and I have served in sub committees/ task forces within the ECF and SCTA.
- Other experience includes being the Vice Chair of the Green Coffee Committee in the UK, Former Chairman of the LIFFE CAG (Coffee Advisory Group) and am currently a member of both the ICE Arabica and ICE -EU (Robusta) committee
- Was part of the 12-member Senior Executive committee and Executive group at Louis Dreyfus. Currently serve on the Commodities Committee and Commodities Risk Committee at EDF Man
- As a business leader, I have always had a close connection to the topic of sustainability. It is my responsibility to create a shared company vision, and to actively engage in decision taking in these matters in our daily operations. In my career, there are two aspects in which I see very clearly that we need to position ourselves –and by that, I mean the whole sector:
  - The first is with respect to the lack of engagement of the young generation in coffee producing communities. Something that strikes me when visiting origin is the fact that there seems to be hardly any young coffee farmers, no matter what country. There seems to be no incentive for the youth to become a coffee farmer; a very serious warning sign to the sector and tomorrow's coffee supply. We need to address ways to get the next generation on the farm – especially young women
  - Another point that I find unsettling is the declining demand for roaster blend complexity in favour of the world's cheapest "duo coffee blend of Brazil and Vietnam". This is going to create a long-term problem in the coffee sector and we need to address this today. How can we recreate the diversity/ blend complexity of the global roaster blend?

**My contribution to the Global Coffee Platform as a Board member:**

- Trade is the link between coffee producers and coffee consumers, and plays a crucial role in the coffee supply chain.
- Volcafe Ltd. is one of the world's largest trade houses and has as such an imperative responsibility in terms of contributing to sustainability in our sector.
- We see the need for a sustainable set-up in the market (generational change; climate change and its potential impact on coffee production; recurring instances of child labour; rural depopulation and migration, etc.)



- By being a member of the Board of the Global Coffee Platform, I am seeking to play an active role in the discussion on how we can design the coffee sector in a more sustainable manner, and addressing the challenges mentioned above.
- The debate we have to lead is crucial. At Volcafe, we have several approaches to sustainability in place (certification/verification; community projects; empowerment approach through Volcafe Way (VW)), but the impact we are aiming at cannot be achieved by bilateral partnerships alone. We need to find a pre-competitive way of advancing, and that only works if representatives of all supply chain players get together.
- As lined out in the answer to the previous question, I see my focus point in Gender & Youth.

**My vision for sustainable coffee sector:**

- Ideally, every member of the coffee supply chain realizes his/her own responsibility, and acts according to his/her possibilities. At this very moment, I feel that some members are still trying to pass on their responsibility, which to me is not a sustainable and long-term oriented solution.
- There is no such thing as a complete pre-competitiveness in our dynamic market environment. Yet, sustainability should be recognized as a matter of such crucial role for the long-term viability of our sector that the sector players are able to strive for partnership on this level. We need to create a platform for ongoing dialogue, including all members of the supply chain, as well as the public sector and NGOs.

**Potential conflict of interest arising from my Board membership:**

- As each representative of the private sector, I am pursuing a business interest next to driving sustainability in the sector. This business interest might conflict with the Agendas of other present members of the Global Coffee Platform.
- As representative from a trading house, I represent the conduit between producer and roaster. This has the advantage we are likely to take an equally balanced stance between producer and roaster.

<b>Additional Skills</b>	<b>None</b>	<b>Low</b>	<b>Medium</b>	<b>High</b>	<b>Description of Skills</b>
Finance				x	
Donor landscape			x		
Board Management (Multi-stakeholder/ corporate governance)				x	
Coffee production				x	
Value chains (beyond coffee)			x		
Social dimension of production/Human Rights/ rural development		x			
Environmental aspects			x		
Leadership				x	
Other (please list)					
Languages	English				