



PORT OF HOUSTON TRADE IN COFFEE PRODUCT

The Panama Canal is a critical and unique element of the global marine transportation industry. Its handling of more than 13,000 transits per year has made the Canal an important element of the global transport network. To date, Houston imports more coffee from Brazil than any other country. Following Brazil are Mexico, Colombia and Vietnam.

Gulf Coast Region

- Houston has held a solid No. 2 ranking in the Gulf Coast region since 2005
- Regional growth will drive imports over the next 20 years
- Import capacity is being expanded by opening of Bayport Terminal

Overall perspectives on general purpose of coffee symposium

- A powerful, day-long symposium highlights international and local experts, who discuss emerging Asian trade opportunities and Houston region's rising stature and increasing influence in the global coffee trade. Strategies will be provided to help businesses identify and leverage the growth opportunities throughout the coffee supply chain -- including distribution, transportation, warehousing, logistics, banking, trading, importing, insurance, roasting, packaging and food services.

Significance of coffee industry to the Houston port region economy

- Coffee traders from all over the world now have several great incentives to do business here, creating a tremendous effect on the local and regional economy.
- Jobs: Houston's coffee port designation will increase jobs in the coffee-processing industry in terms of roasting, blending, labeling, packaging, marketing and retailing.
- Opportunities in the coffee-servicing industry include logistics, warehousing and freight forwarding.
- Houston port region has the potential to increase its annual coffee imports as a result of the amount of transportation/distribution warehouse space available locally.
- The Port of Houston Authority has delivered the opportunity that poises the Houston port region for continued economic growth. It's up to the private sector to develop and implement strategies to take their enterprises to exciting, new heights as dynamic key players in global trade and commerce.

- Given Houston's proximity to 20 million consumers in the southwestern U.S., PHA considers the coffee port designation as a natural progression in its role as a world-class trading point.

Significance of Houston being designated by the New York Board of Trade

- The Port of Houston was designated a Coffee Delivery Port by the New York Board of Trade in February 2003 and posted as an Exchange Point in September 2004. For 2006, which is to-date the last full statistical data year, the Port of Houston handled nearly 150,000 tons of import coffee.
- The NYBOT decision means that Houston is an approved delivery point for the Coffee "C" futures contracts traded on the NYBOT's Coffee, Sugar & Cocoa Exchange.
- NYBOT's decision made Houston the fourth designated green coffee port in the U.S., joining New Orleans, New York and Miami.
- There are currently nine Houston warehouses, under three company banners, certified by NYBOT..

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