

Coffee Digest Announces Partnership for COVID-19-Affected Coffee Roasteries

As the virus' effect on the industry unfolds, Coffee Digest aims to shine a light on small businesses and promote local specialty coffee.



Atlanta, Jun 10, 2020 ([Issuewire.com](https://www.issuewire.com)) - Lifestyle blog and media project, Coffee Digest has announced a partnership offer for coffee businesses affected by the novel coronavirus pandemic (COVID-19). On the demand side alone, researchers have identified a drop of about 0.95 percent in demand per percentage point of global GDP dropped, in a [preliminary report by the International Coffee](#)

[Organization](#). The report further states that the novel coronavirus is “likely to have a profound impact on the global coffee sector.”

Aside from a multitude of other COVID-19-related factors, including the effects of a lockdown and social distancing rules on the production and export capacity of already impoverished farmers in major developing countries, the ICO finds that even a modest drop in global GDP as a result of an inevitable recession will have a serious impact on the coffee growing and roasting industry. These findings are based on an analysis of historical data from countries all over the world during various significant economic downturns, global as well as regional.

The repercussions of COVID-19 are particularly troubling for smaller farmers and roasteries. These are businesses most affected by sustainability woes caused by climate change, monoculture farming practices, and low prices. An article in the [journal Climatic Change](#) reports that over half of the land currently used to produce coffee could be unproductive by 2050.

To draw more attention to the needs of smaller coffee roasters and farmers, and the impact that COVID-19 has had on their business, [Coffee Digest](#) is seeking to partner with a coffee roastery to collaborate on an information campaign about “Coffee During COVID-19”, spreading information on how readers can support local roasters and farmers and help keep smaller artisanal coffee businesses alive during these pressing times.

“We are interested in partnering with roasteries to promote quality coffee, and promote solidarity with local coffee roasters,” says Michel Nilles the co-owner of Coffee Digest and he added, “While the impact on global demand is clear, smaller businesses are disproportionately affected. We think spreading awareness will help highlight the importance of supporting them and buying quality coffee through local roasters”.

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