

Entire Coffee World Turns Toward Parana

Pan American Coffee Bureau Prepares Dramatic Presentation of Its Promotional Efforts and Accomplishments—Visitors Will Be Able To Survey Extent of Frost Damage At First Hand

By **Horacio Cintra-Leite**

Brazilian Representative of Brazil Coffee Institute and President of the Pan American Coffee Bureau

THE First World Coffee Congress and the International Coffee Exhibition are a great tribute to the 100th Anniversary of Parana and to the inspiration and vision of Dr. Vento Munhoz de Rocha Neto, Governor of Parana. In addition, these important events would not have been possible were it not for the enterprising spirit and pride of the people of Parana and the hard working efforts of Dr. Newton Caniero, Secretary of Agriculture for Parana and Chairman of the Parana Centennial Committee and of Ambassador Sebastiao Sampaio who is in charge of both the World Congress and the Exhibition. To them and to many other public spirited leaders and their untiring efforts must go deserved gratitude for translating an important idea into nearing reality.

Both the Congress and the Exhibition are of immense importance to Brazil—and to every part of the world where coffee is grown or used. From this first Congress and from succeeding ones through the years ahead it is inevitable that better understanding, improved developments and team work in solving mutual problems must necessarily result. As one of a fifth generation family of coffee growers in my native state of Sao Paulo I am very proud of the part that Brazil has taken in making this first World Congress possible and in playing the important role as host to the world of coffee.

A Major Contribution

I have been honored since April 1953, to hold the position as President of the Pan-American Coffee Bureau in addition to being my country's representative in New York for the Brazilian Coffee Institute. In discharging these responsibilities it is my utmost wish that both the Congress and Exhibition at Curitiba result in a tremendous success. Accordingly, the Executive Committee of the Bureau, composed of Mr. Andres Uribe of Colombia,

Mr. Manuel Proto of Mexico and myself, has directed that the PACB make a major contribution in its participation.

Dramatic Presentation

Therefore, plans and the preparation of a suitable exhibit have been under way since August. It is my hope and belief that the exhibit we are planning will provide a dramatic visual presentation of the promotional activities and accomplishments of the Bureau which will be a credit to the eleven member countries—and to the Exhibition. It will embody many animated features and visual appeals which are distinctive of the unexcelled skills of exhibit designers of the U.S.—and which should be of unusual interest to viewers at Curitiba. In this impressive way I am sure that my countrymen and others throughout the world can see in attractive ways what the Bureau has been doing to increase coffee drinking habits of

the U.S. citizen and to maintain cordial relations between the growers in Latin America and the U.S. public.

In addition to the exhibit there will be personal participation by myself and other executives of the Bureau in every way practicable. In particular, the special days featuring the Pan-American Coffee Bureau and of each of the member countries will be honored and enhanced in every possible way. It is my special hope that the countless thousands of people attending from Brazil and from all over the world can see for themselves our dramatic exhibit and by listening to our speakers learn of the important part PACB plays here in the U.S. in representing the good will and promotional interests of the coffee growers of the eleven member nations. To them the 1,260,801,554 U.S. dollars received in 1952 for coffee exported to the U.S. meant 30 percent of their total exports to this country, and to a large degree, their economic welfare. To the U.S.



Landrina is one of Parana's important coffee cities. Fifteen years ago it was a clearing in a dense forest. Now it is a bustling commercial city and presents a sharp contrast between the old and the new as seen in the photo above. Skyscrapers and modern office buildings rise daily on the literally unpaved streets and on the very edge of town.