

Memorandum



Date: March 22, 2022

To: Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners

From: Daniella Levine Cava
Mayor

A handwritten signature in blue ink that reads "Daniella Levine Cava".

Subject: Report to Pursue and Maintain Any Available Designations for the PortMiami as a
Coffee Port, Directive No. 212331

The following information is provided in response to Resolution No. R-1066-21 sponsored by Senator Javier Souto and adopted by the Board of County Commissioners on November 2, 2021. The resolution directed the County Mayor or County Mayor’s designee to pursue and maintain any available designations for PortMiami as a Coffee Port.

PortMiami Designated as a Coffee Port; Certified to sell on InterContinental Exchange (ICE)

Imported coffee eligible for commodities trading on the ICE Futures US Exchange requires U.S. entry through a “C” certified Ports. The highest designation to be considered a Coffee Port is “C” or Certified Coffee. In 1996, PortMiami became a certified port of entry for imported coffee and thus an eligible location for traders licensed through the governing New York Board of Trade (NYBOT). Currently, there are only five (5) U.S. Ports designated as certified coffee delivery ports; PortMiami, the Ports of New York/New Jersey, Port of Virginia, Port of New Orleans, and Port of Houston.

When PortMiami qualified for the NYBOT license in 1996, Miami became a premier coffee port for the major brands including Café Pilon and Café Bustelo. The amount of coffee warehoused in Miami increased from 328 TEUs in 1997 to 4,800 TEUs by 2001. In 2011, PortMiami reported 2,283 TEUs of coffee imports and that same year, J.M. Smucker Company (Company) purchased Rowland Coffee (which included Café Pilon, Café Bustelo). By 2014, the Company moved its Miami operations to New Orleans. The move caused a significant decline in coffee imports for PortMiami, amounting to a decrease of -33.80% or 772 TEUs in comparison to 2011 imports.

Efforts to Re-establish PortMiami as a Leading Position for Coffee Imports

- Due to the Port’s proximity to South Florida’s fast-growing population, as well as being the closest Port to the coffee growing regions in the Americas, PortMiami has a unique opportunity to increase coffee imports from Brazil, Colombia, Dominican Republic, Jamaica, and Ecuador.
- PortMiami has taken steps to re-establish its position in the coffee trade. In November 2021, Senior PortMiami staff traveled to Bogota, Colombia to meet with leaders of the National Federation of Colombian Coffee Growers to discuss opportunities to increase coffee exports designated for PortMiami. Representatives provided an overall briefing on Colombia’s coffee production, details on the main coffee ports in the country, and the

quality requirements for coffee to be exported. Staff also met with *Expocafe*, a coffee exporting society of coffee growers’ cooperatives and discussed forming partnerships to expand coffee imports to PortMiami.

- On February 10, 2022, PortMiami staff joined Senator Javier Souto in a video conference call to discuss ways to work with Brazil’s largest coffee exporters. The meeting concluded with all parties agreeing to meet on a regular basis in coordinated efforts to promote and expand coffee importation via PortMiami.
- On February 11, 2022, PortMiami staff met with the Vice President of Product Development at the Intercontinental Coffee Exchange (ICE), who provided a briefing on the categories of roasters from vertically integrated facilities such as self-owned Starbucks facilities and Kroger, private label and niche roasters, mixed use facilities where coffee is one component of food processing including soups and spices, and independent roasters who sell to coffee labels and manufacturers of single serving coffee such as Green Mountain, Keurig and Nespresso. The presentation concluded with an understanding of the application process for a Miami warehouse to become licensed commercially.

Next Steps

The consensus among the coffee exporters is that it will take cooperation among the community of importers, warehouseers, and coffee roasters to generate increases in coffee trade. It is imperative that roasters, small coffee importers, venture capital firms and shipping lines are recognized as a vital part of this initiative, as PortMiami works to induce coffee imports.

Conclusion

PortMiami recommends the development of a “coffee port” task force with, business organizations, coffee warehouseers, investment capital firms and other corresponding shipping lines, importers, and end users to collaborate on efforts to promote building a roasting facility in Miami-Dade County allowing the Port to increase coffee trade. PortMiami staff will begin by setting up a task force and scheduling meetings with the decision makers who own roasting facilities to identify and incorporate potential sites and incorporate coffee promotion into its inland port plans - with the goal of PortMiami returning to a top-rated certified coffee port.

Per ordinance No. 14-65, this report shall be placed on the next available Board meeting agenda.

Should you require additional information, please contact Hydi Webb, Port Director, PortMiami, Hydi.Webb@miamidadegov or (305-347-4951).

c: Geri Bonzon-Keenan, County Attorney
Gerald Sanchez, First Assistant County Attorney
Jess McCarty, Executive Assistant County Attorney
Jimmy Morales, Chief Operations Officer, Office of the Mayor

Honorable Chairman Jose “Pepe” Diaz
and Members, Board of County Commissioners
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Yinka Majekodunmi, Commission Auditor
Jennifer Moon, Chief, Office of Policy and Budgetary Affairs
Basia Pruna, Director, Clerk of the Board
Eugene Love, Agenda Coordinator

MEMORANDUM

Agenda Item No. 11(A)(17)

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

DATE: November 2, 2021

FROM: Geri Bonzon-Keenan
County Attorney

SUBJECT: Resolution directing the County Mayor to pursue and maintain any available designations for the Port of Miami as a coffee port; and directing the County Mayor to provide a written report in accordance with Ordinance No. 14-65

The accompanying resolution was prepared and placed on the agenda at the request of Prime Sponsor Senator Javier D. Souto.



Geri Bonzon-Keenan
County Attorney


GBK/jp



MEMORANDUM
(Revised)

TO: Honorable Chairman Jose "Pepe" Diaz
and Members, Board of County Commissioners

DATE: November 2, 2021

FROM: 
Gen. Bonzon-Keenan
County Attorney

SUBJECT: Agenda Item No. 11(A)(17)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Statement of social equity required
- Ordinance creating a new board requires detailed County Mayor's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's present ____, 2/3 membership ____, 3/5's ____, unanimous ____, CDMP 7 vote requirement per 2-116.1(3)(h) or (4)(c) ____, CDMP 2/3 vote requirement per 2-116.1(3)(h) or (4)(c) ____, or CDMP 9 vote requirement per 2-116.1(4)(c)(2) ____) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 11(A)(17)
11-2-21

RESOLUTION NO. _____

RESOLUTION DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PURSUE AND MAINTAIN ANY AVAILABLE DESIGNATIONS FOR THE PORT OF MIAMI AS A COFFEE PORT; AND DIRECTING THE COUNTY MAYOR OR COUNTY MAYOR'S DESIGNEE TO PROVIDE A WRITTEN REPORT IN ACCORDANCE WITH ORDINANCE NO. 14-65

WHEREAS, on December 3, 2019, this Board heard a discussion item regarding a trade mission in which various County officials met with high-level officials regarding the expansion of foreign trade through the Port of Miami; and

WHEREAS, as was indicated during the discussion item presented to the Board, business opportunities between the County and major coffee producers abound based on many factors, including geographic advantages and advantages deriving from past experiences between the County and the coffee-producing countries; and

WHEREAS, as Port of Miami Director Juan Kuryla explained during that discussion item, business opportunities may be facilitated by the fact that some of the same shipping lines that currently service the Port of Miami have significant global reach, including into coffee-producing countries; and

WHEREAS, in 2020, the global coffee market was valued at \$465.9 billion, and it is anticipated that there will be substantial growth that market between 2021 and 2026 based, in part, on the growth of demand in North America; and

WHEREAS, although the Port of Miami is a stop for cargo ships coming and going from around the entire world, the Port of Miami is ideally situated for the coffee trade insofar as some of the largest global producers of coffee are in the Americas and is a United States port in close proximity to Africa, another major global producer of coffee; and

WHEREAS, this Board desires for the Port of Miami to develop its status as a coffee port, both for coffee exporters in the Americas and elsewhere in the world,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board:

Section 1. Adopts and incorporates the foregoing recitals as true and correct.

Section 2. Directs the County Mayor or County Mayor’s designee to pursue and maintain any available designations for the Port of Miami as a coffee port and further directs the County Mayor or County Mayor’s designee to prepare a report on its accomplishments in this regard and to place the completed written report on an agenda of the Board in accordance with Ordinance No. 14-65.

The Prime Sponsor of the foregoing resolution is Senator Javier D. Souto. It was offered by Commissioner _____, who moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a vote, the vote was as follows:

- | | |
|---------------------------------------|------------------------|
| Jose “Pepe” Diaz, Chairman | |
| Oliver G. Gilbert, III, Vice-Chairman | |
| Sen. René García | Keon Hardemon |
| Sally A. Heyman | Danielle Cohen Higgins |
| Eileen Higgins | Joe A. Martinez |
| Kionne L. McGhee | Jean Monestime |
| Raquel A. Regalado | Rebeca Sosa |
| Sen. Javier D. Souto | |

The Chairperson thereupon declared this resolution duly passed and adopted this 2nd day of November, 2021. This resolution shall become effective upon the earlier of (1) 10 days after the date of its adoption unless vetoed by the County Mayor, and if vetoed, shall become effective only upon an override by this Board, or (2) approval by the County Mayor of this resolution and the filing of this approval with the Clerk of the Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: _____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

MAG

Miguel A. Gonzalez