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Press Release

Anacafé Bestows *Flor del Café* Order on USAID Officer

The National Coffee Association (Anacafé) bestowed today the *Flor del Café* Order, in the rank of Commander, to Mr. Mark Visocky, Director of the Economic Growth Office of USAID Guatemala. Anacafé conferred this honor to him during its 26th National Coffee Congress.

The *Flor del Café* Order was established in 1982 by the Anacafé Board of Directors, to reward the merit of persons or entities, national or foreign, that distinguish themselves in the wide field of coffee, thus exalting Guatemala and making its name resound throughout the world.

This award was bestowed by Miguel Medina, President of Anacafé, to Mark Visocky, in recognition of his invaluable contributions to protecting, developing, and strengthening coffee-growing in the country, particularly for supporting the advancement of small coffee growers in Guatemala's Western Highlands.

It must be noted that Mr. Visocky has promoted support to small coffee growers that have been affected by coffee rust, bringing the matter to the agendas of several national and international authorities. This has resulted in investments and resources to support small coffee growers in the fight against this plague.

Thanks to Mr. Visocky's leadership, The Rural Value Chains Program has undertaken activities to improve the productivity and quality of Guatemalan coffees, enabling them to venture into niches of the specialty coffee market. It also supports income-

generating activities for the families of small coffee growers, improving their quality of life by reducing poverty and chronic malnutrition.

In his words of gratitude for the *Flor del Café* Order, Mr. Visocky said, “Receiving this award from our partners in Anacafé is truly a great honor for me — and an unexpected one. Together with Anacafé we organized the First Coffee Rust Summit, which began as a summit of a few countries, which rapidly grew into a Central American Summit, and then into a World Summit. The effort was a great success, and Anacafé is now considered a world-class organization. I want to thank all the Anacafé staff that has made my experience and work in Guatemala extremely gratifying and pleasant.”