## NCA Centennial Commemoration Notable Accomplishments

- Successfully reduced impact of The Hawley-Smoot Tariff of 1930.
- NCA cushioned the shock of the Great Depression for the U.S. coffee industry by preventing price wars.
- During World War II, NCA helped to prevent coffee from being added onto the list of rationed commodities.
- NCA spearheaded the concept of quality control and beverage quality, founding the Coffee Brewing Institute in 1951.
- NCA defuses 1954 FTC investigation of the coffee industry ordered by President Eisenhower by successfully recommending proposals to improve crop estimates at origin to the Senate Special Subcommittee on Coffee Prices of the Committee on Banking and Currency. Among the proposals was adding qualified crop estimators and analysts to the U.S. embassies in each of the major producing countries. Not long afterwards, government monies were appropriated to do so, and the number of technicians grew steadily.
- In 1956, NCA concluded a successful campaign to persuade the armed forces to turn over their coffee roasting to private industry.
- NCA made a motion picture in 1956 The Magic Cup that won film festival awards and was chosen for exhibition at the Brussels World Fair.
- In 1960, the NCA was successful in efforts to exclude coffee from the Package
  Marking Bill, passed in the House. Beyond that, President Eisenhower decided
  that the legislation ran counter to the foreign policy aim of reducing unnecessary
  trade barriers and, for that reason, vetoed it.

- NCA convenes a Coffee Summit in 2002 to bring the global coffee industry
  together to develop options to ensure an adequate, sustainable supply of coffee
  spanning varieties demanded by consumers while addressing social and
  ecological needs.
- NCA plays a significant role in the U.S. decision to rejoin the International Coffee
   Organization, which became fully effective in late 2004 after over a decade of absence.
- Under the Bioterrorism Ac of 2002, required agency representation for foreign facilities that "manufacture, process, pack or hold food for consumption in the United States" is offered by NCA.