



Organización Internacional del Café
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PC 32/05

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**Decisions and Resolutions adopted by
the Promotion Committee at the
Eighth meeting**

1. The Promotion Committee, chaired by Dr. Ernesto Illy, met for the eighth time under the 2001 Agreement in Salvador, Brazil on 29 September 2005.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document PC-30/05 Rev. 1.

**Item 2: Votes in the Promotion Committee
for coffee year 2004/05**

3. The Committee noted that document EB-3873/04 Rev. 4 contained the situation of outstanding payments affecting voting rights and the redistribution of votes for coffee year 2004/05.

Item 3: Report of the Steering Group on Promotion

4. The Executive Director said that the Steering Group on Promotion had met on 26 September. The report of the meeting was subsequently circulated as document PC-31/05. The Group had noted that the English version of the Step by Step Guide to promote coffee consumption was widely available and the Spanish version would be distributed during these meetings. The Guide had been presented at meetings in a number of countries, with the latest presentation taking place during the RAMACAFE meeting in Nicaragua in September 2005. A request had been made to coordinate a meeting to present the Guide to representatives of the different groups of the coffee sector in the Central American region, so that the strategies to promote consumption could be used on a regional basis.

5. In discussions on this item, the need for producing countries to work together to increase consumption was highlighted. It was proposed that in view of the importance of this issue, and as the Common Fund for Commodities (CFC) was more receptive to market development than previously, the Secretariat should update the project proposal to increase domestic consumption to match CFC criteria so that it could be submitted for funding to the CFC. The Committee further noted that the Chairman of the Committee proposed to meet CFC representatives in Amsterdam to define the framework for this proposal and would explore resources from other sources such as the EU. The Promotion Committee took note of this information.

Item 3.1: Promotion activities in 2005/06

Proposal to increase consumption in China

6. The Executive Director reported that the Steering Group had agreed that the proposal to develop a project to increase coffee consumption contained in document WP-SGP No. 12/05 should be implemented, noting the need to brief the consultant about the expected outcome of the project. The Promotion Committee took note of this report and noted that the Secretariat would proceed to contact the consultant accordingly.

Seal of Approval for coffee brewing equipment

7. The Executive Director reported that the Steering Group had considered a proposal for cooperation with the Norwegian Coffee Association on a Seal of Approval initiative contained in document WP-SGP 11/05. While Members were receptive to the proposal, and had noted the importance of brewing equipment for coffee quality, further analysis was needed on some aspects of the proposal. The Executive Director would investigate further and consult Members, who were also requested to give further consideration to the initiative. The Promotion Committee took note of this information and noted that the Executive Director would continue to work with the Norwegian Coffee Association on aspects of the proposal where further analysis was required, and it would be reviewed again at a future meeting.

Salon international de l'Agriculture 2006, Paris

8. The Executive Director reported that the Steering Group had considered information from the Agro Business Consulting Development (A.B.C.D.) about the Salon international de l'Agriculture 2006 (contained in document WP-SGP No. 13/05). If enough countries were interested in participating, using monies allocated for trade fairs and similar events, they could be represented as part of an overall ICO coffee space. The Promotion Committee took note of this information and further noted that countries interested in participating in the event should contact the Executive Director.

Item 3.2: Resources for promotion and pledging meeting

9. The Executive Director reported that only one Member had responded to his request for views and suggestions on securing resources (contained in ED-1955/05). This was Japan, which did not support the re-establishment of contributions by all Members, but considered that a project by project strategy should be adopted, based upon the beneficiary payment principle. In addition, it would be appropriate to make better use of international institutions, such as the CFC. The Executive Director noted that the Special Fund had resources of some US\$1 million, which could be better used on promotion activities rather than sitting in the bank and had invited exporting Members to consider this in coordination meetings. Finally, he reported that the Chairman of the Institute for Scientific Information on Coffee (ISIC) would discuss the possibility of contributing to promotion activities with ISIC members.

10. The Promotion Committee took note of this information. The point was made that there was provision for a pledging meeting in Article 34 of the 2001 Agreement. As the 2001 Agreement would shortly be reviewed, and this activity had not yet taken place, it might be considered that this text was redundant. Consideration should be given to planning such an event, and to possible projects which could be considered by potential donors.

Item 4: Coffee and health

11. The Promotion Committee noted that a formal proposal had been made for exporting Members to support the Positively Coffee Programme (document WP-Promotion No. 6/05 Add. 1). The matter had been considered by exporting Members during these meetings, who had agreed that US\$50,000 a year for three years could be contributed to the Programme from the Promotion Fund. The Committee welcomed this support and noted that the ICO would now proceed to liaise with ISIC to formalize this cooperation.

Item 5: Other business

12. There was no other business to discuss.

Item 6: Date of next meeting

13. The Committee noted that its next meeting would take place during the 95th Session of the Council at the ICO headquarters in London, from 23 to 26 May 2006.