



International Coffee Organization  
Organización Internacional del Café  
Organização Internacional do Café  
Organisation Internationale du Café

PC 43/07

4 June 2007  
Original: English

E

**Decisions and Resolutions adopted by  
the Promotion Committee at its  
eleventh meeting**

1. The Promotion Committee, chaired by Dr. Ernesto Illy, met for the eleventh time under the 2001 Agreement on 24 May 2007.

**Item 1: Adoption of the Agenda**

2. The Committee adopted the draft Agenda contained in document PC-41/07 Rev. 1.

**Item 2: Promotion activities and proposals**

**Item 2.1: Step-by-Step Guide to promote coffee consumption**

3. The Committee noted that the ICO Step-by-Step Guide to promote coffee consumption was available in English, French and Spanish, for downloading free of charge from the ICO website. The methodology of the new project proposal for developing domestic coffee markets in India, Indonesia and Mexico was based on the Guide, which was itself based on the experience of Brazil and several other producing countries that had introduced programmes to develop their local coffee markets in recent years. The Committee further noted that the Executive Director had highlighted the ICO's strategy on domestic consumption and the useful guidelines contained in the Guide during his address to the 2<sup>nd</sup> India International Coffee Festival which took place in Bangalore from 23 to 25 February 2007.

**Item 2.2: ICO network to promote coffee consumption**

4. The Executive Director said that at its meeting in January 2007, the Steering Group on Promotion had considered a proposal to implement an ICO network to promote coffee consumption contained in document WP-SGP 17/07, at a cost of US\$114,500. The Group

had requested that two issues should be incorporated into the project: the establishment of clear criteria to evaluate the success of the project, with a matrix where the results could be assessed by Members; and the establishment of milestones and markers linked to a calendar for the duration of the project to enable Members to be informed of these as they occurred and assess progress. If these points were taken into account, then exporting Members could endorse the project. At its meeting in January 2007, the Executive Board, which had powers delegated to it by the Promotion Committee to take decisions on promotion at meetings held in between committee meetings, had decided to endorse the proposal on this basis. The Executive Director subsequently communicated these views to the consultant, Mr. Brando, who had prepared a paper outlining milestones and markers and a matrix of results which had been circulated to Members at this meeting (subsequently circulated as document WP-SGP 17/07 Add. 1). Mr. Brando made a presentation introducing this document in more detail. The Committee took note of this information.

**Item 2.3: Domestic consumption**

5. The Executive Director said that a proposal for a pilot project to develop domestic coffee markets in India, Indonesia and Mexico had been prepared for submission to the Common Fund for Commodities (CFC) and was contained in document WP-Board 1031/07. It had been developed by P&A International Marketing with contributions from the three participating countries, and the proposed PEA was the International Trade Centre UNCTAD/WTO (ITC). The project to increase domestic consumption had been approved by the Promotion Committee in principle in September 2002 (see paragraph 6 of document PC-5/02), and this updated version had been presented to the Executive Board at its meeting on 24 May 2007. The Board had expressed concern about the CFC Secretariat's intention to withhold the proposal from the Consultative Committee. Members had noted that domestic consumption was a priority area and had fully endorsed the project which they considered to be of the highest importance. The Executive Director would contact the Managing Director of the CFC to communicate the views of the Board and would make every effort to ensure that the CFC put the proposal forward to the Consultative Committee at the earliest possible opportunity. The Promotion Committee took note of this information and further noted that the proposal could assist in increasing the income of producing countries as the Brazilian experience demonstrated. Before the Brazilian promotion project started, exports of coffee had generated some US\$2 billion per year, and domestic consumption less than US\$1 billion. Today, domestic consumption generated some 50% of income from coffee with around US\$3 billion from 16 million bags consumed domestically, compared to a similar amount generated from exports of around 28 million bags.

**Item 2.4: Coffee and health**

6. Mrs. Sylvia Robert-Sargeant reported on the Positively Coffee and the Health Care Professions – Coffee Education Programmes. In the case of the Health Care Professions –

Coffee Education Programme, 2006 was the final year of this three-year programme and there had been a number of learning outcomes. Different communication approaches were required as each country had its own specific issues and each programme was tailored to address local audiences and priorities. Professionals were sensitive to receiving information from outside familiar and established sources, and it was essential for the source, communicator and style to be authoritative and credible. Barriers to success that needed to be addressed included attitude, logical challenges and sensitivities. The use of third-party endorsement from recognized national establishments or individuals was fundamental to the success of the programmes; perspective and balance were essential and central coordination had been valuable in the project. A full report including case studies, learning outcomes, etc. would be available on CD at the September meetings. In the case of the Positively Coffee Programme, information about three new topics was available (coffee and hydration, coffee and its components, and coffee and blood pressure), the resources in the Member area of the Positively Coffee website were being further developed, and research was being monitored and updated on eleven existing topics. The Committee took note of this information.

7. The Chairman of the Promotion Committee said that with regard to the Institute for Scientific Information on Coffee (ISIC), studies were being carried out in Finland and the USA on type 2 diabetes. Research indicated that coffee drinkers had a much lower chance of developing this condition. In addition, ISIC was contributing to a research project sponsored by the German Government on OTA and other contaminants in coffee which could give a clear picture about the risks that OTA represented.

**Item 3: Financial matters**

**Item 3.1: Accounts of the Promotion Fund for the financial year 2005/06 and Report of the Auditors**

8. The Accounts of the Promotion Fund for the financial year 2005/06 and the Report of the Auditors contained in document PC-42/07 were approved by exporting Members.

**Item 3.2: Accounts of the Special Fund for the financial year 2005/06 and Report of the Auditors**

9. The Accounts of the Special Fund for the financial year 2005/06 and the Report of the Auditors contained in document SF-39/07 were approved by exporting Members.

**Item 4: Other business**

10. There was no other business to discuss.

**Item 5:                      Date of next meeting**

11.     The Committee noted that the next meeting of the Promotion Committee would be scheduled during the 98<sup>th</sup> Session of the Council which would be held at the ICO headquarters in London during the week commencing 24 September 2007.