



Organización Internacional del Café
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Organisation Internationale du Café

PC 49/08

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**Decisions and Resolutions adopted by the
Promotion Committee at its 13th meeting**

1. The Promotion Committee met for the 13th time under the 2001 Agreement on 22 May 2008.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document PC-46/08 Rev. 2.

Item 2: Chairman

3. The Committee noted that the Council had paid tribute during its 100th Session to the former Chairman of the Promotion Committee, Dr Ernesto Illy, and unanimously decided to appoint the Vice-Chairman, Mr Mick Wheeler, of Papua New Guinea, as the Chairman for the remainder of coffee year 2007/08.

Item 3: Promotion activities and proposals

Item 3.1: ICO network to promote coffee consumption

4. The consultant, Mr Carlos Brando, of P&A International Marketing, made a presentation on the ICO network to promote coffee consumption. Copies of this presentation were distributed at the meeting and are also available on the technical presentations area of the ICO website (<http://dev.ico.org/presents/presentation0708.htm>). He reported that since January 2008, 40 people had been invited to participate in the network, which had been complemented by the development of dynamic new tools for social networking. The network would create new collaborative communities and cater for different interests, such as coffee promotion ideas, growers and origins, certified and organic issues, coffee researchers, cupping, trading matters, roasters, the art of espresso, baristas, coffee and health, and coffee

advertising. Communities would be mediated by mediators, who would play a critical role in inviting members to participate, posting topics, managing the community and interacting with other communities in the network. Mediators would benefit from interacting with potential clients and partners, expanding their networks of contacts, and promoting their companies and ideas. Communities were available for those interested in becoming mediators. The consultant noted that it had been decided to strengthen the identity of the network by changing the name to www.coffeclubnetwork.com, and the next steps would include implementing new communities, selecting mediators, mobilizing participants, refining communities and rethinking the business model. The phase of preliminary operation would end in September, following which formal operation would begin.

5. The Committee took note of this report and of the importance of this initiative in promoting coffee consumption. Finally, the Committee noted that the ICO Research Officer, Mauricio Galindo, was the ICO liaison point for the network.

Item 3.2: Coffee and health

6. Mrs Sylvia Robert-Sargeant reported on the Positively Coffee Programme, which had been launched in 2001 to help coffee sectors worldwide to counter misconceptions about coffee and health. The Programme made available ready-to-use articles and newsletters in all four ICO languages on positive aspects of coffee consumption, and assisted coffee sectors with the use of Positively Coffee materials. It was a sustained long-term programme to help coffee sectors worldwide to improve the image and consumption of coffee. The website (www.positivelycoffee.org) was the major source of all materials. In the Members' area of the website, topic materials were now directly accessible from the home page, and slide presentations on the various issues were available in the four languages. The public area included a podcast about coffee and mental performance, and information about coffee and hydration. Use of the website continued to grow, and on average 50 subscribers were signing up each month to receive the Positively Coffee newsletter. The Programme had run successfully for four years and a full review of the Programme and its ongoing strategy and implementation would be undertaken during summer 2008, and options for its future development explored by the Positively Coffee Working Group. Mrs Robert-Sargeant also reported briefly on the Health Care Professions – Coffee Education Programme (HCP-CEP). Nine countries were participating and funding from the Institute for Scientific Information on Coffee (ISIC) to support these countries and central management had been agreed for 2008 and 2009. Funding support to enable new participants to receive 50% co-funding support for 2010 would be discussed by the ISIC Board in October 2008. Copies of both presentations were distributed at the meeting and are available on request from the Secretariat.

7. Members noted that the Programme had built a strong brand image which should be maintained. The need for caution was stressed in disseminating information to the media and other audiences, and previous information would need to be reviewed in the light of new developments.

8. The Committee took note of this information and further noted that exporting Members recognized the importance of this Programme and had recommended that a further tranche of US\$50,000 should be made available from the Promotion Fund for the next coffee year. Suggestions that consideration should be given to institutionalizing the work of the Programme and that it should be more closely identified with the ICO would be reviewed by the Positively Coffee Working Group.

**Item 4: International Coffee Agreement 2007 –
Promotion and Market Development Committee**

9. The Committee noted that the Council was considering draft terms of reference for the Promotion and Market Development Committee established under Article 25 of the 2007 Agreement (contained in document WP-Council 168/08).

Item 5: Financial matters

**Item 5.1: Accounts of the Promotion Fund for the financial year 2006/07
and Report of the Auditors**

10. The Accounts of the Promotion Fund for the financial year 2006/07 and the Report of the Auditors contained in document PC-47/08 were approved by exporting Members.

**Item 5.2: Accounts of the Special Fund for the financial year 2006/07
and Report of the Auditors**

11. The Accounts of the Special Fund for the financial year 2006/07 and the Report of the Auditors contained in document SF-40/08 were approved by exporting Members.

12. The Executive Director suggested that exporting Members should consider whether they wished the Special Fund to be used to fund specific promotion activities or to continue to accumulate interest. The Committee took note of this information.

Item 6: Other business

22nd ASIC Conference (Campinas, Brazil, 14 – 19 September 2008)

13. The Executive Director said that document PC-48/08 contained a request received from the Chairman of the 22nd International Conference on Coffee Science for support for young scientists from producing countries to attend this event which would take place in Campinas, Brazil, from 14 – 19 September 2008. Exporting Members had agreed to make financial contributions from the Promotion Fund to these events in previous years, most recently US\$5,000 for the 21st Association for Science and Information on Coffee (ASIC) Conference in Montpellier in 2006, and US\$10,000 for the 20th Conference held in India in 2004.

14. The Committee took note of this report and further noted that exporting Members agreed to approve a contribution of US\$10,000 from the Promotion Fund to the 22nd ASIC Conference (contained in document PC-48/08).

Item 7: Date of next meeting

15. The Committee noted that the next meeting of the Promotion Committee would take place during the 101st Session of the Council that would be held at the ICO headquarters in London during the week of 22 to 26 September 2008.