



Organización Internacional del Café
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Organisation Internationale du Café

PC 51/08

7 October 2008
Original: English

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Decisions and Resolutions adopted by the Promotion Committee at its 14th meeting

1. The Promotion Committee, chaired by Mr Mick Wheeler of Papua New Guinea, met for the 14th time under the 2001 Agreement on 25 September 2008.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document PC-50/08 Rev. 1.

Item 2: Promotion activities and proposals

Item 2.1: ICO network to promote coffee consumption

3. The consultant, Mr Carlos Brando of P&A International Marketing, made a presentation on the implementation of the ICO CoffeeClub Network (www.coffeeclubnetwork.com), which was funded by the Promotion Fund. The Network had been fully operational for four months and had almost 200 members from a range of countries. A link to the Network had been included on the home page of the ICO website (www.ico.org). Mr Brando noted that the communities which were most viewed were those that were mediated, and described the role of mediators and the benefits of becoming a mediator. All Members were invited to propose mediators in their countries to mediate communities on the Network. Ideally there should be a mediator from each Member country and P&A International Marketing would assist new mediators in undertaking this role. Members were also invited to establish links to the CoffeeClub Network on other social networks, and on government, private sector and other websites in their countries, in order to expand use of the Network and develop a critical mass which would be important for the

future development of the Network. 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/presentation/0708.htm>).

4. Members expressed their appreciation for this presentation. In discussions on this item, the point was made that creative and innovative activities such as the Network could help to reach young people, the consumers of the future, and to increase coffee consumption. The Network could act as a platform for countries to demonstrate different ways of promoting coffee, and the involvement of the coffee industry in the different communities was an additional way for companies to promote their products.

5. The Committee took note of this report.

Item 2.2: Programmes to promote coffee consumption

6. The consultant, Mr Carlos Brando of P&A International Marketing, made a presentation on the implementation of programmes to promote coffee consumption based on the ICO Step-by-Step Guide to promote coffee consumption, which had been funded by the Promotion Fund. The Guide was available on CD-Rom and could also be downloaded free of charge from the ICO website. Applications of the Guide included full workshops in six countries and promotion programmes in Colombia, El Salvador, India and Mexico. There was huge potential to increase consumption in producing countries. Three countries alone (India, Indonesia and Mexico) had a combined population of 1.5 billion people but currently consumed only five million bags per year. Mr Brando invited Members to consider developing single-country or regional programmes to develop consumption and noted that steps included consumer surveys; pre-workshop activities; Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis; workshops to design programmes; and post-workshop activities such as raising funds and hiring suppliers. He stressed the importance of a structure for programmes, and described initiatives in Mexico and India, which had allocated US\$11 million and US\$15 million respectively for activities, and developments in Colombia, El Salvador, Indonesia and Nicaragua. The initial investment by the Promotion Fund of US\$287,000 had resulted in investments of US\$25 million in promotion programmes to date, a multiplier effect of 80, with more resources in the pipeline. It was essential to have well-designed projects which would attract investment, and the Step-by-Step Guide to promote coffee consumption contained all the necessary information to assist Members in designing programmes. Copies of Mr Brando's presentation were distributed at the meeting and are also available on the technical presentations area of the ICO website (<http://dev.ico.org/presents/presentation/0708.htm>).

7. The Promotion Committee expressed its appreciation for this presentation. In discussions on this item, the point was made that promotion of consumption in exporting countries not only helped to generate firmer prices and increase demand, but also helped to develop national industries in producing countries thus creating opportunities to increase their share of the value chain. Increased consumption in producing countries was beneficial for the world coffee sector as a whole.

Item 2.3: Coffee and health

8. The Executive Director said that the Private Sector Consultative Board (PSCB) had considered reports on the Positively Coffee Programme and the Health Care Professions – Coffee Education Programme (HCP-CEP) at its meeting on 24 September 2008. In the case of the Positively Coffee Programme, exporting Members had agreed in May 2008 that a further tranche of US\$50,000 should be made available from the Promotion Fund for the Programme for coffee year 2008/09. He informed Members that the Coordinator, Mrs Sylvia Robert-Sargeant, would end her involvement in the programmes on 30 September 2008.

9. Mrs Robert-Sargeant made a presentation on the development of the Positively Coffee Programme. In September 2000, the PSCB had agreed that its main mission and objective should be to increase the world coffee market in volume and value. A constraint was the linking of coffee with health problems by part of the population. The PSCB had noted that there was sound scientific information available on various positive health effects of moderate coffee drinking, and in January 2001, agreed to run a pilot project funded by the Institute for Scientific Information on Coffee (ISIC) on the topic of antioxidants in the United Kingdom and to appoint an external advisor. The Positively Coffee identity had been designed and used throughout the pilot project. The results had been very positive, with extensive media coverage, and the conclusions of the study were that the existing published scientific information could be compiled and translated into material that would appeal to a wide audience, which would be of interest to the media and not have negative connotations. The next step had been to set up the Positively Coffee Working Group. Other significant steps included the development of a newsletter, a ‘Guidelines for Users’ manual in four languages, which had been distributed to all ICO Members, the launch of the Positively Coffee website in the four languages, and funding provided over a three-year period by ISIC, and subsequently from the ICO Promotion Fund. Copies of Mrs Robert-Sargeant’s presentation were distributed during the meeting and are available on request from the Secretariat.

10. In discussions on this item, the point was made that the medical community and legislatures were reviewing approaches to research and it was increasingly important to be careful about claims regarding products. It was hoped that the programme would continue in the future. The Committee took note of this information and expressed its appreciation to

Mrs Robert-Sargeant for her dedication and excellent work in developing two very successful coffee and health programmes and for her assistance to Members with programmes in their countries.

Item 3: Steering Group on Promotion

11. The Executive Director said that the term of office for Members of the Steering Group on Promotion established by the Promotion Committee in 2003 expired in September 2008. The Group had last met in January 2007 and was composed of four exporting Members (Brazil, Colombia, Côte d'Ivoire and Indonesia) and four importing Members (EC - France, EC - Italy, EC - United Kingdom and Japan).

12. The Committee took note of this information and decided that, as further consultations on this matter were needed, the matter would be discussed in the Council.

Item 4: Other business

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

13. The Executive Director said that in May 2008, exporting Members had agreed to make a financial contribution of US\$10,000 to the 22nd International Conference on Coffee Science. The Association for Scientific Information on Coffee (ASIC) had expressed its appreciation for this contribution, and the ICO logo had been included on the list of sponsors on the ASIC website (www.asic-cafe.org/asic2008). The Executive Director had attended the Conference and made a presentation commemorating the former Chairman of the Promotion Committee, Dr Ernesto Illy, and outlining ICO activities such as coffee and health and coffee development projects. The Committee took note of this report.

Item 5: Date of next meeting

14. The Committee noted that the next meeting of the Promotion Committee would take place during the 102nd Session of the Council, with the date to be confirmed by the Secretariat in due course.