

**Promotion and Market Development Committee**6th meeting

9 September 2013 (14:30)

Belo Horizonte, Brazil

Draft Agenda**Item****Document****1. Draft Agenda – to adopt**

PM-26/13

2. Promotion and market development under the International Coffee Agreement (ICA) 2007 – to consider[ICC-110-13](#) (Annex IX)

The Chairperson will report on intersessional consultations with Committee Members on the implementation of the Plan for Promotion and Market Development.

The Committee will consider the composition of a Steering Group on Promotion for 2013/14 and 2014/15 (see Annex IX of document ICC-110-13).

The Executive Director will report on CoffeeClub, Coffee and Health and research.

3. Promotion and Special Funds – to consider

verbal

In September 2012, the Finance and Administration Committee agreed that the question of potential uses of the Special Fund should be referred to this Committee and to exporting Members. The Chairperson will report on the outcome of further consultations with exporting Members on proposals for promotion activities.

The Committee will also consider the use of the remaining balance for the Positively Coffee programme contributed by ISIC and the Promotion Fund.

- 4. Implementation of the Coffee Quality-Improvement Programme (CQP) – to consider** PM-27/13 (to follow)
PM-28/13 (to follow)
PM-29/13 (to follow)

The Head of Operations will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP, and will also introduce a report on information received from Members on national coffee quality standards.

- 5. Other business – to consider** verbal

Chairperson and Vice-Chairperson for 2013/14: The Council will approve the composition of the Committee for 2013/14 during its 111th Session in September 2013. At its first meeting in March 2014, the Committee will appoint a Chairperson and Vice-Chairperson for 2013/14.

- 6. Date of next meeting – to note** verbal

The next meeting will take place in London at the time of the 112th Council Session from 3 to 7 March 2014.

REFERENCE DOCUMENTS
Plan for Promotion and Market Development
Terms of reference for the Promotion and Market Development Committee (Annex IV)
Terms of reference for the Steering Group on Promotion (Annex IX)
Coffee Quality-Improvement Programme (ICC Resolution No. 420)