



**Report of the Promotion and Market
Development Committee on the
meeting held on 24 September 2014**

1. The Promotion and Market Development Committee, chaired by Mr Andrea Illy of EU-Italy, met in London, United Kingdom on 24 September 2014.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document [PM-36/14 Rev. 1](#).

**Item 2: Promotion and market development under the
International Coffee Agreement (ICA) 2007**

3. The Committee noted that an organizational Committee for Expo Milan and the Global Coffee Forum had been established, chaired by the Minister for Agriculture of Italy, and had met on two occasions. The Forum would take place on 1 and 2 October 2015 on the theme of the three virtues of pleasure, health and sustainability, with the aim of presenting scientific evidence and promoting coffee consumption. The format was likely to include a Round Table as well as plenary sessions. The Association for Science and Information on Coffee (ASIC) would celebrate its 50th anniversary in 2015 and had suggested inviting eminent scientists to present state-of-the art information on the effects of coffee and health. Leading organizations researching sustainability and issues such as carbon and water footprints and climate change would participate, and evidence about quality and the experience of coffee in relation to consumption would be presented. The new tagline would be 'coffee is life' instead of 'good coffee, good life' since permission had not been obtained to use the original proposal as it was very similar to that used by another coffee company for food. The Chairman said that he hoped that the Global Coffee Forum would be the first in a series of such events, which could be held each year on a smaller scale, to disseminate the latest information on coffee and sustainability, health and pleasure to consumers around the world.

4. The Committee decided to recommend to the Council that the target audience of the Forum should be coffee delegates, experts and consumer associations, with extensive participation by the press.

Item 3: Communications

5. The Communications Officer gave an update on the implementation of the ICO Communications Strategy. A copy of his presentation is available on the ICO website. Short-term objectives included improving the ICO's visibility in social and traditional media, as social media in particular provided a cheap and effective way of reaching audiences. Content posted on social media such as Facebook and Twitter was helping to alert journalists to ICO news and publications. The number of followers of the ICO Facebook page had doubled in the last year to around 1,100. A new ICO blog had increased awareness of reports and studies on the coffee market as well as ICO activities, and links to articles and news about coffee. The blog also made it easier both to find and to share information with other users. The ICO's visual identity had been refreshed with the use of lighter colours and a newsletter had been introduced to target messages to different audiences such as the general public, Members and the press. The ICO had also established a partnership with the Global Coffee Report and the Executive Director's column in this publication could be viewed on the ICO blog.

6. Medium-term objectives included redesigning the ICO's website, developing a Communications Strategy and improving internal communications. Three quotes had been obtained for redesigning the website, and New Media Campaign had been appointed to work on this in the coming months. Internet connections had been improved and a template would be developed to make it easier to access documents and agendas online. The Committee took note of this information.

Item 4: International Coffee Day

7. The Committee noted that, in accordance with the decision made by the Council in March 2014, an annual International Coffee Day would be launched during Expo Milan on 1 October 2015.

8. The representative of OXFAM made a presentation proposing that OXFAM should be the designated charity for the International Coffee Day based on the concept of 'caffè sospeso' and that if this venture was deemed successful, it was hoped that this could be repeated every year (see document [PM-37/14](#)).

9. Regarding the question whether the ICO had contacted OXFAM to put forward this proposal, the Executive Director confirmed that OXFAM had done this on its own accord. The Committee noted that the International Women's Coffee Alliance (IWCA) was also interested in being involved as a partner in this initiative and that it had held a preliminary meeting with OXFAM to discuss potential collaboration.

10. In response to questions about analysis of the costs of financial transfers; who would decide on the use of funds; accountability; and whether the funds would go to OXFAM or the ICO, the representative of OXFAM said that OXFAM has considerable experience in processing small sums online in different countries for campaigns and that it could provide more information about transfer costs and that money raised would go to OXFAM. No decision had been made on specific projects as yet and that this would be discussed further with the ICO once OXFAM had been designed as the Charity for the Day.

11. The Chairman stressed the need to reach a decision as soon as possible so as to advance preparations and communications about the International Coffee Day as Expo Milan 2015 was due to start on 1 May 2015. It was suggested that to avoid postponing a decision until March 2015, OXFAM could draft an outline concept paper which the Secretariat could circulate to Members for discussion in the final Council Session of September 2014. In addition to the kinds of projects and activities to be funded including any exclusions, the paper should also include precise figures and more information on financial management and consider potential risks and threats to the ICO.

12. The Executive Director agreed that the Secretariat would circulate the OXFAM proposal before the end of the Council Session¹.

13. Members emphasized that the spirit of an International Coffee Day was to celebrate coffee in the way they wished and indicated that this initiative should not be confined to just one Charity and that such initiatives should be extended to others who were interested to harmonise the event in their respective countries. The delegate of Tanzania mentioned that his country had already decided to hold its National Coffee Day on 1 October 2014 and that it would accommodate initiatives for the International Coffee Day the following year.

**Item 5: Implementation of the
Coffee Quality-Improvement Programme (CQP)**

15. The Head of Operations introduced document PM-39/14 containing a report on the CQP for calendar years 2005 to 2013 and from January to June 2014. Since Resolution 420

¹ Subsequently circulated at the Council Session on 26 September 2014 as document [PM-37/14 Add. 1](#).

came into effect, 32 exporting countries had provided full or partial information on the quality of their coffee through Certificates of Origin. Under the current membership of the ICA 2007, 28 out of the 39 exporting Members had fully or partially implemented the Resolution in their countries and 24 out of 39 had generally provided information on quality regularly since June 2004. It would be useful to evaluate the CQP and this would be done at a future meeting. The Head of Operations also introduced document [PM-38/14](#) containing a report on gradings for Arabica and Robusta coffees for calendar years 2005 to 2013 and from January to June 2014. In the period January to June 2014 a level of just 75.8% pass on the original analysis was recorded by ICE gradings for Arabica coffee. The Committee took note of this information.

Item 6: Other business

16. The Committee took note of a presentation by Mexico on the promotion of consumption in this country and further noted the point that, each time a producing country developed promotion activities, this resulted in both a significant increase in consumption in the country and also in quality, which benefitted the world coffee market as a whole. A copy of his presentation can be found on the ICO website at <http://dev.ico.org/documents/cy2013-14/promotion-committee-presentation-mexico.pdf>.

Item 7: Date of next meeting

17. The Committee noted that the next meeting would take place during the 114th Council Session from 2 to 6 March 2015 in London.