



**INTERNATIONAL
COFFEE
ORGANIZATION**

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**Report of the
Private Sector Consultative Board
on the meeting held on 10 March 2016**

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1. The Private Sector Consultative Board (PSCB) met in Addis Ababa, Ethiopia on 10 March 2016. As both the Chairman and Vice-Chairman were unable to attend, the meeting was chaired by the Executive Director.

Item 1: Adoption of the Agenda

2. The PSCB adopted the draft Agenda contained in document [PSCB-147/15 Rev. 1](#).

Item 2: Report on the meeting of 2 October 2015

3. The PSCB approved the report of the meeting of 2 October 2015 contained in document [PSCB-146/15](#).

Item 3: International Coffee Day (ICD)

4. The Head of Operations gave a presentation on the preparations for the second International Coffee Day, to be held on 1 October 2016. The 2016 campaign would be entitled 'For the love of coffee' and would encourage coffee lovers around the world to organise their own events to celebrate coffee and support causes important to them. In the first year of the campaign, close to 70 events from 35 countries were submitted to the ICD website, showing the global reach of the project. For the 2016 campaign, the ICO would tap the existing network of private companies, independent businesses, public associations and coffee lovers who contributed to the 2015 campaign, and build on that momentum to engage new stakeholders.

5. In addition to official support by ICO Members, 28 associations from across the world partnered with the ICO to help promote the 2015 campaign. This year, the ICO would be reaching out directly to these same stakeholders to form and strengthen established public-private partnerships to spread the word about ICD 2016. This process would allow the ICO to work with as many organizations and companies as possible, without needing to select any single organization as an official partner.

6. The Board was also shown the video produced for International Coffee Day 2015.

7. In discussions on this item, several representatives commended the campaign, and also expressed their interest in assisting in the promotion for the next ICD.

Item 4: World Coffee Conference

8. The Head of Operations gave a brief report on the 4th World Coffee Conference, which had taken place earlier that week from 6 to 8 March with the title 'Nurturing coffee culture and diversity'. Over 1,000 participants, including coffee growers, representatives from government, the private sector, and international agencies had participated in a range of

discussions. A few highlights that came out of the Conference discussions included the importance of increasing profitability and productivity of coffee farming; the necessity of exploring ways to bring economic sustainability to coffee production; the need to improve coordination between different programmes and initiatives available to growers in the coffee sector; the challenge of climate change and how public private partnerships are needed to increase research and extension on this topic; and how the empowerment of women and young people is crucial to the coffee sector. The Conference also covered opportunities for the coffee sector, particularly the growth in coffee consumption and innovations in coffee culture that could allow coffee growers to thrive in the global market.

Item 5: Other business

9. The representative of the Specialty Coffee Association of America (SCAA) gave a presentation on the new SCAA Coffee Taster's Flavour Wheel, developed in collaboration with World Coffee Research. This new wheel was based on a sensory lexicon developed by the coffee industry along with experts in sensory science, and was designed to be easily accessible by coffee tasters and cuppers. The categorisation of flavour attributes into clusters was achieved by performing an Agglomerative Hierarchical Cluster (AHC) analysis, conducted by the Food Science and Technology Department at the University of California, Davis. This allowed the flavour attributes to be grouped and arranged around the wheel. The first tier of the wheel gave general flavours, the second tier showed umbrella terms, while the outer tier gave specific descriptors. The gaps in the outer tier were to allow new flavours to be entered over time.

10. The representative of the Coffee Association of China expressed their desire to increase their participation with the ICO, and potentially to join the PSCB. This was warmly welcomed by the Board, although it was noted that they would have to be nominated by a current ICO Member before the September 2016 meeting.

Item 6: Date of next meeting

11. The PSCB noted that the next meeting would take place during the 117th Session of the Council to be held in London in September 2016.