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**Guidelines for the preparation
of country coffee profiles**

Background

In accordance with the objectives of the International Coffee Agreement 2007, the International Coffee Organization is required to collect, disseminate and publish economic, technical and scientific information, statistics and studies, as well as facilitate the transparency in international trade of all types and forms of coffee. On the basis of these provisions, the programme of activities for coffee year 2015/16 provides for the preparation of country coffee profiles. This document contains the suggested guidelines to be used as a framework for the preparation of future profiles.

Action

The Council is requested to consider this document and, if appropriate, to approve it as a basis for the preparation of country coffee profiles

GUIDELINES FOR THE PREPARATION OF COUNTRY COFFEE PROFILES

Country coffee profiles are published in order to provide a statistical analysis on the coffee sector in Member countries. Chapter 1 of these guidelines is designed to include all of the relevant elements characterising the coffee sector of exporting countries while Chapter 2 covers the coffee sector of importing countries. It may be noted that in most cases there will be particular features of the coffee sector of a country which will be specific to that country. Such features, which may not necessarily be covered by these guidelines, should also be included in a profile since they are often of considerable intrinsic interest.

The Executive Director will invite Member countries to contribute to the preparation of their country coffee profile. In some cases, if it is required, the Executive Director will recruit a consultant to compile and edit available information. The draft report will then be submitted to the Member country for final comments and approval. Members are expected to submit a one-page introductory Foreword, which will be included in the profile together with a Preface by the Executive Director.

Although it is desirable to provide as complete an analysis as possible, profiles should not normally exceed [10,000] words of text and [20] pages of annex tables and graphs. Draft profile should be submitted in electronic format to the Secretariat who will edit and prepare the final document for the Council.

Chapter 1: Guidelines for coffee profiles of exporting countries

1. Background

- 1.1 Geographical setting of the country:** Location of the country with map showing coffee areas, and details of the country's size and basic characteristics.
- 1.2 Economic setting:** Brief description of the most important features of the economy, including the agricultural sector.
- 1.3 Summary of coffee history in the country:** First introduction of coffee and its adoption as a cash crop.
- 1.4 Geographical distribution of coffee production:** Regions, altitude, varieties, etc.

2. Coffee production

- 2.1 Types of coffee and areas of coffee growing:** Arabica, Robusta, areas and size.

- 2.2 **Production systems:** Coffee farming systems (Arabica and Robusta), shade or non-shade, and other systems (irrigation).
 - 2.3 **Coffee season:** Period of planting and harvesting.
 - 2.4 **Smallholdings:** Number of coffee farmers (gender), acreage of farms (average and range) number of farm workers.
 - 2.5 **Estate farms:** Number of coffee estates, number of coffee farmers (gender), acreage of farms (average and range) number of farm workers.
 - 2.6 **Company farms:** Multinational companies growing coffee, acreage, workers (gender and age), etc.
 - 2.7 **Yields:** Plant density and yields per hectare (breakdown by sector – smallholdings, estates, companies).
 - 2.8 **Other characteristics of coffee growing:** Other aspects of coffee growing including the use of chemical and organic fertilisers.
 - 2.9 **Volume of production:** Total production (monthly/quarterly) for the last five years, estimate for the current year, forecasts for the following year. Breakdown by sector (smallholdings, estates and companies), and production of certified coffee.
 - 2.10 **Gender gap:** Information on land ownership, gender equality issues, etc.
3. **Production costs during the last five years**
 - 3.1 **Establishment costs/initial investments:** Amount and costs of material inputs classified by type.
 - 3.2 **Annual production costs:** Variable costs (labour inputs, irrigation, fertilizers). Cost breakdown by farm size (smallholdings, estates, companies) and by type of coffee where appropriate (Arabica, Robusta).
 - 3.3 **Crop losses due to pests and diseases**
 - 3.4 **Crop losses due to adverse weather**
4. **Farmers' income**
 - 4.1 **Farm gate prices:** Price paid to growers and any regulations regarding payments to growers.
 - 4.2 **Net income by farm type**
5. **Research and extension**
 - 5.1 **Institutions responsible for research:** Extent of operation, planting materials developed, research programmes, issues addressed (coffee pests and diseases), funding and major constraints. Innovation and technologies.

5.2 Research on climate change and coffee: If any, indicate current research of adaptation and mitigation measures to climate change.

5.3 Organisation of extension services: Institutions responsible for providing extension services to farmers, extent of operations, funding, assessment of impact and constraints.

6. Coffee processing

6.1 Field processing: Type of processing methods (wet or dry), processing on farm or in factories.

6.2 Quality control: Quality measures at farm level, grading and cup-tasting, role of institutions.

7. Stakeholders in the coffee sector

7.1 Farmers' associations/cooperatives: Number of coffee farmers' associations, their membership, their performance, achievements and challenges/contribution to the sustainability of coffee farming (improvement of farmer's living standards).

7.2 National coffee authority: Structure, staffing and designated activities/missions of the institution. Its role in rural development and relationship with the private sector.

7.3 Other government involvement: Responsibilities of government ministries or departments in the coffee sector.

7.4 The private sector: Description of private sector institutions/associations. Number of firms involved in production, processing, roasting, distribution for domestic consumption and exports.

7.5 Financial institutions: Nature and types of financing available to the coffee sector (commercial banks, development banks, microfinance, etc.) Interest rates and disbursement of average annual funds from the banks involved in the sector.

8. Marketing structure

8.1 Marketing channels: Role and number of traders and agents of exporters as well as other stakeholders.

8.2 Farmers' associations/cooperatives exporting coffee: Number and nature of cooperatives, volume of coffee produced and/or marketed by cooperatives.

8.3 Specification of coffee grades and indicative premiums or discounts

8.4 Export taxes and duties levied on coffee

9. Coffee roasting and domestic consumption

9.1 Roasters and market size: Number of coffee roasters, production and market share.

9.2 Distribution channels: Coffee shops, restaurants, etc.

9.3 Domestic consumption: Consumption pattern (home, out-of home) and types of consumption (soluble or roasted coffee, single serve). Evolution of domestic consumption during the last five years and future trends. Imports of soluble, roast and ground coffee.

10. Coffee exports performance during the last five years

10.1 Volume and value of exports: Volume and value of exports (green by grade and type, roasted and soluble).

10.2 Exports by destination: Volume of exports by country of destination, including exports to other exporting countries.

10.3 Shipping: Duration to destination.

10.4 Exports of certified coffee: Where appropriate, indicate the volume of certified coffee (4C, Fairtrade, Rainforest, UTZ, etc.).

10.5 Stocks: Volume of opening/closing stocks.

11. Exports regulations

11.1 Regulations related to quality standards: Existing restrictions on coffee exports. Other administrative rules and commercial practices.

11.2 Exports duty and taxes

11.3 Other levies

12. Macroeconomic aspects of the coffee sector

12.1 Coffee and trade balance: Importance of coffee for the trade balance. Share of coffee in total exports and other relevant information.

12.2 Share of coffee in Gross Domestic Product: Comparison with other income generated by the coffee sector – value added. Income distribution.

12.3 Employment generated by the coffee sector: Number of active population involved in coffee farming, distribution, transport, etc.

13. Environmental challenges

13.1 Impact of coffee production on the environment: Impact on primary forests and biodiversity. Contamination of surface and ground water. Pesticide residues. Scope for organic coffee production.

13.2 Contribution to carbon footprint

13.3 Environmentally sustainable coffee production

14. Prospects for coffee production

An assessment of difficulties encountered in the sector (e.g. climate change), a discussion on the opportunities for adding value (e.g. domestic consumption). An assessment of the national coffee sector strategy.

Chapter 2: Guidelines for coffee profiles of importing countries

1. Background

1.1 Geographical setting of the country: Location of the country, details of country size, population and basic characteristics.

1.2 Economic setting: Brief description of the most important features of the economy, including the GDP, currency, etc.

1.3 History of coffee in the country: Summary presentation of the introduction of coffee as a beverage. Early introduction of coffee, change in consumption habits, social history of coffee, famous people or events associated with coffee.

2. Coffee imports during the last five years

2.1 Volume of imports: Total imports by type, form and origin. Imports of certified coffee.

2.2 Specialty coffee: Volume and country of origins.

2.3 Organic coffee: Volume and country of origins.

2.4 Other types of coffee: Volume and country of origins.

2.5 Value and unit value of imports

3. Re-exports during the last five years

3.1 Total volume of coffee re-exports by type and form.

4. Coffee trade and roasting

- 4.1 **Importers:** Number, role and functions of importers and brokers. Principal companies and market share.
- 4.2 **Roasted coffee:** Number of coffee roasters, approximate market share of the 10 largest roasters. Distribution channels, share of supermarkets/discount stores in total.
- 4.3 **Soluble coffee:** Number of soluble processors, approximate market shares of the 10 largest processors. Distribution channels, share of supermarkets/discount stores in total. Separate data, when possible, for spray-dried and freeze-dried.
- 4.4 **Specialty coffee:** Value of market, share and distribution channels.
- 4.5 **Organic coffee:** Value of market, share and distribution channels.
- 4.6 **Other types of coffee:** Value of market, shares and distribution channels.
- 4.7 **Terminal market:** Full details of contracts and operations if applicable.
- 4.8 **Associations:** Number and role.
- 4.9 **Marketing channels:** Methods of purchasing and distribution (home, out-of-home). Marketing margins and costs. Estimated number of coffee shops.

5. Duties and taxes on coffee

- 5.1 **Import tariffs:** Customs duties.
- 5.2 **Preferential and other tariffs:** Import arrangements applicable to coffee (green, roasted and soluble coffee).
- 5.3 **Taxes on consumption:** Indirect taxes, particularly VAT and excise duties.

6. Regulations applicable to coffee

- 6.1 **Regulations related to public health:** Existing restrictions on coffee, particularly the levels of pesticide residues. Other administrative rules and commercial practices.
- 6.2 **Other non-tariff barriers**

7. Consumption during the last five years

- 7.1 **Total consumption:** Annual volume and trends.
- 7.2 **Consumption patterns:** Indicate the home and out-of-home consumption.
- 7.3 **Consumption per capita**
- 7.4 **Consumer behaviour:** Based on any available research data, a commentary on consumer attitude to coffee, and consumer purchasing and consumption habits. The commentary could include comments on the attitude, purchasing and consumption by age, social status and location. A comparison with other beverages would be useful.

7.5 Retail prices: A series of monthly retail prices (in nominal and real terms) for roasted and soluble coffee. The relationship of retail prices to average import prices.

8. Inventories during the last five years

8.1 Inventories in warehouses: Number of coffee warehouse companies and annual volume of coffee. Membership of the warehouse associations.

8.2 Certified stocks/stocks in free ports: Volume of coffee stored in free ports or as certified stocks.