INTERNATIONAL COFFEE ORGANIZATION

PM 60/19

18 January 2019
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Promotion and Market Development Committee **Draft Agenda**
17th Meeting
27 March 2019 (16:00)
Nairobi, Kenya

Item		Document
1.	**Draft Agenda – *to adopt***	PM-60/19
2.	**Report on the meeting of 19 September 2018 – *to consider and, if appropriate, approve***	PM-59/18
3.	**International Coffee Day – *to note***	verbal
	The Head of Operations will report on the theme, activities and promotion for International Coffee Day 2019.	
4.	**Promoting consumption and market development**	
4.1	**Innovation and integrative marketing, the engine for a sustainable coffee market growth. The *Colombia Toma Café* case – *to note***	verbal
	Members will receive an interactive presentation from Ms Ana Sierra – owner and head of *Integrative Marketing* – on the experience and lessons learned from *Colombia Toma Café*, the Colombian Coffee Consumption Programme.	
	Between 2009 and 2016, Ms Sierra was the full-time consultant and leader of *Colombia Toma Café*. This coalition, founded by the National Coffee Growers Federation of Colombia, Nestlé, Colcafé, Casa Luker, Café OMA, Café Diamante and 25 other roasters, boosted the development of the coffee market, which grew 36.1% in volume from 2009 to 2015.	

4.2 **Updating the ICO's *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries – to consider*** verbal

To promote consumption, in line with its terms of reference, and also Resolution 465 on coffee price levels, Members of the Promotion and Market Development Committee will be invited to join a working group to contribute to the revision and enhancement of the ICO's *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries*, initially launched in 2004. This working group could meet as an intersessional meeting of the Committee between the 124th and 125th Sessions of the International Coffee Council, with representation from other key parties including the private sector.

5. **Recommendations to the 124th Session of the International Coffee Council – *to consider*** verbal

The Committee will agree key actions to advise and make recommendations to Council on the promotion of consumption and market development matters.

6. **Other business – *to consider*** verbal

7. **Date of next meeting – *to note*** verbal

The next meeting will take place in London, UK, at the time of the 125th Session of the International Coffee Council.

REFERENCE DOCUMENTS
Terms of reference for the Promotion and Market Development Committee (Annex IV)