

Joint Committee  
7<sup>th</sup> Meeting  
Date TBC  
London, United Kingdom

**Preliminary technical overview of the  
proposals for ICO initiatives submitted by  
Members**

## **Background**

1. **Members submitted 21 proposals for ICO initiatives**, as presented in document [ED-2505/26](#), for possible inclusion in the Programme of Activities (PoA) for coffee year 2026/27. Members were subsequently invited to provide comments on the proposals, which were compiled and circulated in document [ED-2509/26](#).
2. In accordance with the procedures for the submission and evaluation of proposals for ICO initiatives, as set out in document [JC-13-25 Rev.2](#), Members are invited to discuss the proposals through the Joint Committee and to approve, through the International Coffee Council, the initiatives to be implemented under the PoA.
3. This document provides **a technical overview, carried out by the ICO Secretariat**, of the 21 proposals for initiatives submitted by Members, as presented in **Annex I**.
4. This technical overview has been **prepared to inform and support the Joint Committee's consideration of the proposals**. It provides information on relevant work previously conducted by the ICO on each of the proposals, their relationship with the objectives of the International Coffee Agreement (ICA) 2007, and the possible resource implications for the Secretariat. It also presents an indication of potential implementation approaches, as per interpretation of the proposals by the Secretariat.
5. It should be noted that the Secretariat's capacity to implement initiatives under the PoA for coffee year 2026/27 is estimated at approximately 70 person-days, taking into account the implementation of other activities under the PoA and the Secretariat's regular programme of work. Members may therefore wish to take into consideration the Secretariat's available implementation capacity when determining the number and scope of initiatives to be included in the PoA. Should Members decide to implement initiatives requiring resources beyond this indicative capacity, adjustments to the Secretariat's work programme, including the

postponement, reduction or reprioritization of other activities, may be necessary, subject to the approval of the Council.

6. Members are kindly reminded that, as set out in the procedures for the submission and evaluation of proposals for ICO initiatives, referenced in document [JC-13/25 Rev. 2](#), for any proposal approved by the Council, the ICO Secretariat shall prepare a detailed description of the initiative, outlining its objectives, purposes, planned activities, methodology, estimated resource requirements, timeline, and performance indicators. The detailed descriptions shall be circulated to Members for consideration. The Joint Committee shall then convene to appraise, review, and approve the detailed suggested plans submitted by the ICO Secretariat prior to the commencement of activities.

7. The Secretariat's technical overview does not constitute any form of assessment or a recommendation regarding the approval or prioritization of individual proposals which is entirely subject to the decision taken by Members. Rather, it is intended to provide Members with a transparent and consistent basis for discussing the relative scope, resource requirements and implementation modalities of the initiatives submitted.

#### **Action**

The Joint Committee is invited to consider the information contained in **Annex I** and to submit recommendations to the Council on the initiatives to be included in the PoA for coffee year 2026/27.

# ANNEX I

| Country | No | Initiative                                                                                                                                       | Main focus               | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                                                                                                         | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Brazil  | 1  | Expansion of the international coffee trade: exploring the potential of emerging markets - the case of China<br><br><i>(Brazil's priority 2)</i> | Promotion of consumption | <p>In 2018, the ICO Secretariat presented to the International Coffee Council (ICC), at its 122nd Session, the findings of a study covering seven emerging coffee markets in South and East Asia. The countries included were India, Indonesia, the Philippines and Viet Nam (exporting Members), as well as China, the Republic of Korea and Taiwan (coffee-importing economies - not ICO Members).</p> <p><a href="https://ico.org/documents/cy2017-18/icc-122-6e-emerging-markets-south-and-east-asia.pdf">https://ico.org/documents/cy2017-18/icc-122-6e-emerging-markets-south-and-east-asia.pdf</a></p> | <p>Conduct a desk-based study adapted from the previous ICO research on Southeast Asia and expand its scope, where appropriate and feasible (e.g. logistics and market access conditions). The study would draw on:</p> <ul style="list-style-type: none"> <li>- ICO statistics and databases;</li> <li>- Interviews with key stakeholders, including coffee authorities, importers, roasters, traders and industry experts;</li> <li>- A review of existing market studies, academic literature and industry publications;</li> <li>- Access to and, where necessary, the purchase of proprietary market intelligence databases.</li> </ul> <p>The study would analyse expansion of green coffee production in China, local processing capacities, market size, growth potential, consumption patterns, consumer preferences, trade flows, market access conditions and future demand prospects, and explore opportunities and challenges for coffee-exporting countries.</p> | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 50                   | <p>Up to £20,000*</p> <p>Purpose: acquisition of proprietary market intelligence databases (e.g. Euromonitor, GlobalData, Expana (formerly Mintel), Statista, NielsenIQ or similar sources) to obtain consumer, retail sales, market share and forecasting data not available through ICO statistics or publicly available sources.</p> <p><i>* Subject to the final scope approved by Members, these resources could also support the implementation of proposals 2 and 3.</i></p> |

| Country       | No | Initiative                                                                                                | Main focus               | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                                                                                                         | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <b>Brazil</b> | 2  | Expansion of the international coffee trade: exploring the potential of emerging markets – Southeast Asia | Promotion of consumption | <p>In 2018, the ICO Secretariat presented to the ICC, at its 122nd Session, the findings of a study covering seven emerging coffee markets in South and East Asia. The countries included were India, Indonesia, the Philippines and Viet Nam (exporting Members), as well as China, the Republic of Korea and Taiwan (coffee-importing economies - not ICO Members).</p> <p><a href="https://ico.org/documents/cy2017-18/icc-122-6e-emerging-markets-south-and-east-asia.pdf">https://ico.org/documents/cy2017-18/icc-122-6e-emerging-markets-south-and-east-asia.pdf</a></p> | <p>Conduct a desk-based study updating previous ICO research and expanding its scope, where appropriate and feasible (e.g. logistics and market access conditions). The study would draw on:</p> <ul style="list-style-type: none"> <li>- ICO statistics and databases;</li> <li>- Interviews with key stakeholders, including coffee authorities, importers, roasters, traders and industry experts;</li> <li>- A review of existing market studies, academic literature and industry publications;</li> <li>- Access to and, where necessary, the purchase of proprietary market intelligence databases.</li> </ul> <p>The study would analyse market size, growth potential, consumption patterns, consumer preferences, trade flows, national processing capacities, market access conditions and future demand prospects, and explore opportunities and challenges for coffee-exporting countries.</p> | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 25                   | <p>Up to £20,000*</p> <p>Purpose: acquisition of proprietary market intelligence databases (e.g. Euromonitor, GlobalData, Expana (formerly Mintel), Statista, NielsenIQ or similar sources) to obtain consumer, retail sales, market share and forecasting data not available through ICO statistics or publicly available sources.</p> <p><i>* Subject to the final scope approved by Members, these resources could also support the implementation of proposals 1 and 3.</i></p> |

| Country       | No | Initiative                                                                                                 | Main focus               | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                                                                                                         | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| <b>Brazil</b> | 3  | Expansion of the international coffee trade: exploring the potential of emerging markets - the Middle East | Promotion of consumption | N/A                                     | <p>Conduct a desk-based study mirroring previous ICO research on Southeast Asia and expanding its scope where appropriate and feasible (e.g. logistics and market access conditions). The study would draw on:</p> <ul style="list-style-type: none"> <li>- ICO statistics and databases;</li> <li>- Interviews with key stakeholders, including coffee authorities, importers, roasters, traders and industry experts;</li> <li>- A review of existing market studies, academic literature and industry publications;</li> <li>- Access to and, where necessary, the purchase of proprietary market intelligence databases.</li> </ul> <p>The study would analyse market size, growth potential, consumption patterns, consumer preferences, trade flows, market access conditions and future demand prospects, and explore opportunities and challenges for coffee-exporting countries.</p> | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 35                   | <p>Up to £20,000*</p> <p>Purpose: acquisition of proprietary market intelligence databases (e.g. Euromonitor, GlobalData, Expana (formerly Mintel), Statista, NielsenIQ or similar sources) to obtain consumer, retail sales, market share and forecasting data not available through ICO statistics or publicly available sources.</p> <p><i>* Subject to the final scope approved by Members, these resources could also support the implementation of proposals 1 and 2.</i></p> |

| Country       | No | Initiative                                                                                                                  | Main focus               | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ICA, 2007 - Objectives - Art.1                                                                                                      | ICA, 2007 - Strategic focus                                                                                   | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                                                               |
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| <b>Brazil</b> | 4  | Analyses of successful national strategies for promoting and encouraging coffee consumption<br><i>(Brazil's priority 6)</i> | Promotion of consumption | <p>The ICO developed a Coffee Market Development Toolkit on interventions to stimulate demand in producing countries and benefit the entire coffee value chain: <a href="https://www.ico.org/market-development-toolkit/">https://www.ico.org/market-development-toolkit/</a></p> <p>ICO exporting Members implemented coffee consumption initiatives using the Special Fund, and reported on progress and impacts at the Promotion and Development Committee (and later the Joint Committee). The last available report is: <a href="https://ico.org/documents/cy2023-24/jc-05e-use-of-special-fund.pdf">https://ico.org/documents/cy2023-24/jc-05e-use-of-special-fund.pdf</a></p> | <p>Desk study based on:</p> <ul style="list-style-type: none"> <li>- Reports on implementation of activities funded by Special Fund</li> <li>- Activities linked to the International Coffee Day (ICD)</li> <li>- Recommendations by the ICO Coffee Market Development Toolkit</li> <li>- Survey to be sent to Members and interviews with private sector associations</li> <li>- Review of market studies, literature reviews</li> <li>- Access to proprietary market intelligence databases to analyse trends and potential for increase in consumption.</li> </ul> | (7) Promoting the development of consumption and markets for all types and forms of coffee, including in coffee producing countries | <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 50                   | <p>£0 / Up to £20,000</p> <p>Purpose: acquisition of proprietary market intelligence databases (e.g. Euromonitor, GlobalData, Expanso (formerly Mintel), Statista, NielsenIQ or similar sources) to obtain consumer, retail sales, market share and forecasting data not available through ICO statistics or publicly available sources.</p> |

| Country | No | Initiative                                                                                                     | Main focus              | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                                                                                                         | Est. person days (1)        | Estimated budget requested (2)                                                                                                                                                                       |
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| Brazil  | 5  | The African Continental Free Trade Area (AfCFTA) and opportunities for coffee trading on the African continent | Market access and Trade | <p>In 2020, the ICO reviewed obstacles to consumption, including taxes and tariffs related to imports, exports and internal trade, as well as non-tariff measures and, specifically, sanitary and phytosanitary measures (SPS) and technical barriers to trade (TBT):</p> <p><a href="https://ico.org/documents/cy2019-20/icc-126-2e-obstacles-consumption.pdf">https://ico.org/documents/cy2019-20/icc-126-2e-obstacles-consumption.pdf</a></p> <p>This Coffee Development Report, 2020 analyses the coffee sector through the lens of global value chains: <a href="https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf">https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf</a></p> | <p>The study would combine desk-based research, statistical analysis and targeted stakeholder consultations to assess how the African Continental Free Trade Area (AfCFTA) could enhance intra-African coffee trade and value addition. The research could be conducted in collaboration with IACO, with other collaborations to be considered with the African Union, EU DG INTPA and DG TRADE, ITC and UNIDO ACT programme.</p> <p>Key activities would include:</p> <ul style="list-style-type: none"> <li>- Analysing ICO statistics to map African coffee production, consumption and current intra-African trade flows;</li> <li>- Reviewing the AfCFTA framework, tariff schedules, rules of origin and relevant trade facilitation measures affecting coffee;</li> <li>- Assessing tariff and non-tariff barriers, including customs procedures, standards and sanitary and phytosanitary requirements;</li> <li>- Examining opportunities for regional value addition, including roasting, soluble coffee production and other processed</li> </ul> | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 80<br>(excl. CGE modelling) | <p>£0 (if CGE modelling not included or simulations conducted by a partner institution)</p> <p>Optional CGE model: Estimate: £20,000</p> <p>Purpose: commissioning CGE modelling and simulations</p> |

| Country       | No | Initiative                                                                       | Main focus              | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                            | Est. person days (1) | Estimated budget requested (2)                                                                                                                                             |
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|               |    |                                                                                  |                         |                                         | <p>coffee products;</p> <ul style="list-style-type: none"> <li>- Conducting consultations with key stakeholders, including IACO, the AfCFTA Secretariat, national coffee authorities, traders and roasters;</li> <li>- Developing scenarios on the potential impact of AfCFTA implementation on coffee trade, industrialization and market development using Computable General Equilibrium (CGE) regional model to assess impact on trade and economies [<i>would require commissioning or partnering with an institution</i>]</li> <li>- Formulating recommendations to strengthen intra-African coffee trade, improve market access and support regional coffee value chains.</li> </ul> |                                                                                                                                                          |                                                                                                        |                      |                                                                                                                                                                            |
| <b>Brazil</b> | 6  | The challenges and prospects of international trade in instant coffee until 2030 | Market access and Trade | N/A                                     | <p>Desktop study based on:</p> <ul style="list-style-type: none"> <li>- ICO statistics and databases</li> <li>- Interviews with Members and private sector companies and associations</li> <li>- Review of market studies, Literature reviews</li> <li>- Access to proprietary market intelligence</li> </ul>                                                                                                                                                                                                                                                                                                                                                                               | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion</p> | 35                   | <p>Up to £20,000</p> <p>Purpose: acquisition of proprietary market intelligence databases (e.g. Euromonitor, GlobalData, Expana (formerly Mintel), Statista, NielsenIQ</p> |

| Country       | No | Initiative                                                                                                     | Main focus              | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                           | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                                                                                          | Est. person days (1) | Estimated budget requested (2)                                                                                                                              |
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|               |    | <i>(Brazil's priority 3)</i>                                                                                   |                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | databases to analyse trends and potential for increase in consumption.                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                          | and market development.<br><b>Art. 34:</b> Studies, surveys and reports.                                                                                             |                      | or similar sources) to obtain consumer, retail sales, market share and forecasting data not available through ICO statistics or publicly available sources. |
| <b>Brazil</b> | 7  | Inventory of tariff treatment of coffee products in recent trade agreements between different free trade areas | Market access and Trade | In 2020, the ICO reviewed obstacles to consumption, including taxes and tariffs related to imports, exports and internal trade, as well as non-tariff measures and specifically sanitary and phytosanitary measures (SPS) and technical barriers to trade (TBT):<br><a href="https://ico.org/documents/cy2019-20/icc-126-2e-obstacles-consumption.pdf">https://ico.org/documents/cy2019-20/icc-126-2e-obstacles-consumption.pdf</a><br>This Coffee Development Report, 2020 analyses the coffee sector through the | Scope: update previous ICO inventory/analysis on tariffs conducted in 2020.<br>Desktop study based on:<br>- ICO statistics and databases<br>- Review of market studies, literature reviews<br>- Consultations with international organizations (e.g. WTO and ITC), trade experts, coffee authorities, regional organizations and industry stakeholders to validate findings and identify emerging issues | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <b>Art. 24:</b> Removal of obstacles to trade and consumption.<br><b>Art. 25:</b> Promotion and market development.<br><b>Art. 34:</b> Studies, surveys and reports. | 25                   | £0                                                                                                                                                          |

| Country       | No | Initiative                                                                                       | Main focus              | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                      | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                       | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                  | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                                                       |
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|               |    |                                                                                                  |                         | lens of global value chains (GVCs):<br><a href="https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf">https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf</a>                                                       |                                                                                                                                                                                                                                                                                      |                                                                                                                                                          |                                              |                      |                                                                                                                                                                                                                                                                                                                                      |
| <b>Brazil</b> | 8  | Update on foreign direct investment (FDI), mergers or acquisitions in the global coffee industry | Market access and Trade | This Coffee Development Report, 2020 analyses the coffee sector through the lens of GVCs:<br><a href="https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf">https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf</a> | Desk study based on:<br>- Interviews with market players at key companies<br>- Review of market studies, literature reviews, companies' annual reports<br>- Potentially, access to proprietary market intelligence databases to analyse market trends in the global coffee industry. | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <b>Art. 34:</b> Studies, surveys and reports | 40                   | £0 / Up to £10,000<br><br>Purpose: acquisition of proprietary market intelligence databases (e.g. Euromonitor, GlobalData, Expana (formerly Mintel), Statista, NielsenIQ or similar sources) to obtain consumer, retail sales, market share and forecasting data not available through ICO statistics or publicly available sources. |

| Country | No | Initiative                                                                                     | Main focus              | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | ICA, 2007 - Objectives - Art.1                                                                                                                           | ICA, 2007 - Strategic focus                                                                                                                                                         | Est. person days (1) | Estimated budget requested (2) |
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| Brazil  | 9  | Tariff and non-tariff barriers to coffee trade: new challenges<br><i>(Brazil's priority 5)</i> | Market access and Trade | <p>In 2020, the ICO reviewed obstacles to consumption, including taxes and tariffs related to imports, exports and internal trade, as well as non-tariff measures and specifically sanitary and phytosanitary measures (SPS) and technical barriers to trade (TBT):</p> <p><a href="https://ico.org/documents/cy2019-20/icc-126-2e-obstacles-consumption.pdf">https://ico.org/documents/cy2019-20/icc-126-2e-obstacles-consumption.pdf</a></p> <p>This Coffee Development Report, 2020 analyses the coffee sector through the lens of GVCs:</p> <p><a href="https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf">https://www.icocoffee.org/wp-content/uploads/2022/11/CDR2020.pdf</a></p> | <p>Scope: update previous ICO inventory/analysis on tariffs conducted in 2020.</p> <p>Desktop study based on:</p> <ul style="list-style-type: none"> <li>- ICO statistics and databases</li> <li>- Review of market studies, Literature reviews</li> <li>- Conducting consultations with international organizations (e.g. WTO and ITC), trade experts, coffee authorities, regional organizations and industry stakeholders to validate findings and identify emerging issues</li> <li>- Reviewing new challenges and formulating recommendations on how producing countries can better leverage trade agreements to expand market access and increase value addition</li> </ul> | (5) Facilitating the expansion and transparency of international trade in all types and forms of coffee, and promoting the elimination of trade barriers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 35                   | £0                             |

| Country | No | Initiative                                                                        | Main focus               | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                               | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ICA, 2007 - Objectives - Art.1                                                                                                      | ICA, 2007 - Strategic focus                                                                                                                                                         | Est. person days (1) | Estimated budget requested (2)                                                                                                   |
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| Brazil  | 10 | The positive health impacts of coffee consumption<br><i>(Brazil's priority 4)</i> | Promotion of consumption | <p>The ICO organized a dissemination workshop on coffee and health, held on 10 April 2018 in Mexico City during the 121st Session of the ICC and associated meetings.</p> <p>The summary report is available below:<br/> <a href="https://ico.org/documents/cy2017-18/pm-58e-report-workshop-coffee-health.pdf">https://ico.org/documents/cy2017-18/pm-58e-report-workshop-coffee-health.pdf</a> </p> | <p>The study would review and synthesize the latest scientific evidence linking coffee consumption and human health, with a focus on areas where there is broad scientific consensus.</p> <p>Key activities would include:</p> <ul style="list-style-type: none"> <li>- Conducting a review of peer-reviewed scientific literature published over the last 10–15 years;</li> <li>- Conducting a review of existing analysis and synthesis of health impacts of coffee consumption by private sector associations;</li> <li>- Reviewing assessments and guidance issued by authoritative organizations, including the WHO, European Food Safety Authority (EFSA), U.S. Food and Drug Administration (FDA), and national public health agencies;</li> <li>- Categorizing evidence according to major health themes;</li> <li>- Assessing evidence relating to potential risks and limitations;</li> <li>- Identifying areas where scientific consensus exists and distinguish them from</li> </ul> | (7) Promoting the development of consumption and markets for all types and forms of coffee, including in coffee producing countries | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 70                   | <p>Up to £20,000</p> <p>Purpose: missions and organization of hybrid workshops with health experts and relevant institutions</p> |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ICA, 2007 - Objectives - Art.1 | ICA, 2007 - Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>areas where evidence remains mixed or inconclusive;</p> <ul style="list-style-type: none"> <li>- Analysing trends in consumer perceptions of coffee and health, drawing on existing market research, public surveys and industry studies where available;</li> <li>- Reviewing how health-related communication has been used in major coffee-consuming countries and whether it has influenced consumption patterns;</li> <li>- Organizing meetings / workshops, consulting a small group of independent experts in nutrition, epidemiology and public health to review the draft findings and ensure scientific accuracy, through a Scientific Peer Review Panel or Expert Advisory Group health experts; and</li> <li>- Preparing a report summarizing the current evidence and outlining implications for coffee consumption, public policy and market development.</li> </ul> |                                |                             |                      |                                |

| Country | No | Initiative                                                                 | Main focus                 | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ICA, 2007 - Objectives - Art.1                                                                        | ICA, 2007 - Strategic focus                                                                                    | Est. person days (1)                     | Estimated budget requested (2)                                  |
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| Brazil  | 11 | Inventory of good practices in coffee storage and gains for coffee farmers | Good practices and quality |                                         | <p>Key activities would include:</p> <p><b>Option A:</b></p> <ul style="list-style-type: none"> <li>- Conducting a literature review of existing research, technical manuals and industry standards relating to coffee storage;</li> <li>- Conducting a survey of Members and/or create an exchange forum among ICO Members through which each Member can share its challenges and solutions on storage;</li> <li>- Reviewing current storage practices across major coffee-producing countries, covering different coffee types (Arabica and Robusta), farm sizes and climatic conditions;</li> <li>- Identifying and classifying storage practices at different stages of the value chain, including on-farm storage, cooperative warehouses, exporter facilities and certified storage systems;</li> <li>- Analysing factors affecting coffee quality during storage;</li> <li>- Conducting consultations with coffee authorities, cooperatives, exporters,</li> </ul> | (9) Promoting coffee quality with a view to enhancing consumer satisfaction and benefits to producers | <p><b>Art. 34:</b> Studies, surveys and reports;</p> <p><b>Art.36:</b> Sustainable coffee sector (quality)</p> | <p>Option A: 80</p> <p>Option B: 120</p> | Up to £15,000<br>Purpose: Country missions and hybrid workshops |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | ICA, 2007 - Objectives - Art.1 | ICA, 2007 - Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>warehouse operators and quality experts to validate findings and identify practical challenges;</p> <p><b>Option B - to go further:</b></p> <ul style="list-style-type: none"> <li>- Developing case studies of successful storage systems and programmes that have improved quality, reduced losses or increased farmers' bargaining power through delayed sales or warehouse receipt systems;</li> <li>- Assessing the economic benefits of improved storage practices, including reductions in physical losses, preservation of cup quality, access to specialty markets, improved timing of sales and higher farmgate prices;</li> <li>- Comparing storage practices across countries to identify common success factors and conditions for replication; and</li> <li>- Formulating recommendations for coffee-producing countries on improving storage infrastructure, quality management systems and farmer access to storage services.</li> </ul> |                                |                             |                      |                                |

| Country       | No | Initiative                                                                                                                                                                                   | Main focus                 | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ICA, 2007 - Objectives - Art.1                                                                                                        | ICA, 2007 - Strategic focus                  | Est. person days (1) | Estimated budget requested (2)                                             |
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| <b>Brazil</b> | 12 | <p>Preservation of water resources for coffee growing: the example of the Brazilian 'WATER-PRODUCING COFFEE' programme for other producing countries</p> <p><b>(Brazil's priority 1)</b></p> | Good practices and quality | <p>The Coffee Development Report 2023 provides a review of the potential of circular economy in the coffee sector, including on preservation of water resources and re-use: <a href="https://www.icocoffee.org/documents/cy2024-25/coffee-development-report-2022-23.pdf">https://www.icocoffee.org/documents/cy2024-25/coffee-development-report-2022-23.pdf</a></p> <p>Presentations were made by Members to the ICC on projects and initiatives for the preservation of water resources for coffee growing</p> | <p>The study would assess how sustainable coffee production systems can contribute to the preservation and restoration of water resources, using the Brazilian Water-Producing Coffee programme as a reference model and examining its applicability to other coffee-producing countries.</p> <p>The study would include a survey of Members and/or creation of an exchange forum among ICO Members through which each Member can share its challenges and solutions on the preservation of water resources.</p> <p>The Center for Circular Economy in Coffee (C4CEC) would be consulted to identify examples of circular economy practices that contribute to watershed protection, soil conservation and ecosystem service provision, and to facilitate the dissemination of lessons learned among coffee-producing countries.</p> | <p>(11) Promoting training and information programmes designed to assist the transfer to Members of technology relevant to coffee</p> | <b>Art. 36:</b><br>Sustainable coffee sector | 50                   | <p>Up to £10,000</p> <p>Purpose: Country missions and hybrid workshops</p> |

| Country       | No | Initiative                                                                                    | Main focus                 | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                                                                                                                                    | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | ICA, 2007 - Objectives - Art.1                                                                                                 | ICA, 2007 - Strategic focus                                 | Est. person days (1)         | Estimated budget requested (2)                                  |
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| <b>Brazil</b> | 13 | The mechanization of coffee farming - a path to greater productivity and income for producers | Good practices and quality | <p>The study would build on the CPPTF's work on productivity, cost of production, living income, climate resilience and investment mobilization, to examine the role of mechanization as a pathway to improving efficiency, reducing production costs, addressing labour constraints and strengthening producer incomes.</p> <p>Presentations have been made by Members to the ICC on mechanization in coffee growing.</p> | <p>The study would assess the role of mechanization in improving productivity, reducing production costs, addressing labour shortages and increasing producer incomes, while further promoting environmental sustainability and while examining the conditions under which mechanization (and which type of mechanization) can be successfully adopted by coffee producers of different sizes and production systems.</p> <p><b>Option A</b> - Key activities would include:</p> <ul style="list-style-type: none"> <li>- Conducting a literature review of research, technical reports and industry publications;</li> <li>- Conducting interviews with researchers and companies specialized in mechanization in coffee;</li> <li>- Conducting a survey of Members and/or creating an exchange forum among ICO Members through which each Member can share its challenges and solutions on mechanization;</li> <li>- Reviewing the current level of mechanization across different coffee-</li> </ul> | (11) Promoting training and information programmes designed to assist the transfer to Members of technology relevant to coffee | <b>Art. 36:</b><br>Sustainable coffee sector (productivity) | Option A: 50<br>Option B: 80 | Up to £10,000<br>Purpose: Country missions and hybrid workshops |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ICA, 2007 - Objectives - Art.1 | ICA, 2007 - Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>producing regions, covering key operations such as planting, pruning, fertilization, spraying, harvesting, post-harvest handling and processing;</p> <ul style="list-style-type: none"> <li>- Analysing ICO statistics on yields;</li> <li>- Developing case studies of countries and regions where mechanization has been successfully adopted, highlighting the technologies used, investment requirements and observed outcomes;</li> <li>- Conducting consultations with coffee authorities, producer organizations, research institutions, machinery manufacturers and extension services to validate findings and identify practical experiences.</li> </ul> <p><b>Option B</b> - going deeper:</p> <ul style="list-style-type: none"> <li>- Analysing the economic impacts of mechanization;</li> <li>- Assessing the main barriers to mechanization;</li> <li>- Examining the implications of mechanization for labour markets;</li> <li>- Formulating recommendations on policies, financing mechanisms and</li> </ul> |                                |                             |                      |                                |

| Country            | No | Initiative                                                                                  | Main focus     | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                                  | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                         | ICA, 2007 - Objectives - Art.1                                                                                                 | ICA, 2007 - Strategic focus                  | Est. person days (1) | Estimated budget requested (2)                                 |
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|                    |    |                                                                                             |                |                                                                                                                                                                                                                                                                                                          | technical support measures that can facilitate sustainable and economically viable mechanization in coffee-producing countries.                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                |                                              |                      |                                                                |
| <b>Brazil</b>      | 14 | New by-products of coffee cultivation: additional ways to increase coffee farmers' incomes. | Sustainability | The Coffee Development Report 2023 provides a review of the potential of circular economy in the coffee sector:<br><a href="https://www.icocoffee.org/documents/cy2024-25/coffee-development-report-2022-23.pdf">https://www.icocoffee.org/documents/cy2024-25/coffee-development-report-2022-23.pdf</a> | The study would assess opportunities to increase coffee farmers' incomes through the commercialization of coffee by-products and circular economy approaches, building on the findings of the ICO's CDR: Towards a Circular Coffee Economy and incorporating recent work from the Center for Circular Economy in Coffee (C4CEC).                                                                                                                                       | (11) Promoting training and information programmes designed to assist the transfer to Members of technology relevant to coffee | <b>Art. 36:</b><br>Sustainable coffee sector | 50                   | Up to £4,000<br>Purpose: Country missions and hybrid workshops |
| <b>El Salvador</b> | 15 | Validation of low-risk coffee farming for deforestation regulation frameworks               | Sustainability |                                                                                                                                                                                                                                                                                                          | The study would undertake a technical analysis for assessing and demonstrating low deforestation risk in shade-grown Arabica coffee systems.<br><br>The study would review existing scientific evidence, geospatial monitoring approaches, legal and governance frameworks, traceability systems and risk assessment methodologies used by producing countries, the private sector and international organizations. Particular attention would be given to shade-grown | (3) Encouraging Members to develop a sustainable coffee sector in economic, social and environmental terms                     | <b>Art. 36:</b><br>Sustainable coffee sector | 80                   | Up to £5,000<br>Purpose: Country missions and hybrid workshops |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | ICA, 2007 - Objectives - Art.1 | ICA, 2007 - Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>Arabica systems that maintain permanent tree cover, contribute to biodiversity conservation and provide ecosystem services while supporting coffee production.</p> <p>The study would include a survey of ICO Members and/or the establishment of a technical exchange forum through which Members could share experiences, methodologies, challenges and lessons learned in assessing and documenting deforestation risk in coffee production systems. The study would also draw upon the expertise of the private sector, research institutions, international organizations and technical partners working on agroforestry systems, traceability and land-use monitoring.</p> <p>El Salvador would serve as the principal case study; however, the analysis would incorporate experiences from other coffee-producing countries and aim to develop methodological options, good practices and technical guidance that could be applied more broadly across coffee-producing regions.</p> |                                |                             |                      |                                |

| Country     | No | Initiative                                                                                             | Main focus     | Prior relevant ICO work (past 10 years)                                                                                                                  | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ICA, 2007 - Objectives - Art.1                                                                                                                                                 | ICA, 2007- Strategic focus                   | Est. person days (1)          | Estimated budget requested (2)                                  |
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| El Salvador | 16 | Roadmap for the development of a national climate fund for the capture of carbon in coffee cultivation | Sustainability | Presentations were made by Members to the International Coffee Council on projects and initiatives on preservation of water resources for coffee growing | <p>The study would assess the feasibility of establishing national climate funds that reward carbon sequestration and other ecosystem services provided by coffee agroforestry systems, and develop a roadmap that producing countries could adapt to their national circumstances.</p> <p>Key activities in <b>Option A</b> would include:</p> <ul style="list-style-type: none"> <li>- Reviewing scientific evidence on carbon sequestration in coffee production systems, and assessing the range of carbon storage potential under different production models;</li> <li>- Analysing existing climate finance mechanisms relevant to agriculture and forestry;</li> <li>- Reviewing successful examples of national climate funds, environmental funds and carbon payment schemes;</li> <li>- Conducting a survey of Members and/or creating an exchange forum among ICO Members through which each Member can share its relevant challenges and solutions;</li> <li>- Conducting consultations with climate finance institutions, sustainability</li> </ul> | (13) Facilitating the availability of information on financial tools and services that can assist coffee producers, including access to credit and approaches to managing risk | <b>Art. 36:</b><br>Sustainable coffee sector | Option A: 80<br>Option B: 150 | Up to £25,000<br>Purpose: Country missions and hybrid workshops |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ICA, 2007 - Objectives - Art.1 | ICA, 2007- Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>standards organizations, coffee authorities, producer organizations, carbon market experts and development partners;</p> <p>- Preparing a step-by-step roadmap outlining the legal, institutional, technical and financial requirements for establishing and operationalizing such a fund.</p> <p><b>Option B - to go deeper:</b></p> <p>- Developing a model governance framework for a national coffee climate fund, including institutional arrangements, eligibility criteria, monitoring systems and financing mechanisms;</p> <p>- Assessing the contribution that coffee agroforestry systems can make towards Nationally Determined Contributions (NDCs), climate adaptation strategies and broader environmental objectives;</p> <p>- Evaluating methodologies for measuring, reporting and verifying (MRV) carbon sequestration in coffee systems;</p> <p>- Identifying potential revenue streams for a climate fund;</p> |                                |                            |                      |                                |

| Country      | No | Initiative                                                                                                               | Main focus        | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                  | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | ICA, 2007 - Objectives - Art.1                                                                                | ICA, 2007- Strategic focus                   | Est. person days (1) | Estimated budget requested (2)                                                                       |
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|              |    |                                                                                                                          |                   |                                                                                                                                                                                                                                                                                          | - Assessing the economic viability of compensating coffee producers for carbon sequestration and other ecosystem services                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                               |                                              |                      |                                                                                                      |
| <b>Gabon</b> | 17 | Strengthening the operational capacities of CAISTAB for access to finance and invigoration of the coffee sector in Gabon | National strategy | <p>The ICO developed a Coffee Market Development Toolkit on interventions to stimulate demand in producing countries and benefit the entire coffee value chain:</p> <p><a href="https://www.ico.org/market-development-toolkit/">https://www.ico.org/market-development-toolkit/</a></p> | <p>The ICO could support the strengthening of CAISTAB through a phased approach combining institutional assessment, capacity building, investment planning and resource mobilization. The initial phases (1 to 3) would build on the Secretariat's expertise in coffee sector analysis, strategic planning, investment needs assessment and stakeholder coordination.</p> <p>Subsequent phases involving the development of investment programmes, preparation of bankable projects and financing strategies might require the involvement of specialized technical and financial partners with expertise in agricultural finance, project preparation and investment structuring.</p> <p>Phase 1 – Diagnostic assessment</p> <p>Phase 2 – Financing landscape assessment</p> <p>Phase 3 – Capacity-building programme</p> <p><i>Phase 4 – Development of an investment plan.</i></p> | (8) Developing, evaluating and seeking finance for projects that benefit Members and the world coffee economy | <b>Art. 36:</b><br>Sustainable coffee sector | 80                   | Up to £20,000<br>Purpose: Country missions, involvement of specialized partners and hybrid workshops |

| Country         | No | Initiative                                                                       | Main focus            | Prior relevant ICO work (past 10 years)             | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ICA, 2007 - Objectives - Art.1                                                                                                      | ICA, 2007- Strategic focus                                                                                    | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                      |
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|                 |    |                                                                                  |                       |                                                     | <p><i>Phase 5 – Preparation of bankable projects</i></p> <p><i>Phase 6 – Resource mobilization strategy</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                     |                                                                                                               |                      |                                                                                                                                                                                                                                                                                                     |
| <b>Honduras</b> | 18 | Development of a methodology to measure domestic coffee consumption in Honduras. | Consumption promotion | ICO methodology for estimating domestic consumption | <p>The ICO would develop a methodology for measuring domestic coffee consumption in Honduras by combining statistical analysis, stakeholder consultations and the exchange of experiences with other coffee-producing countries. As suggested by Colombia, the objective would be to move beyond traditional estimates of apparent consumption and establish a system capable of measuring not only consumption volumes, but also coffee quality, origin, prices, purchasing power and consumer preferences.</p> <p>The project would involve reviewing methodologies used by the ICO (i.e. disappearance) and other Member countries such as Colombia; assessing available data sources in Honduras; developing a national coffee balance sheet framework; and designing industry reporting and consumer survey tools. A pilot exercise would be conducted to validate the methodology and establish baseline estimates.</p> | (7) Promoting the development of consumption and markets for all types and forms of coffee, including in coffee producing countries | <p><b>Art. 25:</b> Promotion and market development.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> | 60                   | <p>Up to £15,000 for the ICO</p> <p>Purpose: Country missions and hybrid workshops</p> <p>To note:</p> <p>The submitted proposal indicates that Honduras requests a budget of USD 20,000 from the ICO to hire a consulting company to develop a tool for measuring domestic coffee consumption.</p> |

| Country      | No | Initiative                                                                                                                                        | Main focus        | Prior relevant ICO work (past 10 years)                                                                                                                                                                                         | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | ICA, 2007 - Objectives - Art.1                                                                                | ICA, 2007- Strategic focus                                                                            | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                  |
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|              |    |                                                                                                                                                   |                   |                                                                                                                                                                                                                                 | A key component would be consultations and knowledge-sharing sessions with interested producing countries to exchange experiences on domestic consumption measurement, consumer surveys and market intelligence systems. The resulting methodology, toolkit and training programme could subsequently serve as a model for other ICO Members seeking to strengthen domestic coffee consumption monitoring and market development.                                                                                                                                                                                                                          |                                                                                                               |                                                                                                       |                      |                                                                                                                                                                                                                                                 |
| <b>India</b> | 19 | Strengthening traceability and smallholder capacity in the Indian coffee sector to support compliance with the EU Deforestation Regulation (EUDR) | National strategy | The ICO has been supporting Members with preparedness for the EUDR through mapping of support and approaches to legality/traceability and polygon/geospatial databases for the coffee sector, joint actions and partner groups. | <p>Proposed approach: support the Indian coffee sector in strengthening traceability and smallholder preparedness for EUDR compliance through the development of guidance, capacity-building tools and implementation roadmaps, in cooperation with the Coffee Board of India and the EU Commission:</p> <p>Phase 1 – Baseline Assessment - India Coffee EUDR readiness assessment: review the current status of EUDR implementation in India; map existing traceability systems operated by the Coffee Board of India and industry stakeholders; identify technical, institutional and financial gaps; analyse risks facing exports to the EU market;</p> | (8) Developing, evaluating and seeking finance for projects that benefit Members and the world coffee economy | <p><b>Art. 34:</b> Studies, surveys and reports.</p> <p><b>Art. 36:</b> Sustainable coffee sector</p> | 80                   | <p>Up to £15,000 for the ICO</p> <p>Purpose: Country missions and hybrid workshops, facilitation of financial partners</p> <p>To note: The submitted proposal indicates that India requests a budget of USD 200,000 from the ICO to support</p> |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                | ICA, 2007 - Objectives - Art.1 | ICA, 2007- Strategic focus | Est. person days (1) | Estimated budget requested (2)         |
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|         |    |            |            |                                         | <p>facilitation with technical and financial partners.</p> <p>Phase 2 – Smallholder capacity assessment: awareness of EUDR; technical capacity; access to digital tools; costs of compliance; producer organization structures; etc.</p> <p>Phase 3 – Development of an EUDR capacity-building toolkit / training material</p> <p>Phase 4 - Training of trainers / Pilot training under leadership of Indian Coffee Board</p> |                                |                            |                      | the implementation of this initiative. |

| Country | No | Initiative                                                                                                                                                                                                                                    | Main focus        | Prior relevant ICO work (past 10 years)                                                                                                                                                                                                                                                           | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ICA, 2007 - Objectives - Art.1                                                                                                                                                                                                                                                  | ICA, 2007- Strategic focus                                                                                                                                                                  | Est. person days (1) | Estimated budget requested (2)                                            |
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| Mexico  | 20 | Design of a methodology for defining fair reference prices for quality Mexican coffee to improve the profitability of coffee-growing activity in accordance with the mandate of the new Law on the Sustainable Development of Coffee Farming. | National strategy | The support activity by the ICO would build on the Coffee Public-Private Task Force (CPPTF)'s work on productivity, cost of production, living income, climate resilience and investment mobilization, including the CPPTF-commissioned study on Mexico's coffee value chain and online dashboard | <p>The ICO would support Mexico through a structured review and validation process of the methodology already developed by the Mexican authorities. The work would include:</p> <ul style="list-style-type: none"> <li>- Reviewing the proposed methodology, including the treatment of production costs, quality differentials, regional variations, productivity assumptions, profitability indicators and price-setting mechanisms;</li> <li>- Assessing consistency with international good practices and existing approaches used by other coffee-producing countries;</li> <li>- Organizing a technical consultation or exchange forum among ICO Members involving other producing countries that have experience with reference prices and minimum support prices;</li> <li>- Facilitating knowledge-sharing workshops where participating countries present their experiences, lessons learned, governance arrangements, data collection methods and implementation challenges;</li> <li>- Identifying strengths, risks and potential improvements to the Mexican</li> </ul> | (4) Providing a forum for consultations seeking understanding with regard to the structural conditions in international markets and long-term trends in production and consumption that balance supply and demand, and result in prices fair both to consumers and to producers | <p><b>Art. 24:</b> Removal of obstacles to trade and consumption.</p> <p><b>Art. 34:</b> Studies, surveys and reports.</p> <p><b>Art. 37:</b> Standard of living and working conditions</p> | 60                   | <p>Up to £7,500</p> <p>Purpose: Country missions and hybrid workshops</p> |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | ICA, 2007 - Objectives - Art.1 | ICA, 2007- Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>methodology, including its transparency, statistical robustness, frequency of updates;</p> <ul style="list-style-type: none"> <li>- Assessing the relationship between the proposed reference price and broader objectives such as farmer profitability, living income, and competitiveness;</li> <li>- Preparing an independent technical review report summarizing international experiences, stakeholder feedback and recommendations for strengthening the methodology; and</li> <li>- Developing guidance on periodic review and updating mechanisms to ensure the methodology remains relevant as production costs and market conditions evolve.</li> </ul> |                                |                            |                      |                                |

| Country | No | Initiative                                                                                                                              | Main focus        | Prior relevant ICO work (past 10 years)                                                                                                                                                               | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | ICA, 2007 - Objectives - Art.1                                                                                                                                                                                                                                                                                                                                                             | ICA, 2007- Strategic focus                                                                                          | Est. person days (1) | Estimated budget requested (2)                                                                                                                                                                                                                                                                         |
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| Peru    | 21 | National coffee transformation programme: sustainable productivity, climate resilience and dignified incomes across 13 regions of Peru. | National strategy | The support activity by the ICO would build on the Coffee Public-Private Task Force (CPPTF)'s work on productivity, cost of production, living income, climate resilience and investment mobilization | <p>The ICO would support Peru in refining and operationalizing the National Coffee Transformation Programme through a combination of analytical support, international benchmarking and stakeholder consultations and by facilitating contact with financial partners.</p> <p>Key activities would include:</p> <ul style="list-style-type: none"> <li>- Reviewing the proposed strategy and assessing its consistency with the ICA 2007 objectives, national coffee sector priorities and international best practices;</li> <li>- Conducting a diagnostic assessment of Peru's coffee sector, including productivity, climate vulnerability, farm profitability, traceability, market access and income challenges, based on existing studies available and consultations;</li> <li>- Facilitating contact with financial partners</li> <li>- Benchmarking Peru's strategy against successful coffee transformation initiatives in other selected producing countries;</li> <li>- Facilitating consultations and knowledge-sharing sessions with other producing</li> </ul> | <p>(3) Encouraging Members to develop a sustainable coffee sector in economic, social and environmental terms;</p> <p>(11) Promoting training and information programmes designed to assist the transfer to Members of technology relevant to coffee;</p> <p>(12) Encouraging Members to develop and implement strategies to enhance the capacity of local communities and small-scale</p> | <p><b>Art. 36:</b> Sustainable coffee sector.</p> <p><b>Art. 37:</b> Standard of living and working conditions.</p> | 60                   | <p>Up to £15,000</p> <p>Purpose: Country missions and hybrid workshops, facilitation contact with financial partners</p> <p>To note:</p> <p>The submitted proposal indicates that Peru requests a budget of USD 30,000 from the ICO as a seed fund for the technical validation of the initiative.</p> |

| Country | No | Initiative | Main focus | Prior relevant ICO work (past 10 years) | Possible methodology and resources needed - For reference only                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ICA, 2007 - Objectives - Art.1                                                         | ICA, 2007- Strategic focus | Est. person days (1) | Estimated budget requested (2) |
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|         |    |            |            |                                         | <p>countries to exchange experiences on productivity improvement, climate adaptation, agroforestry, traceability systems and producer income enhancement;</p> <p>- Reviewing proposed interventions and identifying priorities based on expected impacts, implementation feasibility and investment requirements;</p> <p>- Identifying opportunities for collaboration with international partners and financing institutions, including development banks, climate funds and private-sector sustainability initiatives; and</p> <p>- Providing technical advice on integrating living income approaches, climate-smart agriculture, agroforestry and digital traceability into the programme.</p> | farmers to benefit from coffee production, which can contribute to poverty alleviation |                            |                      |                                |

**Notes:**

(1) Estimated person days and budgets are indicative only. Actual resource requirements would depend on the final scope approved by Members, implementation modalities, partner contributions and availability of existing resources.

(2) Where feasible, subscriptions for market intelligence databases acquired under one initiative could support multiple studies.