



Organización Internacional del Café
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Step-by-step Guide to promoting coffee consumption

1. The Executive Director presents his compliments and wishes to inform Members that the step-by-step Guide to promoting coffee consumption is now available for downloading on the ICO website (www.ico.org).
2. The Guide was developed by P&A International Marketing with funding from the ICO Promotion Fund and provides comprehensive information on the steps required to organize programmes to promote consumption, particularly in coffee producing countries. CD-Rom versions of the Guide were distributed to all Member countries in January 2005. The Guide is being translated into French, Portuguese and Spanish to complement the English version and facilitate the widest possible dissemination, and should be available in these three languages in May 2005.
3. It will be very important for the Organization and the implementation of the Action Plan to increase coffee consumption to receive information about national policies to increase consumption and about the use of the Guide. All Members are requested to keep the Executive Director regularly informed about this matter, to enable him to report to meetings of the Steering Group on Promotion.