



**Decisions and Resolutions adopted by the  
Promotion Committee at its 16<sup>th</sup> meeting**

1. The Promotion Committee, chaired by Mr Mick Wheeler of Papua New Guinea, met for the 16<sup>th</sup> time under the 2001 Agreement on 22 September 2009.

**Item 1: Adoption of the Agenda**

2. The Committee adopted the draft Agenda contained in document PC-55/09 Rev. 1.

**Item 2: Promotion activities and proposals**

**Item 2.1: ICO CoffeeClub Network**

3. The consultant, Mr Carlos Brando of P&A International Marketing, made a presentation on the implementation of the ICO CoffeeClub Network ([www.coffeeclubnetwork.com](http://www.coffeeclubnetwork.com)) which was funded by the Promotion Fund. A copy of this presentation is available on the technical presentations area of the ICO website (<http://dev.ico.org/presents/presentation0809.htm>). He reported that the Network now had over 700 members and 60 communities on topics ranging from climate change to world coffee events. It had received over 25,000 visitors from 155 countries in a year, and 95,000 page views. Approximately 26% of the traffic originated from reference sites, including that of the ICO. The Network provided a facility for problem-solving and was also useful for developing coffee connections, and transacting business. He stressed that the Network complemented country websites rather than competing with them. Future needs included identifying and training mediators, and technological development. New web 2.0 service tools needed to be developed and the Network needed to be customized to meet participants' needs. More integration was needed with social networks such as Facebook, Twitter, Orkut and *Cafés do Brasil* as well as establishing contacts with all coffee-related websites and networks.

4. In discussions on this item, the Committee noted that the Network had great potential as a marketplace for business opportunities, allowing micro-roasters to contact small producers to obtain small quantities of quality coffee. As with other social networks on the Internet, business was transacted outside the Network and it was unlikely that it would generate revenue from transactions. The Promotion Fund was almost totally depleted and the finance needed for future development would need to come from other sources, such as Members or private companies. The consultant would consider ways of raising funds and Member countries were also invited to contribute ideas. The matter would be discussed again at the next meeting to see how best to build on the work that had already been undertaken, and continue to develop the full potential of the Network.

5. The Committee took note of this report and expressed its appreciation for the work that had been carried out. All Members were invited to promote the Network to the coffee sectors in their countries.

**Item 2.2: Programmes to promote coffee consumption**

6. The consultant, Mr Carlos Brando of P&A International Marketing, reported on the implementation of programmes to promote coffee consumption based on the Step-by-Step Guide to Promote Coffee Consumption, which had helped to raise awareness of the importance of internal consumption in the coffee market and to encourage the development of domestic consumption programmes. Costa Rica had implemented a programme focussing on coffee and health; Colombia would launch a programme later this year, highlighting the benefits of coffee as a key message and places and times for coffee consumption; and Mexico would initiate a public relations exercise with a new coordinator. He highlighted the value of promoting coffee consumption in producing countries. Three key steps included obtaining the support of all the different interest groups in the coffee sector, designing the programme before seeking funds for it, and contracting a professional coordinator to manage it (the latter was critical to the success of the programme).

7. In discussions on this item, the point was made that ICO promotion activities such as programmes in Japan had had considerable impact, and it would be useful to continue to build on this work. Programmes such as coffee and health and the CoffeeClub Network could be assessed with a view to enhancing the value of these activities and applying effective models to new markets such as China.

8. The Committee took note of this information and further noted that the initial investment of US\$300,000 in the Guide by the Promotion Fund had resulted in investments of over US\$30 million in promotion programmes to date, with more resources in the pipeline.

**Item 2.3: Coffee and health**

9. The Executive Director said that Ms Joanna Scott had made a presentation on both the Positively Coffee Programme and the Health Care Professions – Coffee Education Programme (HCP-CEP) to the Private Sector Consultative Board (PSCB) meeting on 21 September 2009. In the case of the latter, negative viewpoints about coffee by the medical profession appeared to have reduced, and coffee associations were very satisfied with the programme. In the case of the Positively Coffee Programme, which was funded by the Institute for Scientific Information on Coffee (ISIC) and exporting Members, resources from the Promotion Fund were now very limited and ISIC would review the future of the programme at a meeting in November 2009.

10. Mr Nathan Herszkowicz of the Brazilian Coffee Industry Association (ABIC) introduced a DVD with highlights of a programme about coffee and health seen by 30 million viewers on Brazilian television in August 2009. The programme was produced by the leading broadcast network in Brazil at no charge to the coffee sector and had had excellent results. ABIC had obtained the rights for screening the programme in closed events. A copy had been given to the ICO, and it would investigate the possibility of posting it on the Positively Coffee website and the CoffeeClub Network. The Committee expressed its appreciation for the programme and noted the important role that coffee and health could play in promoting coffee consumption.

**Item 3: Promotion Fund**

11. The Chairman said that at the last meeting, it had been suggested that it would be useful to consider the recapitalization of the Promotion Fund. Document PC-56/09 contained an analysis of expenditure by the Promotion Fund during the 2001 Agreement. Members had been invited to submit proposals for consideration, however no proposals had been received as yet. He stressed the need to receive ideas and proposals on future financing, as the Promotion Fund had very limited resources remaining. This was a matter which would also be taken up by the Promotion and Market Development Committee under the ICA 2007 and was an essential part of the transition from the current to the new Agreement. The Committee took note of this information and further noted the point that the coffee industry might be interested in cooperating on future promotion activities and other options could include using the Secretariat, the CoffeeClub Network and other activities to encourage consumption.

**Item 4: Other business**

12. There was no other business to discuss.

**Item 5: Date of next meeting**

13. The Committee noted that the next meeting under the 2001 Agreement would take place in Guatemala City during the 104<sup>th</sup> Session of the Council from 1 to 4 March 2010.