



Organización Internacional del Café
Organizaçào Internacional do Café
Organisation Internationale du Café

PC 23/04

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Promotion Committee
22 September 2004
London, England

**Decisions and Resolutions adopted
by the Promotion Committee
at the Sixth meeting**

1. The Promotion Committee, chaired by Dr. Ernesto Illy, met for the sixth time under the 2001 Agreement on 22 September 2004.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document PC-21/04 Rev. 1.

**Item 2: Votes in the Promotion Committee
for coffee year 2003/04**

3. The Committee noted that document EB-3852/03 Rev. 5 contained the situation of outstanding payments affecting voting rights and the redistribution of votes for coffee year 2003/04.

Item 3: Steering Group on Promotion

Item 3.1: Report of the Steering Group on Promotion

4. The Executive Director said that the Steering Group on Promotion had met on 17 September 2004 and had considered presentations on the conclusions of the study on domestic consumption and the Health Care Professions – Coffee Education Programme. The report of the meeting of the Steering Group on Promotion was subsequently circulated as document PC-24/04. The Committee took note of this information.

Item 3.2: Steering Group on Promotion for 2004/05 and 2005/06

5. The Executive Director said that the term of office for members of the Steering Group on Promotion for 2002/03 and 2003/04 expired in September 2004. The Committee noted

that the composition of the Group for 2004/05 and 2005/06 would be considered in coordination meetings following which the spokespersons for the Producers and the Consumers would report to the Council.

**Item 4: Implementation of the Action Plan
to increase world coffee consumption**

Item 4.1: Review of progress on implementing the Action Plan

6. The Executive Director said that the Action Plan to increase world coffee consumption contained in document PC-13/03 Rev. 2 included a comprehensive range of actions on promotion of coffee in producing countries, traditional markets and emerging markets. Progress on the project to create a framework and methodology for the promotion of coffee in producing countries had been reviewed by the Steering Group on Promotion and would also be reviewed at this meeting, together with the dissemination of positive information on coffee and health in traditional markets. The Committee took note of this information.

Item 4.2: Project proposals

7. Mr. Carlos Brando (P&A International Marketing, Brazil) made a verbal presentation on the preliminary version of the manual on domestic consumption which was in the form of a CD-Rom. It was expected that the final version of the CD-Rom and a printed manual would be ready at the end of October 2004. The CD-Rom could be added to or developed in the future and was designed to enable users to access areas of particular interest. The contents were organized in the order of steps required to develop a programme of domestic consumption and included a coffee diagnosis section, the institutional framework, promotional tools, programme design, strategies, financing, evaluation and background material. Each section had a quick reference guide to enable users to browse the contents quickly. The diagnosis section included hints on how to get information and to design a programme, as well as information on coffee consumers and the coffee market. The institutional framework provided orientation on how to develop this work. Promotional tools included conventional and specific tools, while the strategies section included a bank of ideas which could be tailored to different markets. The section on programme design included information about structure and content design and the financing section referred to the role of the ICO and to low-cost filter sets developed by the European Coffee Brewing Centre, made in Norway. An evaluation section included information about data sources and methods, while the background materials included consumption potential, a literature review, recent ICO experiences and a case study on Brazil.

8. The Committee expressed its thanks to Mr. Brando for his presentation. It noted the importance of increasing consumption as a means of bringing balance to the market and further noted that seminars could be arranged to enable Mr. Brando to present the manual to representatives of the coffee sector in different countries. The Committee further noted that

domestic consumption could be a catalyst for increasing world coffee consumption and noted the request for the Executive Director to assess this and to explore availability of resources with the new Managing Director of the Common Fund for Commodities (CFC).

Item 4.3: Promotion activities in 2004/05

9. The Committee noted that it was proposed to continue to develop the project to stimulate domestic consumption in key producing countries and that a project proposal to research options to relaunch promotion in China would be discussed further after the Executive Director's mission to China in October 2004.

Item 5: Resources for promotion and pledging meeting

10. The Committee noted that producing countries had indicated that they would be prepared to provide funding of US\$500,000 from the Special Fund for promotion activities if this were matched by consuming countries. The Committee further noted that the E.U. was continuing to investigate resources for promotion from a programme for commodities but had not yet been able to mobilize funding.

Item 6: Coffee and health

11. The Committee took note of presentations by Mrs. Sylvia Robert-Sargeant on the Positively Coffee Programme and Health Care Professions – Coffee Education Programme. Copies of both presentations are available on request from the Secretariat.

Item 7: Contribution to the 20th ASIC Conference

12. The Committee noted that the 20th Conference of the *Association Scientifique Internationale du Café* (ASIC) would take place in Bangalore, India in October 2004. Document PC-22/04 contained a request for a contribution of US\$10,000 from the Promotion Fund. This would need to be considered by Producers in a coordination meeting, following which the Producers would inform the Council of their decision on this proposal.

Item 8: Other business

13. The Committee noted that during the PSCB meeting it had been suggested that producing countries should consider support for the Positively Coffee Programme. This suggestion would be discussed at the meeting of the Promotion Committee in May 2005.

Item 9: Date of next meeting

14. The Committee noted that its next meeting would take place during the 93rd Session of the Council which would take place at the headquarters of the Organization from 17 to 20 May 2005.