



Organización Internacional del Café  
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## Report of the Steering Group on Promotion on the meeting of 16 May 2005

1. The Steering Group on Promotion, chaired by the Executive Director, Mr. Néstor Osorio, met on 16 May 2005.

### **Item 1: Adoption of the Agenda**

2. The draft Agenda contained in document WP-SGP No. 9/05 Rev. 1 was adopted.

### **Item 2: Projects**

#### **Step by step guide to promote coffee consumption**

3. The Executive Director said that the Step by Step Guide to promote coffee consumption had been circulated to all Members as a CD-Rom in January 2005 and could also be downloaded free of charge on the website. The Guide would shortly be available in French and Spanish, and P&A International Marketing had held a dissemination workshop on the Guide during the Eastern African Fine Coffees Association (EAFCA) Conference in Zambia in March 2005. He encouraged all Members to use the Guide in promoting coffee consumption and in developing national policies to increase consumption, and to keep him informed of its use. Cyprus had already advised him that it had been sent to the Cyprus Chamber of Commerce and Industry to be used in advertising and promotion of coffee in Cyprus.

#### **China**

4. The Executive Director said that contacts were continuing with the Chinese authorities in connection with membership of the 2001 Agreement. China was a dynamic market and it was important to exchange ideas on future promotion activities and ways of

renewing the ICO's presence in this country. He referred Members to the proposals from Paul Wang Hai which had been distributed at the previous meeting (Coffee Promotions in China – Reverse wrongful coffee image and stimulate consumption, dated 15 December 2004 and “Reveal coffee myth: Reverse the wrongful image, dated 12 January 2005). Mr. Wang Hai had good insight into suitable promotion activities for China, and had highlighted the importance of educating consumers and providing information about coffee. The Executive Director stressed the need to reactivate promotion activities, and implement the ICO Action Plan to increase coffee consumption (document PC-13/02 Rev. 2). It would be important to develop specific projects which could be used to seek funding from Members and the private sector; this approach had been very successful with programmes on coffee and health. Previous ICO activities in China and Russia had also attracted excellent private sector cooperation. He urged Members to consider authorizing funding to develop a proposal to identify a suitable activity to attract private sector support.

5. In discussions on this item, the point was made that existing resources for promotion were very limited and had been contributed by producing Members. Consideration needed to be given to developing a strategy for resources for all future promotion activities, as well as promotion activities in China. Concrete proposals with detailed costings should be provided to enable producing Members to make a decision on funding. In the case of the proposal from Hill & Knowlton with two alternative activities for research in China to define parameters for renewed promotional activity (document WP-Promotion No. 5/04), this could be reviewed and adapted to fit ICO requirements. It was important to have a clear indication of what the private sector might be prepared to fund, to encourage their involvement. If this were known, then a proposal of maximum benefit to those concerned could be developed.

6. The Group noted that in the case of Japan, funding for promotion of consumption had been very successful and had played an important role in developing consumption. The private sector in Japan, as well as other importing countries, had matched contributions from the ICO and had continued to contribute to promotion activities after ICO funding ceased. It was suggested that both the ICO and the country benefiting from the activity should contribute towards promotion activities.

7. The Group noted that producing Members would consider the possibility of resources from the Promotion Fund to renew promotional activity in coordination meetings.

### **Other project proposals**

8. The Group noted that no new project proposals had been received since the last meeting in January 2005.

**Item 3: Resources for promotion and pledging meeting**

9. The Executive Director said that he had discussed resources for promotion including the second phase of the project to increase domestic consumption at a meeting with the Common Fund for Commodities (CFC) in March 2005. The CFC had been receptive to the importance of promotion but as yet there was no concrete support for it. The matter might require a change of policy, and would need to be raised at the level of the CFC Governing Council. Regarding other sources of funding, while no finance was specifically earmarked for promotion in the EU Action Plan on Commodities, it was possible that funding might be available for educational activities. Contacts with other multilateral organizations such as the World Bank and OPEC had not been fruitful. The Group took note of this information.

**Item 4: Coffee and health**

*Health Care Professions – Coffee Education Programme (HCP-CEP)*

10. The Vice-Chairman of the Private Sector Consultative Board (PSCB), Mr. Christian Rasch Topke, said that the PSCB had considered a number of matters relating to health at its meeting on 16 May 2005. It had received an update on the Positively Coffee Programme and activities, including recent additions to the website, and had also received an overview of the HCP-CEP programme including goals, targets and timetables, and discussions with the Institute for Scientific Information on Coffee (ISIC). The PSCB had also considered the possibility of expanding the Positively Coffee Programme to producing countries and would consult producer representatives about this possibility. The Group took note of this information and further noted that copies of the presentations on coffee and health were available from Mrs. Sylvia Robert-Sargeant.

*Institute for Coffee Studies, Vanderbilt University*

11. The Executive Director said that Professor Martin had advised the ICO that the Institute for Coffee Studies (ICS) had been at a standstill over the last year due to lack of funding which was preventing it from undertaking active research. The ICS was continuing to prepare publication of results from previous years and hoped that over the next few years it would still be in a position to publish its research findings in scientific literature. The Group took note of this information, and further noted that Professor Martin had undertaken some valuable work, including the contribution of coffee to preventing drug and alcohol addiction. It would be useful to explore with the new Surgeon General in the USA the possibility of using funds for the prevention of drug addiction for activities to encourage young people to drink coffee. Regarding the repayment of the loan of US\$60,000 provided to assist with fundraising activities for the ICS, the Group noted that the ICO had received assurances from producing countries involved in this project that the loan would be repaid to the ICO in the near future.

*Institute for Scientific Information on Coffee*

12. The Chairman of the Promotion Committee, Dr. Ernesto Illy, said that research was proceeding into the contribution of coffee to preventing diabetes II and to protection from cancer of the colon.

**Item 5: Other business**

*Caféothèque of Paris*

13. Ms. Gloria Montenegro of *Connaissance du Café* and WBC International made a presentation on the *Caféothèque* of Paris, which aimed at being the largest repository of fine coffees in the world. Copies of her presentation and a document in French on the *Caféothèque* were circulated at the meeting and are available on request from the Secretariat.

*Coffee at the Salon International de l'Agriculture, Paris 2006*

14. Mr. Philippe Juglar of Agro Business Consulting Development made a presentation on the 2006 *Salon International de l'Agriculture*. This Salon would include a new section on tropical agriculture including coffee and would provide opportunities to promote coffee and for growers to meet and exchange information. Information about the Fair and the costs of stands was circulated after the meeting and is available on request from the Secretariat. Producing Members were requested to consider in coordination meetings the possibility of participating and providing funding for this event, both as individual countries and as part of an overall ICO coffee space.

15. The Group took note of the presentations on the *Caféothèque* of Paris and the *Salon International de l'Agriculture*, and further noted that both activities were useful in enhancing awareness of coffee in the international arena.

**Item 6: Date of next meeting**

16. The Group noted that its next meeting was likely to take place at the time of ICO meetings from 26 to 30 September 2005.