



**Promotion and Market Development Committee**  
3<sup>rd</sup> meeting  
8 March 2012 (09:30)  
London, United Kingdom

**Draft Agenda**

Item	Document
<b>1. Draft Agenda – to adopt</b>	PM-11/11
<b>2. Chairman and Vice-Chairman for 2011/12 – to appoint</b>	verbal
The Committee will appoint a Chairman and a Vice-Chairman for 2011/12, who shall be from different categories of Members in accordance with the terms of reference. Precedent indicates that the Chairman should be from an importing Member, and the Vice-Chairman from an exporting Member.	
<b>3. Promotion activities</b>	
<b>3.1 CoffeeClub – to note</b>	verbal
The consultant will report.	
<b>3.2 Programmes to promote coffee consumption – to note</b>	verbal
The consultant will report on the implementation of programmes to promote coffee consumption based on the Step-by-Step Guide to Promote Coffee Consumption.	
<b>3.3 Coffee and health – to consider</b>	verbal
The Executive Director will report.	

- 3.4 Research – to consider** verbal
- The 24<sup>th</sup> ASIC Conference will take place in Costa Rica in November 2012.
- 4. Implementation of the Coffee Quality-Improvement Programme (CQP) – to consider** to follow
- The Executive Director will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP, and will also report on information received from Members on national coffee quality standards.
- 5. Phytosanitary matters – to consider** verbal
- The Executive Director will report on phytosanitary matters including Ochratoxin A (OTA), acrylamide, legislation on Maximum Residue Levels (MRLs) for pesticides and responses to document ED-2124/11 requesting Members to send details of MRLs used in the coffee production process and the methodology used for calculating these, together with relevant studies. As requested by the Committee, a representative of the EU will be invited to report on new EU directives on food safety, and their implications for producing countries.
- 6. Promotion and market development under the International Coffee Agreement (ICA) 2007 – to consider** PC-13/03 Rev. 2
- Members will be invited to contribute ideas for an action plan for promotion of consumption and market development under the ICA 2007, together with proposals for specific activities and finance.
- 7. Other business – to consider** verbal
- 8. Date of next meeting – to note** verbal
- The next meeting will take place in London at the time of the 109<sup>th</sup> Council Session from 24 to 28 September 2012.