



Private Sector Consultative Board

34th meeting

7 March 2012 (09:30)

London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PSCB-130/11
2. Report on the meeting of 28 September 2011 – to approve	PSCB-129/11
3. Coffee market situation – to note	to follow
The Executive Director will introduce an analysis of the market situation and the latest official estimates for the Brazilian coffee crop.	
4. Coffee and health – to note	verbal
Reports will be given on coffee and health programmes.	
5. 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.	
6. Coffee consumption – to consider	verbal
Presentations will be made on the need to engage with younger consumers by the representative of the Specialty Coffee Association of America (SCAA); on the development of consumer information on labels concerning nutrition and origin by the representative of the European Coffee Federation (ECF); and on the impact of improved coffee quality on consumption by the representative of the Coffee Association of Canada (CAC).	

7. Food safety aspects – to note verbal

The PSCB will consider updates on matters related to food safety, including Maximum Residue Levels for pesticides used in coffee production. The representative of the National Coffee Association of the USA (NCA) will make a presentation on legal cases in California and implications for the rest of the USA.

8. Consultative Forum on Coffee Sector Finance – to consider verbal

The PSCB will consider the outcome of the 2nd Consultative Forum on Coffee Sector Finance on 6 March 2012.

9. Role of the PSCB – to consider verbal

The PSCB will continue discussions on the format and agenda of the PSCB, and challenges faced by PSCB associations.

10. Items under continuous review – to consider verbal

Discussion is invited on topics which the PSCB is keeping under review, including:

- The supply of private sector statistical data
- The International Coffee Genome Network (ICGN)
- Geographical Indications
- Resources for the ICO Promotion Fund

11. PSCB representatives for 2011/12 and 2012/13 – to consider verbal

There is currently a vacancy for one Consuming association and one Producing association in the Robustas category.

12. Other business – to consider verbal

Rollback Malaria Partnership – The PSCB will consider a presentation on this issue.

13. Future meetings – to consider verbal

The PSCB is invited to suggest matters for consideration at the next meeting.

The next meeting of the PSCB will take place during the 109th Session of the Council from 24 to 28 September 2012 in London.