



Organización Internacional del Café
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**Health and quality strategies
to encourage consumption**

**Communication from the
Chairman of the Promotion Committee**

Background

This document contains a communication from the Chairman of the Promotion Committee on health and quality strategies to encourage consumption.

Action

The Promotion Committee is requested to take note of this document.

HEALTH AND QUALITY STRATEGIES TO ENCOURAGE CONSUMPTION

The projects I have proposed as Chairman of the Promotion Committee, with funds made available by ISIC, have been focused on the following:

- **Traditional Markets:**
Consumption is stagnant and the first action must be to remove any consumer fears through scientific information to the medical profession and to the consumers themselves.
- **New Markets:**
Prepare the market for growth through information on the positive effects of coffee on health.
- **Producing Countries:**
Promote consumption of coffee through information on the positive effects of coffee following the Brazilian example.

The situation now is as follows:

1. Promotion Committee activity has been followed up by a large number of important scientific reports that have contributed to support the argument that coffee helps secure a better, longer and healthier life.

The NCA have independently carried out an information campaign showing interesting results.

All these actions are going to continue, through the efforts of Positively Coffee and Ms. Sylvia Robert-Sargeant, and will be very successful if, at the same time, there is an improvement in the quality of coffee. This will have a strong impact on consumption due to the resulted heightened pleasure associated with coffee.

2. Important changes in consumer attitudes have occurred in Russia, through the methodical presentation of information to the medical profession, resulting in increased consumption. In this area, an increase in the pleasure factor would also contribute to the success of the actions undertaken.

3. Brazil is still growing at a strong pace and India has decided to initiate a campaign to promote consumption through their own means. Carlos Brandos' work has been very important in achieving these results.

Indonesia, Mexico and other countries will possibly be the objective of some programmes supported by the ICO directly, if the resources are made available.

In the oriental countries where tea is the main beverage, coffee quality is of major importance if we want to satisfy consumers used to the gentle aroma of tea.

Conclusions

We must now continue with the information campaign on the positive effects of coffee and improve the pleasure associated with coffee consumption.

The synergistic effects of these two activities will certainly affect the markets.

The fear is gone and the pleasure must go on!!!!