



Organización Internacional del Café
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Organisation Internationale du Café

WP Promotion No. 6/05

19 May 2005
English only

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Promotion Committee
19 May 2005
London, England

**Proposal received from the Chairman
of the Promotion Committee**

Background

The attached proposal has been received from the Chairman of the Promotion Committee.

Action

The Promotion Committee is requested to consider this proposal.

ACTIVITIES TO SUPPORT CONSUMPTION IN NATIONAL MARKETS

COFFEE AND HEALTH PROJECTS

Background

Market data in many countries around the world has shown that some consumers do not drink coffee, or drink less coffee, because of health-related concerns. This is a constraint on increasing coffee consumption and needs to be addressed.

(a) Positively Coffee Programme

The Positively Coffee programme was set up under the auspices of the ICO's Private Sector Consultative Board (PSCB). Following a successful pilot study in the UK in 2001, the 3 year Positively Coffee programme was launched.

The Positively Coffee programme makes available soundly based, positive scientific information on coffee consumption, for a lay audience. The material is distributed globally to national coffee sectors for use in their activities and publications.

It is the belief of the Positively Coffee Working Group that the Programme has been hugely successful and results show that it is now used regularly worldwide.

Funding of Positively Coffee Project

Initial funding at £50,000 p.a. was agreed within the ISIC operating budget. This money was intended only as seed money to demonstrate that such a project was viable and of value to coffee sectors worldwide.

The current ISIC agreement terminates in December 2005.

To enable this project to continue and develop, additional and future funding is being sought from ICO Members.

(b) Health Care Professions - Coffee Education Programme (HCP- CEP)

As medical and healthcare professionals are a key source of information for concerned consumers, it is essential that these professionals are better informed about the current scientific findings on coffee consumption and health. This is the basis of this Programme.

Funding of HCP- CEP Project

The ISIC Board agreed to provide 50% funding for a three year programme for "Europe" commencing in January 2004. This Programme supports up to six national coffee sectors, initially in Europe, with appropriate resources to run national projects on a 50:50 funding basis over a 3-year period (up to a maximum of EUR 300,000 per project). To date, participating countries are Finland, France, Italy, Netherlands, Russia and the United Kingdom.

Results already show a heightened level of awareness among these medical professionals, who constitute a key influence on consumer opinion, which cannot be achieved by traditional advertising approaches.

Such activities need not only to be sustained, but extended to other countries in other consumer countries e.g. those in Eastern Europe and in key producing countries worldwide.

PROPOSAL

Annual Budget contributions by ISIC

	Sterling	Euro
Positively Coffee	£ 50,000	€ 70,000
HCP CEP	£ 360,000	€ 505,000*
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Total	£ 410,000	€ 575,000

* This sum is matched by contributions from the six participating national coffee associations, bringing the total annual budget for the HCP CEP project to £720,000/€1,010,000.

Therefore the overall annual budget for both Positively Coffee and HCP CEP projects is £ 770,000/€ 1,080,000

The Promotion Committee is asked to consider making a financial contribution to enable work on both these projects to continue and to support the development of similar programmes in new producer and consumer markets.