



Organización Internacional del Café
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WP

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Steering Group on Promotion

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Salvador, Brazil

Seal of Approval – proposal from the Norwegian Coffee Association

Background

1. The Action Plan to increase coffee consumption approved by the Council in September 2003 includes a list of existing and potential projects by broad area and funding (see Section IV of document PC-13/03 Rev. 2).
2. Brewing equipment as well as the quality of coffee used has a key role to play in ensuring good quality coffee for the consumer, and thus increasing world coffee consumption. The Norwegian Coffee Association (NKI) coffee brewing project is listed in the Plan as a potential project under the area of quality, in connection with the dissemination by the International Coffee Organization (ICO) of information on optimum grinding and brewing methods with the aim of maximizing cup quality.
3. As part of the dissemination of information on grinding and brewing methods, the NKI has suggested that the ICO could recommend on its website that approved brewing equipment be used by the coffee industry and by households, and include a link to the European Coffee Brewing Centre (www.ecbc.info) in its links section. The attached document contains information about past cooperation between the ICO and the NKI together with a copy of a proposed Seal of Approval which could be used to promote coffee brewing equipment which delivers outstanding coffee to the consumer.
4. The NKI has also suggested that the ICO could provide more detailed guidelines on how to brew the best cup of coffee, in particular the right brewing temperature (92°-96°C) and the appropriate grind of coffee (as too fine a grind gives an over-extracted brew and hence low-dosed coffee, which can have a negative effect on consumption).
5. If the Promotion Committee agrees in principle that the ICO should endorse the use of a Seal of Approval for brewing equipment, the Executive Director will proceed to develop a methodology for the administration of the scheme with the NKI, to be circulated at the next meeting of the Committee.

Action

The Steering Group on Promotion is requested to consider this proposal and to submit a recommendation to the Promotion Committee.

Cooperation between the ICO and the Norwegian Coffee Association (NKI)

1. The NKI was founded in 1962.
2. Contacts were established with the ICO and its World Coffee Promotion Committee (WCPC), and the WCPC pledged funds to support national generic campaigns on coffee. The main focus was on the correct way to prepare and make coffee.
3. In 1966/67, the NKI devised a vision for coffee drinking in Norway. Five year plans were drawn up and approved by the ICO. The aim was to increase the consumption of coffee in Norway, and the target was to reach an average of 11 kg of raw coffee per capita in 1971, a target which was almost reached.
4. In 1973, the NKI established a separate coffee brewing centre, known as KTS (in Norwegian: Kaffee Tilberednings Senteret).
5. In 1976, the NKI launched the Coffee Brewing Certification Programme, based on the standards from the Pan American Coffee Bureau. The first household brewer approved became a market leader and has sold brewers to as many as half of Norwegian households. From the end of the 1970s until 1987, the Brewing Centre received extra funds from the WCPC for its international activities. During these years, monthly and quarterly market reports were sent to the ICO to track consumer purchases for in-house consumption.
6. From 1987 to 1991, the KTS was operated by the ICO from London under the name Nordic Coffee Centre (one of four brewing centres run by the ICO). The Seal of Approval contained the cup and bean of the ICO. The board of NKI functioned as an interim board for the Nordic Coffee Centre. The ICO's campaign contribution scheme was also continued.
7. In 2003, the NKI sent a proposal to the ICO regarding correct coffee brewing, suggesting that the ICO should recommend approved coffee brewers. Based on experience from a Norwegian project on filtering brewing in 1974, the NKI has developed a kit for manual filtering, which the ICO can use to increase coffee consumption in producing countries.