



**INTERNATIONAL
COFFEE
ORGANIZATION**

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**Development of a Marketing Toolkit
designed to promote domestic consumption
in coffee-producing countries**

The Executive Director presents his compliments and, for the information of Members, attaches a communication from the Head of Operations regarding the development of a marketing toolkit designed to promote expansion of domestic consumption in coffee-producing countries including a methodology and set of action-oriented interventions and approaches to also facilitate knowledge sharing and exchange of best practices across countries. The information gathered will be used to guide the creation of the ICO's Market Development Toolkit and in this regard, Dr Ashley from the "Consultancy Team" and her team may reach out to Members to directly schedule a meeting. We would therefore request your kind collaboration in facilitating their assignment to the benefit of your country and the global coffee value chain.



Introductory letter for the Consultancy Team – Coffee Market Development Toolkit

14 December 2021

Dear Sir/Madam:

I am writing to introduce the Consultancy Team in charge of developing the new ICO domestic coffee consumption guide. As you are aware, a healthy coffee industry will depend on maintaining dynamic growth in consumption. Despite a steady expansion in demand for coffee in non-traditional markets over the past decade, per capita consumption in the majority of coffee-producing countries remains modest. There is a significant potential for growth in the coffee market in producing regions, which can be tapped with programmes on market development and promotion.

The global coffee sector has witnessed substantial changes since the ICO's Step-by-Step Guide to promote domestic consumption in producing countries was released in 2004. Consequently, the International Coffee Council approved of the need to develop a comprehensive Coffee Market Development Toolkit focusing on interventions that would stimulate demand in producing countries and benefit the entire coffee value chain. With the financial support of the German Government a team of consultants "The Consultancy Team" headed by Dr Charlene Ashley was contracted by GIZ.

The Consultancy Team will develop a marketing toolkit designed to promote expansion of domestic consumption in coffee-producing countries including a methodology and set of action-oriented interventions and approaches to also facilitate knowledge sharing and exchange of best practices across countries. As they embark on this exercise, the team would need the support of all ICO Members to explore various viewpoints, examine private sector and institutional support and systems in a rigorous process of consultation, research and evaluation. The information gathered will be used to guide the final strategy design. Dr Ashley and her team will be reaching out to you directly to schedule a meeting. We would therefore request your kind collaboration in facilitating their assignment to the benefit of your country and the global coffee value chain.

Yours Sincerely

Gerardo Patacconi
Head of Operations