

50  
years



INTERNATIONAL  
COFFEE  
ORGANIZATION

ED 2170/13

4 November 2013  
Original: English

E

**Draft terms of reference for a Seminar on  
ensuring sustainable supply in the coffee  
market**

1. The Executive Director presents his compliments and attaches a document containing draft terms of reference for a Seminar on Ensuring sustainable supply in the coffee market: overcoming the current over-supply of the market and its detrimental effect on coffee prices. The Seminar will take place at the ICO headquarters in London during the 112<sup>th</sup> Council Session from 3 to 7 March 2014, and is scheduled to take place on Tuesday 4 March 2013.

2. Members are invited to send comments on the draft terms of reference to the Executive Director no later than **15 November 2013**. Members wishing to participate in a small working group which will assist the Executive Director in finalizing issues for discussion during the Seminar should inform the Executive Director of their interest also by **15 November 2013**.

## **DRAFT TERMS OF REFERENCE FOR A SEMINAR ON ENSURING SUSTAINABLE SUPPLY IN THE COFFEE MARKET**

### **Introduction**

1. The Programme of Activities for 2013/14 (document ICC-111-30) provides for a Seminar to be held during the coffee year. Following consultations, it is proposed that the topic of the Seminar should be: Ensuring sustainable supply in the coffee market: overcoming the current over-supply of the market and its detrimental effect on coffee prices. The Seminar will take place at the ICO headquarters in London during the 112<sup>th</sup> Council Session from 3 to 7 March 2014, and is scheduled for Tuesday 4 March 2014.
2. The Seminar will be organized in partnership with Informa, which will be responsible for marketing the event and securing high calibre speakers.

### **Objective**

3. The objective of the Seminar is to provide information to Members on the proposed topic. The Seminar will identify relevant issues in this field, and will also attempt to formulate any relevant recommendations.

### **Proposed structure**

4. The Seminar will cover issues related but not limited to:
  - **Ensuring the future sustainability of the coffee sector** – how long can the market cope within this low coffee price environment?
  - **Supply-side outlook** – presentations on leading producing countries including Colombia, Brazil, Vietnam
  - **The future of coffee consumption: Looking at new markets** – looking at the shift in consumption growth from traditional markets in Europe and North America to Asia and Eastern Europe

### **Participants**

5. The event would be open to ICO Members and observers, private sector representatives and other interested parties.