REPORT OF INITIATIVES & RESULTS

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ICO Council - Milan, September 28-29, October 2, 2015
Primary objectives & strategic goals

- Promoting coffee through its main values:
  - pleasure
  - health
  - sustainability
Primary objectives & strategic goals

‣ Creating awareness and nurturing the already existing **virtuous circle** between the well-being that coffee brings to the consumer countries and the socio-economic development in the producer ones.
Primary objectives & strategic goals

- Supporting producer countries in de-commoditizing coffee through increasing returns programs, where ICO acts as facilitator and knowledge provider, with a particular focus on small-scale growers and emerging/re-emerging producer countries.
ICO Promotion & Market Development Committee

Primary objectives & strategic goals

› Building and consolidating a multi-stakeholder network of partners - producers, roasters, NGOs, institutions, retailers - an objective partly achieved through the strength of weak social ties.
Initiatives & actions taken

- Participation to global lectures & conferences on coffee, ensuring continuity of existing knowledge dissemination:

  - Charleston | 22-24 March 2012 - THE SUSTAINABLE FUTURE OF COFFEE, NCA
  - Seoul | 19 November 2014 - CREATIVE DEVELOPMENT AND FUTURE OF ESPRESSO MARKET
  - Sao Paolo | 26 March 2014 - ECONOMY, CLIMATE AND COFFEE, Sao Paolo University
  - Geneva | 16 March 2015 - Palais des Nations, COFFEE & SOCIAL SUSTAINABILITY (Projection of the documentary movie ‘A Small Section of the World’)
  - Addis Ababa | 13-17 July 2015 - GLOBAL CONFERENCE FOR DEVELOPMENT
Initiatives & actions taken

- Participation to EXPO Milano 2015 with the COFFEE CLUSTER, hosting 10 producer countries and presenting to the public a complete educational & entertaining 6 months program on the Coffee Culture, from the bean to the cup.
Initiatives & actions taken

› Organization of the first GLOBAL COFFEE FORUM in collaboration with EXPO Milano 2015. The program of the Forum hosted for the first time a range of prestigious international speakers who presented their most recent researches, insights and reports organized around the 3 ‘coffee pillars’: pleasure, health sustainability.
Initiatives & actions taken

› Proclamation of the first INTERNATIONAL COFFEE DAY on October 1\textsuperscript{st}, 2015 and international fund-raising campaign launched on the same day with OXFAM.
Initiatives & actions taken

- Impact of climate change & possible scenarios for coffee – a research commissioned to Jeffrey Sachs, Earth Institute at Columbia University and presented at the First Global Coffee Forum in Milan on October 1st 2015.
Initiatives & actions taken

- Milan Coffee Legacy to be released by the end of Expo within the Milan Charter - a declaration about the necessity of promoting and nurturing the virtuous circle existing between coffee consumption in the consumer countries and socio-economic development in the growers community.

EXPO MILANO 2015
THE COFFEE LEGACY, an appendix to LA CARTA DI MILANO

Expo Milano 2015 – with the presence of 40 coffee producer countries and most of the consumer one, the Coffee Cluster, hosting over 9 million visitor, the First Global Coffee Forum and International Coffee Day – represents a unique opportunity not only to celebrate coffee, but also to improve awareness and to promote healthy & sustainable growth in the coffee growers community.

The idea to create a Coffee Legacy Document was born and developed in its very first stages at the working table n.23 (“In Cluster: An Innovative Model”) for the Carta di Milano.

The declaration, drafted in the footprint of the Belo Horizonte document, acknowledges that:

Coffee is extremely important to the rural communities which grow it, as it contributes to economic and social development.

At the same time, coffee brings well-being, pleasure and health to the consumers.

This process represents a virtuous circle between the well-being generated by the consumer response in the consumer countries - and the economic value benefiting the producing countries. This virtuous circle must be nurtured and accelerated by increasing product value with quality, differentiation and sustainability.

Knowledge sharing and financing, enabling coffee growers to implement the needed changes and to address the potential threats, is of paramount importance to the producing countries.

Continued work and expansion of partnerships between the public and private sector are key to creating the conditions for change and being able to respond to the sustainability of the sector including climate change, which is one of the main challenges for coffee growers.
Initiatives & actions taken

- Communication around Coffee has been generally positive in the 2013-2015 period, with a maximum peak of favorable messages – in terms of health & sustainability – during the Expo period.
THE SUM OF THESE ACTIVITIES REPRESENTS THE GREATEST CELEBRATION OF COFFEE OF ALL TIMES
Results

‣ Over 10,000,000 visitors at the Coffee Cluster at Expo Milano 2015

‣ Total readership 303,784,409

‣ Number of articles 570
Media coverage of Expo Coffee Cluster

- Italy: 78%
- Brazil: 9%
- France: 4%
- Germany: 4%
- Belgium: 2%
- USA: 2%
- Spain: 1%
- The Netherlands: 1%
- UK: 0%

Country coverage percentages.
Media coverage of Coffee & Health

- **Neutral**: 46%
- **Positive**: 30%
- **Negative**: 24%

Source: Isic
Fend Off Disease with Coffee

Three coffees a day may help prevent diabetes

Coffee intake reduces heart disease risk?

7 Healthy Perks of Coffee

Three coffees a day may help prevent diabetes

Caffeine taken during training and even in small doses may boost sports performance: Researcher

Four cups of coffee a day could slash risk of heart disease

World Diabetes Day: Coffee May Cut Type 2 Diabetes Risk By One Quarter

Italiani in viaggio: il caffè può aiutare a combattere la stanchezza!

L'USC segnala la ricerca sull'effetto del caffè nel contrastare la stanchezza al volante e nel supportare l'efficienza da jet lag. In una recente studi scientifici, il consumo di caffè è stato associato a una maggiore vigilanza e concentrazione e che, se ben alternato con momenti di riposo, contribuisce alla stanchezza causata da viaggi a lungo raggio.

World Diabetes Day: Coffee May Cut Type 2 Diabetes Risk By One Quarter

Italiani in viaggio: il caffè può aiutare a combattere la stanchezza!
Coffee DOESN'T dehydrate us: A few cups a day are 'as hydrating as water'

- Dehydration is a risk of high consumption of sugar, not of coffee.
- Previous belief about coffee dehydrating people came from 1950 research.
- As a result, the researchers are now calling for health advice to be updated to reflect their findings.

Moderate Coffee Consumption does Not Cause Dehydration, Study Finds

The idea that drinking coffee dehydrates us is a myth, researchers say.

They said that while we may feel dehydrated, a few cups of coffee a day in coffee is a day or two days and that

The news is based on the results of a study published in the journal

Moderate amount of coffee doesn’t dehydrate you

Coffee Myth?

COFFEE ‘hydrates as well as water’

Thirsty? Coffee ‘hydrates you as much as water’

Coffee has no effect on hydration

What do we know already?

There is no strong evidence that coffee is dehydrating. Consuming moderate amounts of coffee (e.g., one to three cups a day) is not associated with a higher risk of dehydration.

What does research show?

A study published in the BMJ found that coffee consumption was not associated with an increased risk of dehydration. The researchers concluded that moderate coffee consumption is unlikely to cause dehydration.

Related Labels:

- BMJ: How Much Coffee Is Too Much?
- Coffee’s Better Than Morning Tea

Research shows that coffee consumption is not significantly associated with dehydration. Coffee can hydrate the body, especially when combined with water intake. Moderate coffee consumption is unlikely to cause dehydration.
RECOMMENDATION

ICO should continue the efforts of the Promotion and Market Development Committee with renewed objectives, capitalizing on the positive impact obtained with the EXPO participation through the Coffee Cluster, the Global Coffee Forum and the first International Coffee Day campaign.
RECOMMENDATION

It is key to concentrate the promotion and communication efforts on few initiatives – as strong and inclusive as possible – in order to not disperse energies and funds, and to enhance the single, powerful message of the virtuous circle.
ICO should also continue to promote differentiation and foster a ‘second revolution of coffee’: the first one brought coffee from commodity to specialty, the second should further involved it from specialty to excellence.
Coffee, good life