



**Report of the Private Sector Consultative
Board on the meeting held on
26 September 2017**

Item 1:	Adoption of the Agenda	2
Item 2:	Report on the meeting of 14 March 2017	2
Item 3:	Five-Year Action Plan for the ICO	2
Item 4:	The Global Adaptation Plan (GAP)	2
Item 5:	International Coffee Day	3
Item 6:	Coffee and sustainability	
Item 7:	Coffee consumption	4
Item 8:	PSCB representatives and office holders	4
Item 9:	Other business	4
Item 10:	Date of next meeting	4

1. The Private Sector Consultative Board (PSCB) met in Yamoussoukro on 26 September 2017. In the absence of the Chair, Mr Ramaz Chanturiya, of the Russian Association of Tea and Coffee Producers and the Vice-Chair, Mr Ricardo Arenas of Anacafé, the Executive Director chaired the meeting.

Item 1: Adoption of the Agenda

2. The Board adopted the draft Agenda contained in document [PSCB-153/17 Rev. 1](#), save for an amendment to Item 6 which was removed due to the presenter being unable to attend the meeting.

Item 2: Report on the meeting of 14 March 2017

3. The Board approved the report of the meeting of 14 March 2017 contained in document [PSCB-152/17](#).

Item 3: Five-Year Action Plan for the ICO

4. The Board noted a report from the Executive Director on the proposed Five-Year Action Plan contained in document [WP-Council 280/17](#). The Action Plan provided for three main strategic objectives which would enable the ICO to encourage the development of a sustainable and inclusive global coffee sector and contribute to the achievement of the Sustainable Development Goals.

5. Specifically, the Strategic Review recommended that the ICO should focus on (i) delivering world-class data, analysis and information to the industry, (ii) using the Organization's convening power to provide a forum for dialogue between and within the public and private sectors, and (iii) facilitating the development of projects and promotion programmes through public-private partnerships and other means. The Executive Director highlighted that the Action Plan related closely to the work of the PSCB to promote partnerships with the private sector. He expressed the hope to see increased interaction with all members of the PSCB in this area.

Item 4: The Global Adaptation Plan (GAP)

6. The Executive Director provided an update on the GAP that had initially been presented by Mr Andrea Illy during the PSCB meeting of 14 March 2017. The purpose of the GAP was to ensure the supply of quality coffee in the long-term, especially by increasing the world coffee sector's resilience to the impact of climate change.

7. As the initiative had received broad interest among PSCB members, the Executive Director and the Head of Operations a.i. had attended the initial meeting of the GAP task force in Geneva earlier in the year. The task force was composed of representatives from both private and public sectors, as well as civil society, and was set up to formalize the GAP into concrete actions. The Executive Director explained that, as a result of the task force meeting, three working groups had been created. The first group would focus on defining the vision and strategy of the GAP, while the second group's task was to develop an appropriate structure and governance for the initiative. Once sufficient progress had been made by these two groups, a third group would work on relations with donors, governments and international organizations. The ICO would participate in the activities of the third group.

8. The Executive Director considered that the GAP showed significant potential for ICO involvement. For example, one of the pressing needs that had been identified was the limited availability of statistical data in coffee-producing countries, which obscured where funding needs may lie – the ICO was uniquely placed to contribute to this debate.

9. The GAP task force would meet again on 5 October 2017 in Geneva to discuss the proposals of the working groups and decide on next steps. Subject to approval by the Council, the Secretariat would continue to work closely with the GAP.

10. Members of the PSCB took note of the update.

Item 5: International Coffee Day

11. The Executive Director introduced the Secretariat's preparations for International Coffee Day (ICD) 2017. The theme of this year's event was 'Coffee for you and me', building on the ability of coffee to bring together families and friends, and was chosen to emphasize the importance of coffee to both producers and consumers.

12. As in previous years, International Coffee Day included a social media campaign comprising a dedicated website to register events, a promotional video, and for the first time a photo competition. The ICD 2017 video was screened and received positively by the PSCB.

13. The financial support from the All Japan Coffee Association and the logistical support from SAGARPA (Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food) of Mexico was gratefully acknowledged by the Executive Director.

Item 7: Coffee Consumption

14. In terms of coffee consumption, representatives from the China Coffee Association and the Baoshan Municipal Coffee Association gave presentations on the coffee industry in China.

15. The first presentation focused on the development of coffee consumption in China and provided newly available data on market research in one of the fastest growing markets in the world. One of the key findings was that consumption of fresh coffee was growing quickly in China's major cities, while demand for soluble coffee was growing at a higher rate in less populous locations.

16. The second presentation provided information about the development of coffee production in China.

17. Both presentations were well received by the Board and were available on the [Technical Presentations](#) area of the ICO website.

Item 8: PSCB representatives and office holders

18. Members noted the need to propose representation on the PSCB for the next two coffee years which would be considered by the Council later that week. The Chair and Vice-Chair of the PSCB for 2017/18 would also be elected.

Item 9: Other business

19. There was no other business.

Item 10: Date of next meeting

20. The Board noted that the next meeting of the PSCB would take place during the 121st Session of the Council to be held from 9 to 13 April 2018.