Item 1
Draft Agenda
PM-62/19
Item 2
Report on the meeting of 27 March 2019
PM-61/19
Item 3
Promoting consumption and market development
Item 3.1
Results of the survey on the Step-by-Step Guide
Results of the survey on the Step-by-Step Guide to Promote Coffee Consumption in Producing Countries

Gerardo Pataconni
Head of Operations
Promotion and Market Development Committee
25 September 2019
Background

• Inputs requested from Members and Observers via ED-2308/19

• 11 responses from nine members to the survey and one additional response via email: Costa Rica, El Salvador, European Union, Gabon, India, Kenya, Mexico, Nicaragua, Peru and Uganda
Member’s experiences in using the Step-by-Step Guide

Unique member responses: 9

Aware of Guide: 7
- Utilized in developing domestic promotion programmes: 3
- Not utilized: 4

Not aware of Guide: 2
- Very useful: 2
- Of some use: 1
Initiatives based on the Step-by-Step Guide

• El Salvador (2007)
  – For national diagnosis, development and execution of plans

• Mexico (2006)
  – As a general reference
  – Proposed to be used as part of PROMECAFE’s regional programme

• India (2006)
  – Knowledge dissemination and market research initiatives
Initiatives based on the Step-by-Step Guide

• Uganda
  – Domestic Coffee Consumption Strategy (2010)
  – Domestic Coffee Consumption Survey (2018)

• Others
  – Colombia (2010/16)
  – Costa Rica (2008/09)
  – Indonesia (2006)
What sections of the Guide were least or most useful?

<table>
<thead>
<tr>
<th>Section</th>
<th>Least useful</th>
<th>Most useful</th>
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<tbody>
<tr>
<td>Coffee Diagnosis</td>
<td>6</td>
<td>6</td>
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<tr>
<td>Institutional Framework</td>
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<td>Evaluation</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Background Material</td>
<td>2</td>
<td>3</td>
</tr>
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</table>
Missing information that the Guide should have included

• Newer and more up-to-date examples
• Details on producing country imports
• Recent consumption trends
• References to health and wellness issues
Recommendations for the updated Guide

• Prior feedback and review sessions with organizations such as the NCA and SCA
• Creation of a platform to allow for updates
• Additional themes suggested for inclusion:
  – Trends in global coffee consumption
  – Coffee and youth
  – Women in coffee
  – Coffee quality
  – Promotion of speciality coffees
  – Detailed information on roasting
  – Coffee and health
  – Sustainable coffee value chains
  – Coffee tourism
Suggested formats for updated Guide

- Interactive online guide
- Document/E-Book
- Online training
- Others
Proposed way forward

Hold an intersessional meeting of the Promotion and Market Development Committee to develop a Terms of Reference for undertaking an update of the Guide, outlining:

- Priority themes
- Working methods
- Project schedule
Thank you
Item 3.2
Promoting coffee consumption in Africa
Item 3.3
Promoting coffee consumption in Central America
Item 4
International Coffee Day
International Coffee Day
1 October 2019

Gerardo Pataconci
Head of Operations
RESOLUTION 465 AND THE INTERNATIONAL COFFEE DAY

Decision 1:
To launch a global communication plan targeted at consumers, together with producers, the coffee industry, opinion makers, and other stakeholders, using social media and other means of communications in order to show the economic reality of the coffee sector – from the producer to the final consumer – as of the International Coffee Day, October 1st 2018.
2019 CAMPAIGN GOAL
To highlight the plight of coffee farmers, the threat they are facing to their livelihoods and the need to take collective action

SUPPORTED BY
All Japan Coffee Association (AJCA)
Ernesto Illy Foundation
EU Delegation in Rwanda
A NEW-LOOK
ICD WEBSITE
COFFEE'S FUTURE NEEDS YOU
Pledge your support for a living income for coffee farmers

SIGN THE #COFFEEPLEDGE
AN ANTHEM FOR INTERNATIONAL COFFEE DAY 2019
Supported by
Ernesto Illy Foundation
EU Delegation in Rwanda
#COFFEEPLEDGE
CALL TO ACTION: SIGN THE #COFFEEPLEDGE

3,377 signatures  85 countries

We are asking everyone involved in coffee, from producers, to roasters, governments, banks and the coffee drinking public to sign the #coffeepledge, in support of a fair, living income for coffee farmers.
Welcome to the ICD 2019 Coffee Challenge

Here's how it works... There are 10 questions plus a bonus round with a further two questions. Answer all questions to the best of your ability and make sure you include your name and contact email to be entered into our incredible coffee prize draw.

The quiz should only take around 10 minutes to complete.

Let's go! press ENTER
“Livelihood, not just for myself but for millions of people around the world. Coffee is a beautiful thing, always changing and evolving”.

“It means how my country went from being extremely poor to being the first central american country to grow and export coffee”
- Fabio, Costa Rica

“[The #CoffeePledge is important] to ensure sustainability and safe future for coffee farmers and the coffee industry”
- Lizzy, Ireland

“Consumers have the power to influence those who take decisions (governments, buyers, multinationals). Only by showing that we care, we can make a change”
- Michela, Honduras

“Coffee is a way of life”
- Valerie, USA
COFFEE PRIZE

SUPPORT IS WELCOME FOR SPONSORS OF THE 2019 ICD COFFEE PRIZE
BUILDING A MOVEMENT

AN ONGOING CONSCIOUS COFFEE MOVEMENT FOR A SUSTAINABLE FUTURE…
THE FUTURE OF COFFEE
Tuesday, 1 October 2019 | Embassy of Switzerland, London
JAPAN VIDEO
Thank you
Item 5
Other business
Item 6
Date of next meeting