


**BEYOND THE ICO GUIDE:  
RECENT DEVELOPMENTS IN THE  
PROMOTION OF CONSUMPTION**

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**ICO GUIDE TO PROMOTE COFFEE  
CONSUMPTION**

- Experience of Brazil
- Other countries too
- Step-by-step guide to create programs
- English first
- Spanish and French after
- CD and ICO website



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## ICO GUIDE

- Several applications
  - India (2006)
  - Mexico (2006)
  - Indonesia (2006)
  - El Salvador (2007)
  - Costa Rica (2008/09)
  - Colombia (2008/09/10)
- Many programs created
- Different lessons learned
- Where do we go from here?



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## THE IMPORTANCE OF APPLYING THE GUIDE

- Even though Brazil's case study is "old"
  - most countries did not know it in detail
  - countries did not know how to apply lessons
- Lessons from guide adapted for each country (P&A)
- Applications of guide have generated  $\approx$  US\$ 30 million towards promotion of coffee consumption
  - 2006 - 2010
  - India / Mexico / El Salvador / Costa Rica / Colombia
  - Others? (we do not know)

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## RECENT APPLICATIONS OF THE GUIDE: COLOMBIA

- Toma Café
- Program launched in March 2010
  - slogan "Necesitas más cuerda?"
- Active participation of largest players (roasters + soluble)
- Main strategic lines being developed
  - benefits of coffee
  - better preparation practices
  - value addition in retail
  - creating a support network



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## TOMA CAFÉ - COLOMBIA



- One of the most successful consumption programs related to Guide
- Strong executive coordinator + P&A consultancy
- Communications team (PR + advertising + IT) working together
- Consumption growing (Nielsen)
- 2011 plan being approved now

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## LESSONS LEARNED FROM GUIDE APPLICATIONS

- Making it happen
  - bringing actors together

- Conceiving it
  - strategies to increase consumption

- Running it
  - structure
  - financing

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## LESSONS LEARNED FROM GUIDE APPLICATIONS

- Workshops with sectors
  - spinal cord of programs
  - external facilitator (win-win)
- Executive coordinator of program
  - managing the day-to-day activities
  - essential to gather players and keep program going
- Importance of a “centralized” budget
- Drivers of program / consumption
  - marketing (PR! PR! PR!)
  - benefits of coffee
  - training / education
  - developing industry
  - others



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## NEW IDEAS ABOUT PROMOTING CONSUMPTION



- Markets where coffee is novelty
  - natural enthusiasm
  - industry “creates” consumption by itself (Indonesia / China)
- Markets where coffee is traditional
  - need to generate enthusiasm
  - institutional programs are vital (Brazil / Colombia / Central America / Mexico)
- Mix of both
  - India
  - Africa

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## UPDATING THE GUIDE



- Convert guide to new technologies
  - web 2.0
  - website / new platforms
  - easier access
- Renew content
  - new experiences / case studies
- Improve methodology
  - benefit from lessons learned

facebook

twitter



ADAPTING GUIDE TO NEW CONSUMPTION SCENARIO

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## UPDATING THE GUIDE

- Possibility to reach more markets
  - Vietnam?
  - emerging markets
  - others
- More user-friendly tool
  - institutional
  - private
- Explore opportunities
  - disposable income growing (producing countries)
  - new markets
  - new consumers
  - the new middle-class



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LEADING A UNIQUE CONTRIBUTION

