



**Report of the Promotion and
Market Development Committee on
the meeting held on 19 September 2016**

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1. The Promotion and Market Development Committee met in London, United Kingdom on 19 September 2016 for its 12th meeting. The meeting was chaired by Ms Vera Espíndola from Mexico.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft agenda contained in document [PM-49/16 Rev. 1](#).

Item 2: Report on the meeting of 10 March 2016

3. The Committee approved the report of the last meeting held on 10 March 2016 and contained in document [PM-48/16](#).

Item 3: International Coffee Day

4. The Executive Director reported on International Coffee Day (ICD) for 2016. The campaign would focus on ICD as a truly global celebration of coffee's journey from the farm to the cup. 'For the love of coffee' would be the campaign's slogan and would provide an opportunity to honour the men and women who grow and harvest the coffee that consumers enjoy worldwide.

5. As a means to reinvigorate and strengthen the ICD brand, the Executive Director informed the Committee that a new logo had been designed in the four official languages featuring a coffee cup with coffee droplets which would be used as an emblem throughout the marketing materials. In order to attract more attention from internet surfers and social media users, the new logo is animated.

6. When the Committee held its meeting there were two weeks left until ICD. Twenty-eight events had been added to the website from around 20 countries with more being added on a daily basis. They were all independent events hosted by individuals, companies and organizations around the world. The ICD website had also been redesigned for the 2016 campaign to give it a fresher and more professional look.

7. Promotion for the campaign was taking place across social media with four short videos appealing directly to the industry to create and submit their ICD 2016 event details. The videos also targeted coffee consumers encouraging them to visit the website and celebrate the occasion. The Committee viewed the full length video for the 2016 campaign and congratulated the Secretariat on the work undertaken for ICD.

8. During comments on ICD, the Head of Operations explained that the Secretariat's role and therefore financial investment came in the form of four activities:

- (a) The redesigned website which will be used every year from now on to promote ICD and serve as a repository for all the events that are submitted from around the world celebrating ICD.
- (b) The new logo to tie in with the look and feel of the redesigned website.
- (c) Five new videos – four short promotional videos and one longer video
- (d) Advertising on social media

9. Given the Secretariat's resources, the focus would be on the online campaign which had the possibility to reach thousands of people with very little cost. She mentioned, however, that the Secretariat would be looking into new revenue flows in order to be able to increase its budget for ICD. Creating more alliances and ties with the industry may also help with this issue.

10. In the future she suggested that:

- (a) ICD could become the day for the coffee industry to report its progress on the path to a sustainable sector
- (b) Beginning on 1 October the ICO adopt a year-long focus theme for the industry
- (c) ICD be used to promote domestic consumption in both producing and consuming countries

11. The campaign for ICD 2017 would continue the activities already undertaken in the previous two years and in particular aim to increase alliances within the industry, including with coffee retailers.

12. One Member commented that social media activity should take place year round to promote the celebration and that the ICO should be present at coffee fairs and events throughout the year. He also wanted to raise the idea that ICD be used as a platform to raise awareness around the world of the difficulties that the coffee industry is facing.

Item 4: National Coffee Drinking Trends Survey 2016

13. The President and CEO of the National Coffee Association of the United States (NCA), presented the results of the latest national coffee drinking survey, the results of which are not only contained in a paper report but also on a dedicated website where users can use the data to generate their own reports depending on their specific interests. The overall trends that the NCA had distilled from the survey included the following: overall coffee consumption had decreased from 65 years ago but the decline had levelled off; there were significant generational differences in coffee consumption; and consumers cared about how their coffee was produced. A copy of the presentation is available on the [ICO's website](#).

Item 5: Coffee industry events

14. The Committee heard from the Executive Director of the Specialty Coffee Association of Europe (SCAE), who explained the premise of the World of Coffee and how over the years it had become Europe's most important coffee event. He highlighted the broad nature of the activities that take place at World of Coffee: showcasing it is not simply a trade show but also a host for several other events such as the Barista Championship, educational seminars, social opportunities and, for the first time this year, a sustainability forum. The presentation, available on the [ICO's website](#), contains figures relating to the results of the event.

15. The Committee also heard from the Executive Director of SCAE and the CEO of the Specialty Coffee Association of America (SCAA) about Re:co which is short for Regarding Coffee and replaced the SCAA Symposium in 2015. The CEO explained that the aim of the event was always to raise provocative questions which would then lead to debate amongst participants especially on the margins of the main conference.

16. The Head of Operations told the Committee about the latest two sessions of the event series 'The Coffee Sessions' which the ICO co-hosts with SCAE. The first session was on taste, aroma and flavour in sensory performance and the second was on macro and micro variables in coffee roasting. More information about these, including videos of the sessions, can be found on the [ICO's website](#).

Item 6: Strategic Review

17. Members took note of the outcome of the Strategic Review with a particular focus on the recommendations pertaining to promotion and market development as contained in document [WP-Council 269/16 Rev. 1](#).

Item 7: Other business

18. The Chairperson supported the suggestion that ICD be used as a platform to raise awareness of the difficulties that the coffee industry is facing. However, she also mentioned her belief that this was the role of the Committee. The Committee should be used as a platform for voicing issues within the coffee sector and a space for sharing issues that can then be used in lobbying and advocacy in the industry.

19. She also highlighted several difficulties that she as Chairperson of the Committee had faced. She recounted that the first problem was related to the chairpersons' mandates. In the March sessions all Chairpersons are elected and expected to chair their first meeting, without any time to prepare. As a result, the chairpersons only have the September meetings to provide the Council with their expertise. To help remedy this, she suggested that the

Chairpersons' mandate be extended to two years. Another point she highlighted was the need for Members who are nominated to the Committee to participate fully and engage not only during the meetings, but also between the meetings. She stressed that Committee members' input was key to the development of the agenda, the discussions taking place during the meetings and also the activities that the Secretariat undertakes on behalf of the Members.

Item 8: Date of next meeting

20. The Committee noted that the next meeting of the Promotion and Market Development Committee would take place during the 118th Session of the Council to be held in London from 13 to 17 March 2017.