



**INTERNATIONAL
COFFEE
ORGANIZATION**

PSCB 152/17

6 April 2017
Original: English

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**Report of the Private Sector Consultative
Board on the meeting held on
14 March 2017**

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1. The Private Sector Consultative Board (PSCB) met in London on 14 March 2017. In the absence of the Chairman, Mr Ramaz Chanturiya, of the Russian Association of Tea and Coffee Producers, the Vice-Chairman, Mr Ricardo Arenas of Anacafé chaired the meeting.

Item 1: Draft Agenda

2. The PSCB adopted the draft Agenda contained in document [PSCB-151/17 Rev. 1](#).

Item 2: Report on the meeting of 20 September 2016

3. The PSCB approved the report of the meeting of 20 September 2016 contained in document [PSCB-150/16](#).

Item 3: The Global Arabica Plan

4. Mr Andrea Illy, Chairman of illycaffè s.p.a. gave a presentation on the Global Arabica Plan (GAP). The GAP, which is still in the conceptual phase, envisages a private-public initiative with the aim of addressing the challenges which climate change poses to the production of Arabica coffee, including the detrimental effects for stakeholders along the value chain from farm to cup.

5. The purpose of this initiative would be to organize three critical activities which can accelerate the process of adapting Arabica coffee production to a changing environment: (i) fundraising via a public/private partnership to mobilize resources from industry, institutions and philanthropists; (ii) knowledge transfer including adoption of new technologies such as genomic research, sensor based data collection and processing, water management; and (iii) coordination of existing and future activities in coffee producing countries in order to minimise duplication of efforts and increase efficiency. The concept of the GAP has received initial support from the Swiss Coffee Trade Association and the Union Bank of Switzerland (UBS), a financial institution. It was hoped that the ICO as an intergovernmental organization would consider to engage in the conceptual and preparatory work leading up to the launch of the GAP and become an institutional partner.

6. Members expressed their support and suggested the GAP initiative should be considered during the Strategic Review of the ICO. It was also suggested that the Secretariat would follow up with Mr Illy and other project partners on potential next steps in the process.

7. The Board took note of the presentation.

Item 4: International Coffee Day

8. The Chief Economist gave an update on the preparations for the third International Coffee Day (ICD) to be held on 1 October 2017. A new motto ('Coffee for you and me') suggested by the Secretariat was discussed.

9. The Board took note of the update. Some Board members pointed out that important stakeholders such as coffee associations should be involved at an early stage while at the same time pledging institutional support to assist the Secretariat in carrying out relevant promotion activities.

Item 5: Other business

10. The representatives of India and Mexico expressed their respective countries interest to host the 5th World Coffee Conference.

11. The Board took note.

Item 6: Date of next meeting

12. The Board noted that the next meeting of the PSCB would take place in Abidjan, Côte d'Ivoire at the time of the 120th Council Session from 25 to 29 September 2017.