



**Report of the 15th meeting of the
Promotion and Market Development
Committee held on 11 April 2018**

Item 1:	Adoption of the Agenda	2
Item 2:	Ratification of the appointment of the Chair and appointment of the Vice-Chair for 2017/18	2
Item 3:	Report on the meeting of 26 September 2017	2
Item 4:	Promoting consumption	2
Item 4.1	Domestic consumption in Central America	2
Item 4.2	2017 National Coffee Day and latest coffee consumption trend in Japan	3
Item 5:	Prioritizing the work of the Promotion and Market Development Committee	4
Item 6:	Other business	4
Item 7:	Date of next meeting	4

1. The Executive Director opened the 15th meeting of the Promotion and Market Development Committee in Mexico City on 11 April 2018.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document [PM-55/18 Rev. 1](#).

Item 2: Ratification of the appointment of the Chair and appointment of the Vice-Chair for 2017/18

3. The Committee appointed Mr Mitsuhiro Takayanagi of Japan as Chair, and H.E. Dr Durga Bahadur Subedi of Nepal as Vice-Chair. The Chair thanked Members of the Committee for his election for the coffee year and took over chairing the meeting.

Item 3: Report on the meeting of 26 September 2017

4. The Committee approved the report of the last meeting held on 26 September 2017 contained in document [PM-54/17](#).

Item 4: Promoting consumption

Item 4.1 Domestic consumption in Central America

5. Mr René León-Gómez, Secretary of PROMECAFE, presented an update on how the organization was using funding from the Special Fund to increase domestic consumption of high-quality coffee in the region (Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Panama and Peru). This was in view of the background of big challenges facing the sector including low prices versus high costs, climate change, pests and diseases.

6. Resolution 459 (September 2016) of the International Coffee Council had approved the distribution of resources of the Special Fund among Members of the exporting countries under a special distribution mechanism. This included a transfer of US\$458,566.00 to the Inter-American Institute for Cooperation on Agriculture (IICA), to which PROMECAFE is attached.

7. The project timeline was three years (2017-19) with the following goals:

- Strengthening capacity-building of stakeholders across the coffee value chain.
- Development of specific plans and projects by country and for region.
- Establish alliances for joint work with stakeholders in the chain.
- Increase internal consumption per capita of coffee in the region.

