



Promotion and Market Development Committee

18th Meeting | 25 September 2019

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Item 1

Draft Agenda

PM-62/19

Item 2

Report on the
meeting of
27 March 2019

PM-61/19

A teal-colored circle is centered on a white background. Inside the circle, the text "Item 3" is at the top, followed by "Promoting consumption and market development" in four lines below it.

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 Pataconi
Head of Operations

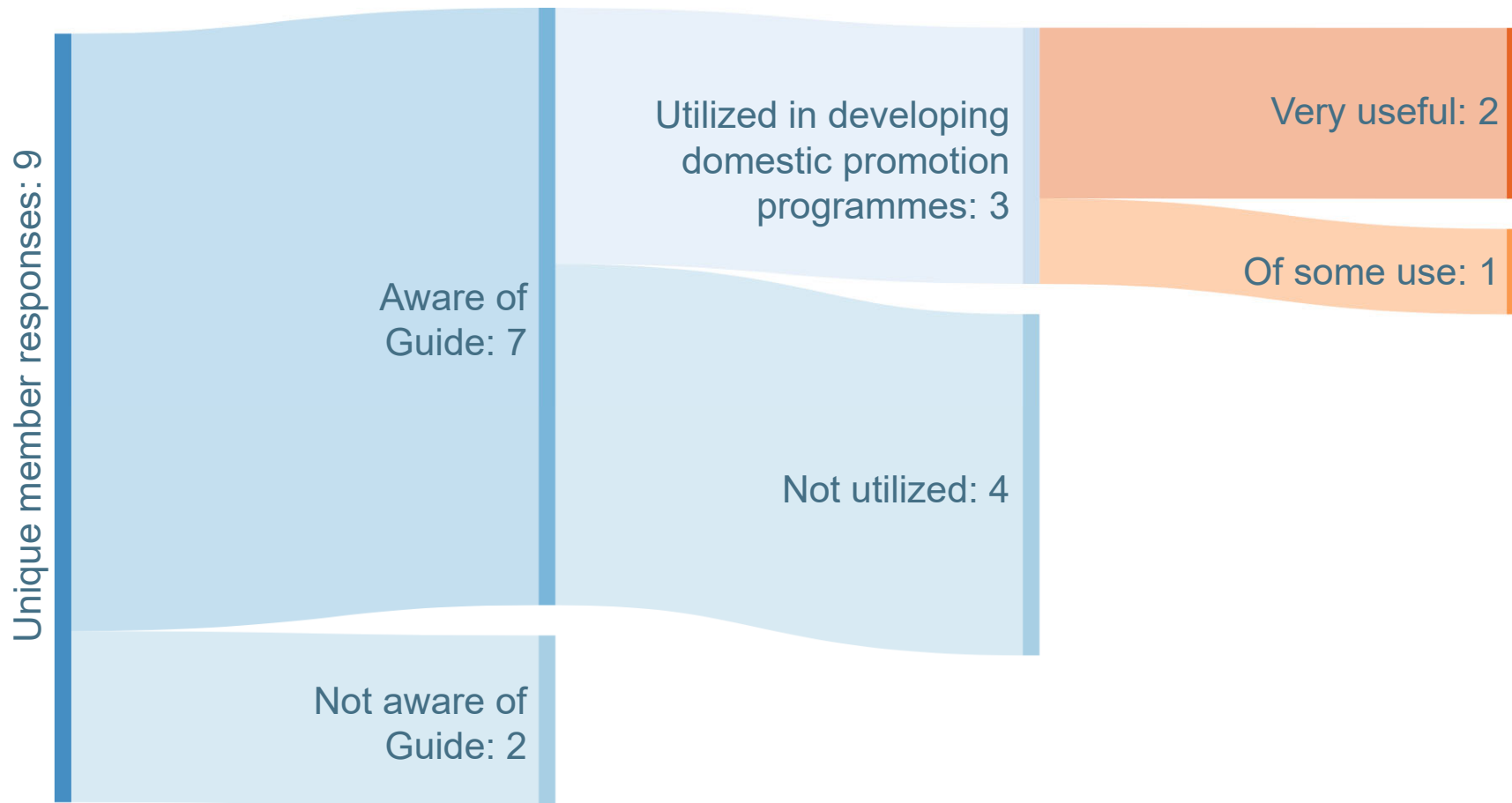
Promotion and Market Development Committee
25 September 2019

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



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

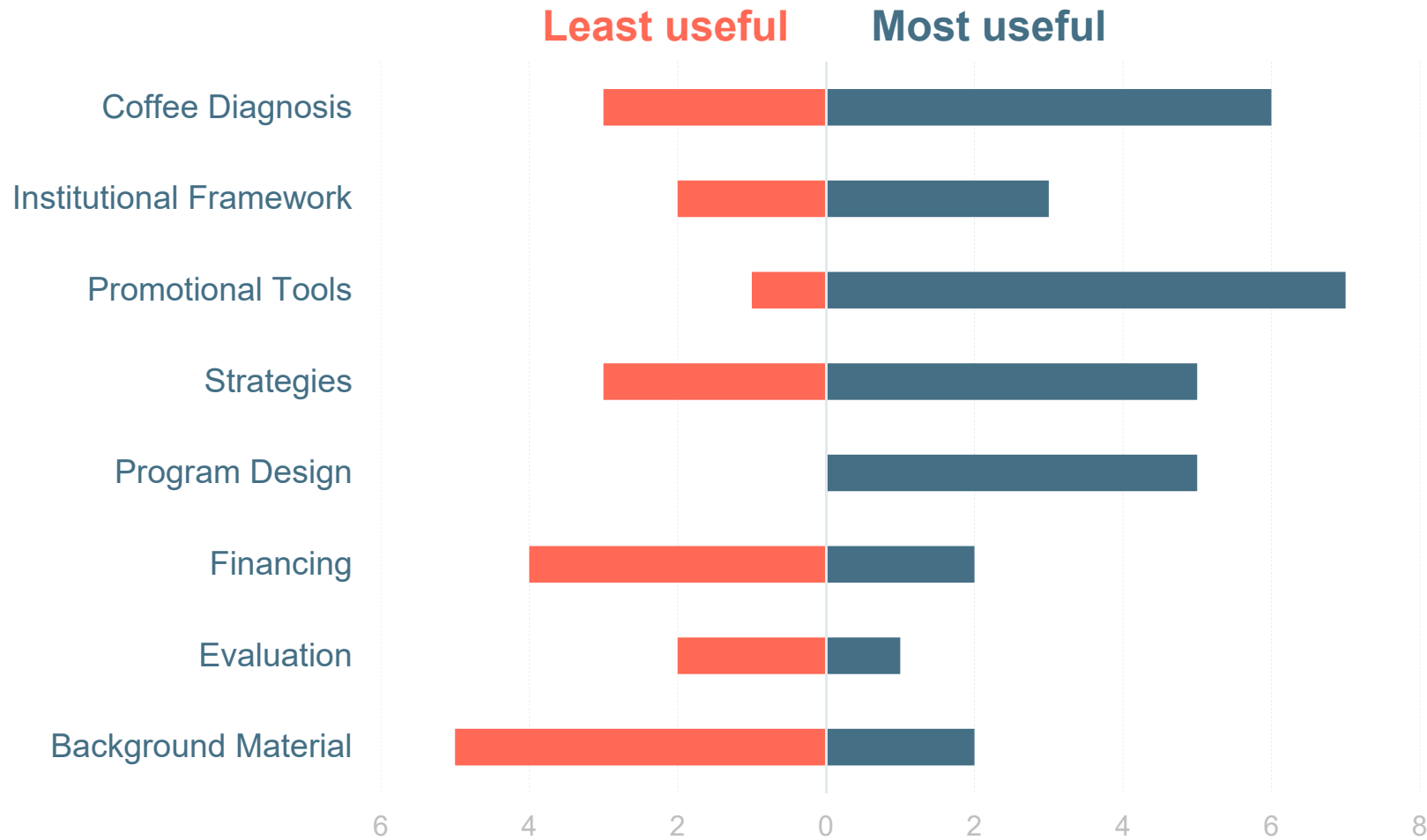


Initiatives based on the Step-by-Step Guide

- Uganda
 - Domestic Coffee Consumption Strategy (2010)
 - Sub-sector Communication Strategy (2015–2020)
 - Domestic Coffee Consumption Communication Strategy (2016/17–2020/21)
 - 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?



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

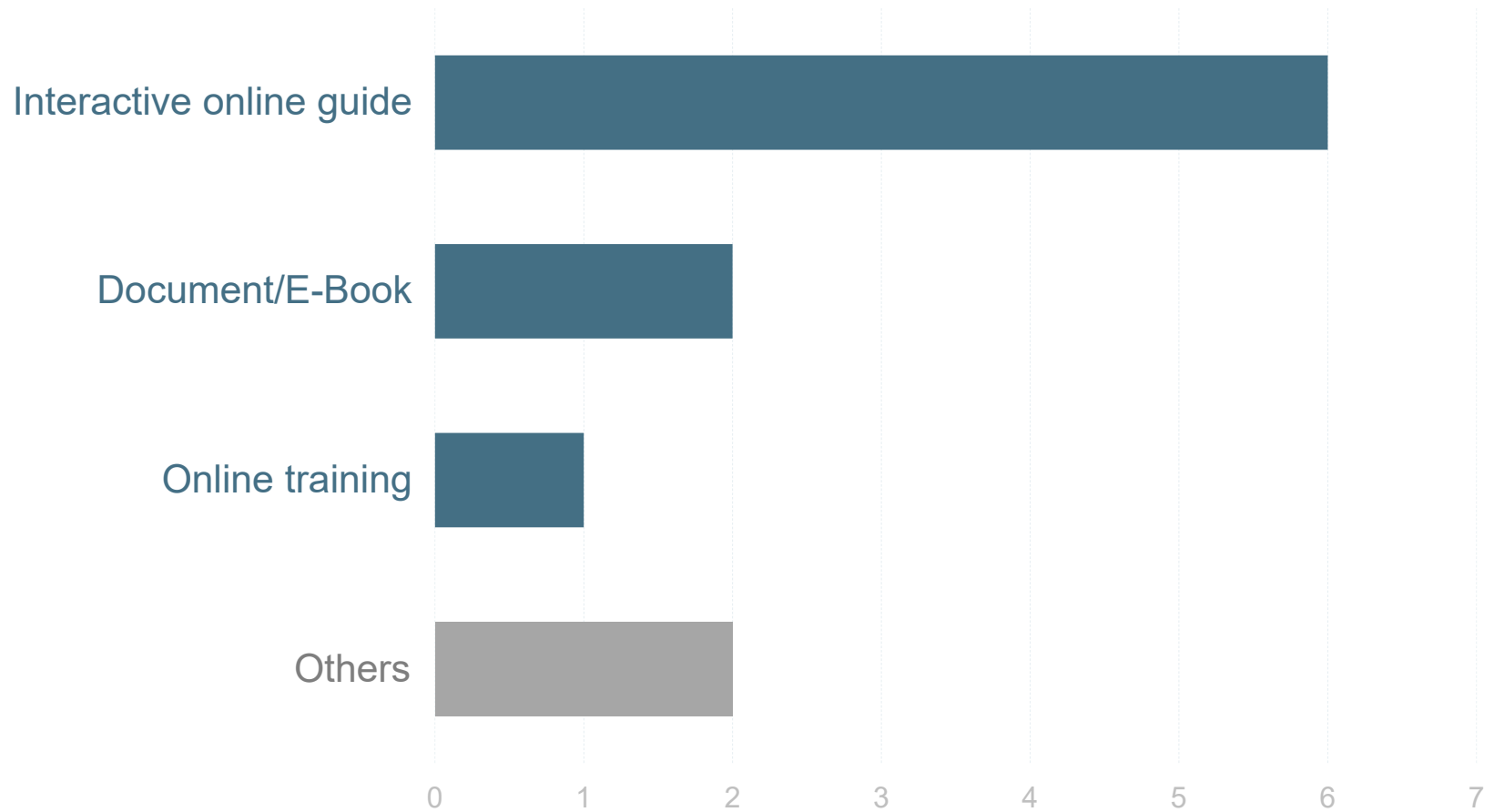


Recommendations for the updated Guide

- 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



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





**INTERNATIONAL
COFFEE
ORGANIZATION**

Thank you

Item 3.2

Promoting coffee
consumption in
Africa

Item 3.3

Promoting coffee
consumption in
Central America

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Item 4

International
Coffee Day

International Coffee Day

1 October 2019

Gerardo Patacconi
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**



EN ES FR PT

HOME

ABOUT

LEARN

GET INVOLVED



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



FONDAZIONE ERNESTO ILLY



Delegation of the European
Union to Rwanda

ICD VIDEO TRAILER





#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

ICD IN NUMBERS

12,000+
ICD Video
Views

1,800 views
of the
CEO forum

41,550+
Social Media
Impressions

**EVENTS IN 10
countries**

6,500
Website hits

ICD2019 COFFEE CHALLENGE



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

WORD CLOUD – ANSWERS TO COFFEE QUIZ

“Livelihood, not just for myself but for millions of people around the world. Coffee is a beautiful thing, always changing and evolving”.

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

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

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

“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 PRIZE

SUPPORT IS WELCOME FOR
SPONSORS OF THE 2019 ICD
COFFEE PRIZE

BUILDING A MOVEMENT

**AN ONGOING CONSCIOUS
COFFEE MOVEMENT FOR A
SUSTAINABLE FUTURE...**



INTERNATIONAL
COFFEE
ORGANIZATION



THE FUTURE OF COFFEE

Tuesday, 1 October 2019 | Embassy of Switzerland, London



JAPAN VIDEO



**INTERNATIONAL
COFFEE
ORGANIZATION**

Thank you



Item 5

Other business



Item 6

Date of next
meeting