



Promotion and Market Development Committee
17th Meeting
27 March 2019 (16:00)
Nairobi, Kenya

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-60/19 Rev. 1
2. Report on the meeting of 19 September 2018 – to consider and, if appropriate, approve	PM-59/18
3. International Coffee Day – to note	verbal
The Head of Operations will report on the theme, activities and promotion for International Coffee Day 2019.	
4. Promoting consumption and market development	
4.1 Innovation and integrative marketing, the engine for a sustainable coffee market growth. The <i>Colombia Toma Café</i> case – to note	verbal

Members will receive an interactive presentation from Ms Ana Sierra – owner and head of *Integrative Marketing* – on the experience and lessons learned from *Colombia Toma Café*, the Colombian Coffee Consumption Programme.

Between 2009 and 2016, Ms Sierra was the full-time consultant and leader of Colombia Toma Café. This coalition, founded by the National Coffee Growers Federation of Colombia, Nestlé, Colcafé, Casa Luker, Café OMA, Café Diamante and 25 other roasters, boosted the development of the coffee market, which grew 36.1% in volume from 2009 to 2015.

4.2 The ICO's *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries* in practice: lessons and recommendations – to note verbal

Members will receive a presentation from Dr Carlos Brando – Director of P & A Marketing and current Chair of the Global Coffee Platform.

Dr Brando is a well-known figure in the coffee industry who trained as a civil engineer and has a PhD in Urban and Regional Studies. His experience of the coffee sector has led him to work as a consultant including for the International Coffee Organization, Sustainable Trade Initiative, World Bank and many other companies and institutions. He has coordinated coffee projects in more than 50 countries across five continents, including all the main coffee growing areas of Brazil. He has sat on the boards of UTZ and Ipanema Coffees, is a member of the Coffee Quality Institute's Board of Trustees, and in 2017 received a Lifetime Achievement Award from the African Fine Coffees Association. He also led on the development and implementation of the ICO's *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries*.

4.3 Proposal to establish a working group to update the *Step-by-Step Guide – to consider and, if appropriate, to recommend for approval* verbal

To promote consumption, in line with its terms of reference, and also Resolution 465 on coffee price levels, Members of the Promotion and Market Development Committee will be invited to join a working group to contribute to the revision and enhancement of the ICO's *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries*, initially launched in 2004. This working group could meet as an intersessional meeting of the Committee between the 124th and 125th Sessions of the International Coffee Council, with representation from other key parties including the private sector.

This initiative to update the *Step-by-Step Guide* will also be considered by the Finance and Administration Committee and International Coffee Council as part of a package of measures in need of additional resources to implement Resolution 465.

5. **Recommendations to the 124th Session of the International Coffee Council – *to consider*** verbal

The Committee will agree key actions to advise and make recommendations to Council on the promotion of consumption and market development matters.

6. **Other business – *to consider*** verbal

7. **Date of next meeting – *to note*** verbal

The next meeting will take place in London, United Kingdom, at the time of the 125th Session of the International Coffee Council.

REFERENCE DOCUMENTS

[Terms of reference for the Promotion and Market Development Committee \(Annex IV\)](#)