



**Report of the 18th meeting of the
Promotion and Market Development
Committee held on 25 September 2019**

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1. The Promotion and Market Development Committee, chaired by H.E. Dr Durga Bahadur Subedi, of Nepal, held its 18th meeting at the International Maritime Organization in London, United Kingdom, on 25 September 2019.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document [PM-62/19](#).

Item 2: Report on the meeting of 27 March 2019

3. The Committee approved the report of the last meeting held on 27 March 2019 contained in document [PM-61/19](#).

Item 3: Promoting consumption and market development

Item 3.1: Results of the survey on the Step-by-Step Guide

4. The Committee received a presentation from the Head of Operations on the results of the survey to update the *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries*, which was originally published in 2004. In its 17th Meeting in March 2019, the Promotion and Market Development Committee had agreed on the need to update the Guide to incorporate both positive and negative experiences, and to reflect the changes in methods of communication since it was first published. Members were subsequently invited to share their experiences in using the Guide and their recommendations for its revision through an online survey.

5. The Head of Operations briefed the Committee on existing initiatives based on the Guide in Colombia, Costa Rica, El Salvador, India, Indonesia, Mexico and Uganda, and summarized the findings of the survey. The respondents indicated that the Guide was a useful tool for developing and implementing promotion programmes in producing countries, and suggested initiating a collaborative process for its update with the goal of creating an interactive online platform to host the Guide. Specific topics recommended for inclusion were: trends in global coffee consumption, coffee quality, promotion of speciality coffee, detailed information on roasting, sustainable value chains, health and wellness issues, coffee tourism, and targeted promotion programmes for women and youth.

6. The Committee agreed to hold an intersessional meeting prior to the 126th Session of the International Coffee Council to develop the terms of reference for consultancy support to update the Guide and seek funding opportunities. The date of the meeting would be determined in consultation with the incoming Chair of the Committee.

Item 3.2: Promoting coffee consumption in Africa

7. The Chief Economist apprised the Committee of the progress of the ICO Special Fund-financed project on domestic consumption in Africa, as described in document [PM-63/19](#). The project—implemented by the Inter-African Coffee Organisation (IACO)—aims to build a sustainable coffee sector in Africa by supporting increased domestic consumption and strengthening the regional processing industry.

8. Based on the learnings from the launch of the project in Togo and Ethiopia, it was agreed to redesign the project activities to focus on three components:

- i. Analytical review of domestic consumption and roasting activities, with the expected outcome of providing data on consumption in producing countries
- ii. Supporting local strategy on domestic consumption
- iii. Strengthening communication on coffee and health

9. The Chief Economist further detailed the status of implementation for each project component. The execution of the first component had been commenced in partnership with CABI, who were in the process of drafting the data collection methodology. The second component was under review. An implementation team had been identified for each country by IACO, with technical assistance by the ICO and CABI. For the third component, a review of medical professionals and researchers who had conducted studies on coffee and health was underway.

10. Following the update, one Member remarked on the limited provision of project-related information from IACO following discussions at the domestic consumption workshop held in Ethiopia in July 2019. The Chief Economist clarified that IACO's immediate focus had been on collecting nominations for local team members who would work with the project implementing agency in each country. The next step would be to individually contact countries with regards to a questionnaire to assess local consumption. A mid-term review of the project would be provided at the 59th Annual General Assembly of IACO, to be held in Kenya in November 2019.

11. The Committee took note of the update on the status of project.

Item 3.3: Promoting coffee consumption in Central America

12. The Promotion and Market Development Committee received a presentation from Mr René León-Gómez, Executive Secretary of PROMECAFE, on the status of Special Fund-financed regional support programme for the promotion of domestic consumption in Central America.

13. Mr León-Gómez touched upon Resolution 459 of the International Coffee Council, which led to the liquidation and disbursement of the resources in the Special Fund, and thanked the ICO, as well as Brazil and Colombia in particular, for their support to the process.

14. The objective of the PROMECAFE project —which received funding of US\$458,566— was to increase the demand for coffee in Central America and to boost domestic consumption of coffee in the region by 30%. Now in its third year of implementation, the project was drawing to a close with a final workshop scheduled for February-March 2020. Its key outcomes included the creation of a regional network of coffee sector stakeholders, capacity building for leaders of national coffee institutions, and a realignment of national plans with a focus on the social, environmental and health benefits associated with consumption of high-quality coffee. The project had benefitted from the guidance of Mr Carlos Brando and the application of the strategies outlined in the ICO's *Step-by-Step Guide to Promoting Coffee Consumption in Producing Countries*.

15. A delegate expressed his appreciation for the update on PROMECAFE's use of the Special Fund, and was pleased to learn about the technical approach undertaken to optimize available resources and encourage domestic consumption of coffee.

16. One Member requested additional information about the steps taken towards achieving the goal of increasing per capita consumption in the PROMECAFE region by 30%. Mr León-Gómez explained that coffee consumption in Central America, especially amongst youth, had been negatively affected by erroneous assumptions about the health effects of coffee consumption. To counteract this perception, PROMECAFE had developed a cross-cutting approach whose impact was expected to be visible in the medium term. The approach included: developing targeted campaigns and audiovisual material on the positive effects of coffee consumption; policies such as subsidizing coffee consumption during school breaks; harmonization of consumption promotion plans of coffee institutions across the region; and training and integrating stakeholders across the coffee value chain in the project.

17. Members took note of the presentation made by Mr León-Gómez.

Item 4: International Coffee Day

18. The Head of Operations presented the International Coffee Day (ICD) 2019 campaign which, in line with Resolution 465 on Coffee Price Levels, focused on the economic sustainability of the coffee sector. He expressed his gratitude to the All Japan Coffee Association (AJCA), the Ernesto Illy Foundation and the EU Delegation in Rwanda, whose support enabled the Secretariat to launch the campaign.

19. Key elements of the campaign were a new-look ICD website, a video highlighting sights and sounds of the different stages of coffee production, a call to action encouraging consumers to sign a pledge in support of a living income for coffee farmers, and a 'coffee challenge' with ten trivia questions to further engage consumers through facts about coffee. The campaign would culminate in a high-level panel discussion on current trends and innovation in the coffee sector, organized in partnership with the Embassy of Switzerland in London on International Coffee Day, 1 October 2019.

20. At the time of the presentation, the campaign had resulted in the organization of ICD events in 23 countries, over 12,000 views of the ICD video, 6,500 website hits and 41,500 social media impressions.

21. At the close of the presentation, Members were shown a video prepared by AJCA as part of its ICD celebrations in 2018.

22. The Chair of the Promotion and Market Development Committee joined the Head of Operations in thanking AJCA, the Ernesto Illy Foundation and the EU Delegation in Rwanda for their support and contributions to the ICD campaign.

23. Members took note of the presentation on the campaign.

Item 5: Other business

24. There was no other business.

25. The Chair thanked all presenters and Members of the Committee for their contributions.

Item 6: Date of next meeting

26. The Committee noted that the next regular meeting of the Promotion and Market Development Committee would take place in London, United Kingdom, during the week of the 126th Session of the International Coffee Council in April 2020.