



**Report of the 50th meeting of the
Private Sector Consultative Board
held on 14 April 2021**

1. The Private Sector Consultative Board (PSCB), chaired by Mr Anil Kumar Bhandari of the India Coffee Trust (ICT), held its 50th meeting online, on Wednesday 14 April 2021.

Item 1: Adoption of the Agenda

2. The Board adopted the draft Agenda contained in document [PSCB-166/21 Rev. 2.](#)

Item 2: Report of the 49th meeting held on 8 September 2020

3. The Board approved the report of the meeting held on 8 September 2020 contained in document [PSCB-165/20.](#)

Item 3: Coffee Public-Private Task Force (CPPTF)

4. Mr Wolfgang Weinmann, Coordinator of the Task Force, presented a progress report of the work of the CPPTF:

Achievements:

- **Four Technical Workstreams (TWS) activated and the fifth TWS on Market Policy, Institutions and Global Funding will be started in the coming days under the leadership of the United Nations Development Programme, with support from SECO, the Swiss Development Agency.**
- **Recognition of the importance** of the Task Force in many spaces of the international coffee sector

- **Increasingly active participation** of public and private sector and observers (*coffee stakeholders and development partners*) in meetings and Technical Workstreams
- **Early identified quick-wins actioned and completed or in progress:** Future Markets assessment and improvement proposal, performance measurement framework, ICO market information system, Roaster Reporting on sustainable produced coffee.
- **Increased financial/in-kind contributions** from members, observers and international development cooperation agencies.
- **Linkages developed with international agencies and institutions** to support the CPPTF: World Bank, UNIDO (for Sustainable Production), UNDP (for Market Policies & Institutions).
- **Consensus-building model** of Task Force between the public and private sector is complex but is working, with open and productive discussions and links to the revision of the International Coffee Agreement 2007.
- **Changes in policy**, including reducing risk/hedging for farmers, living/prosperous income and development projects and attract funding, increased transparency

Challenges:

- **Online format of interaction & discussion continues:** far from ideal
- **New experience and setup:** Task Force is adapting procedures and processes while making progress.
- **Resource constraints:** demands on performance and delivery growing, but basic operational set-up remains unchanged.

5. The Board took note of the progress report.

Item 4: Integration of the private sector in the new ICA

Item 4.1: Results of the survey of private sector coffee stakeholders on their role in the new International Coffee Agreement

6. The Head of Operations presented the results of the survey carried out between December 2020 and January 2021. A delegate requested that coffee growers associations should be singled out in the presentation of the survey and efforts be made to receive more responses should be made regarding their opinion on the new ICA.

7. The Secretariat will renew its efforts to contact coffee growers associations in order to achieve broader responses to the survey.

Item 4.2: Concept by the India Coffee Trust

8. The Board took note of the presentation of India regarding the integration of the private sector in the new ICA.

9. PSCB members suggested that discussions on the role and way the private sector can be integrated to the ICO should continue and that an intersessional meeting of the PSCB should be organized in due course.

Item 5: Other business

10. There was no other business.

Item 6: Date of next meeting

11. The Board noted that next intersessional meeting will take place within the next three months. The date of the meeting will be communicated in due course.