



**Private Sector Consultative Board**

39<sup>th</sup> meeting

24 September 2014 (09:30)

London, United Kingdom

**Draft Agenda**

**Item**

**Document**

**1. Draft Agenda – to adopt**

PSCB-141/14 Rev. 2

**2. Report on the meeting of 5 March 2014 – to approve**

[PSCB-140/14](#)

**3. Coffee market situation – to note**

The Head of Operations will highlight key points of the market situation and report on other issues such as coffee leaf rust.

[Monthly Coffee Market Report – August 2014](#)  
[ED-2186/14](#)

**4. Sustainability – to consider**

The Chairperson of the Vision 2020 Task Force will give an update on 'Vision 2020 for a sustainable coffee sector'. The Council will consider a draft Memorandum of Understanding with the 4C Association and the Sustainable Trade Initiative (IDH) during its 113<sup>th</sup> Session.

[WP-Council 248/14](#)  
verbal

**5. World Coffee Research – to consider**

The Executive Director of World Coffee Research will make a presentation on coffee leaf rust.

verbal

**6. Coffee Quality Institute – to consider**

The representative of the Coffee Quality Institute will make a presentation on Leveraging Capabilities to Meet Supply Chain Risks.

verbal

- 7. Coffee consumption *to consider*** verbal
- The representative of the NCA will make a presentation on consumption in the US market.
- 8. Food safety aspects – *to note*** verbal
- The representative of the European Coffee Federation will report on acrylamide and EFSA caffeine.
- 9. Consultative Forum on Coffee Sector Finance – *to consider*** [ED-2183/14 Rev. 1](#)  
[CG-20/14](#)
- The PSCB will consider the outcome of the 4<sup>th</sup> Forum held on 23 September.
- 10. International Coffee Day – *to consider*** [PM-37/14](#)
- The Council will consider proposals for the theme and other arrangements for the 1<sup>st</sup> International Coffee Day on 1 October 2015. The Head of Communications of Oxfam will make a presentation on the fundraising campaign leading to the International Coffee Day. The PSCB will consider this matter.
- 11. World Coffee Conference – *to consider*** verbal
- Article 30 of the Agreement provides that the Council shall decide on the form, title, subject matter and timing of the World Coffee Conference, in consultation with the PSCB. The 4<sup>th</sup> Conference will take place in Ethiopia in March 2016. The PSCB is invited to make proposals for the Conference for consideration by the Council during its 113<sup>th</sup> Session in September 2014.
- 12. Coffee Quality-Improvement Programme (CQP) – *to consider*** [PM-38/14](#)  
[PM-39/14](#)
- The Head of Operations will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP. The PSCB will consider the implications for statistics in cases where Certificates of Origin are no longer provided and review the benefits of continuing with the CQP.
- 13. PSCB officeholders – *to consider*** verbal
- The PSCB will elect a Chairperson and Vice-Chairperson for 2014/15.

**14. Other business – to consider**

*Conversion factors for roasted, decaffeinated, liquid and soluble coffee* – The PSCB is invited to consider this matter which will be reviewed by the Statistics Committee at its meeting on 24 September 2014. [SC-42/14](#)

*Communications strategy:* The PSCB will consider an update on this topic. verbal

*PSCB Agenda:* The PSCB will review regular Agenda items and reports considered during its meetings. verbal

**15. Future meetings – to consider**

verbal

The PSCB is invited to suggest matters for consideration at the next meeting.

The next meeting will take place in London at the time of the 114<sup>th</sup> Council Session from 2 to 6 March 2015.

REFERENCE DOCUMENTS
<a href="#">Terms of reference for the Private Sector Consultative Board (Annex II)</a>
Technical presentations