

REPORT OF INITIATIVES & RESULTS

Andrea Illy,
Chairman Promotion & Market Development Committee

ICO Council - Milan, September 28-29, October 2, 2015



Primary objectives & strategic goals

- ▶ Promoting coffee through its main values:
 - ✓ pleasure
 - ✓ health
 - ✓ sustainability



Primary objectives & strategic goals

- ▶ Creating awareness and nurturing the already existing virtuous circle between the well-being that coffee brings to the consumer countries and the socio-economic development in the producer ones.



Primary objectives & strategic goals

- ▶ Supporting producer countries in de-commoditizing coffee through increasing returns programs, where ICO acts as facilitator and knowledge provider, with a particular focus on small-scale growers and emerging/re-emerging producer countries.



Primary objectives & strategic goals

- ▶ Building and consolidating a multi-stakeholder network of partners
- producers, roasters, NGOs, institutions, retailers - an objective partly achieved through the strength of weak social ties.



Initiatives & actions taken

- ▶ Participation to global lectures & conferences on coffee, ensuring continuity of existing knowledge dissemination:

Charleston

22-24 March 2012 - THE SUSTAINABLE FUTURE OF COFFEE, NCA

Seoul

19 November 2014 - CREATIVE DEVELOPMENT AND FUTURE OF ESPRESSO MARKET

Sao Paulo

26 March 2014 - ECONOMY, CLIMATE AND COFFEE, Sao Paulo University

Geneva

16 March 2015 - Palais des Nations, COFFEE & SOCIAL SUSTAINABILITY
(Projection of the documentary movie 'A Small Section of the World')

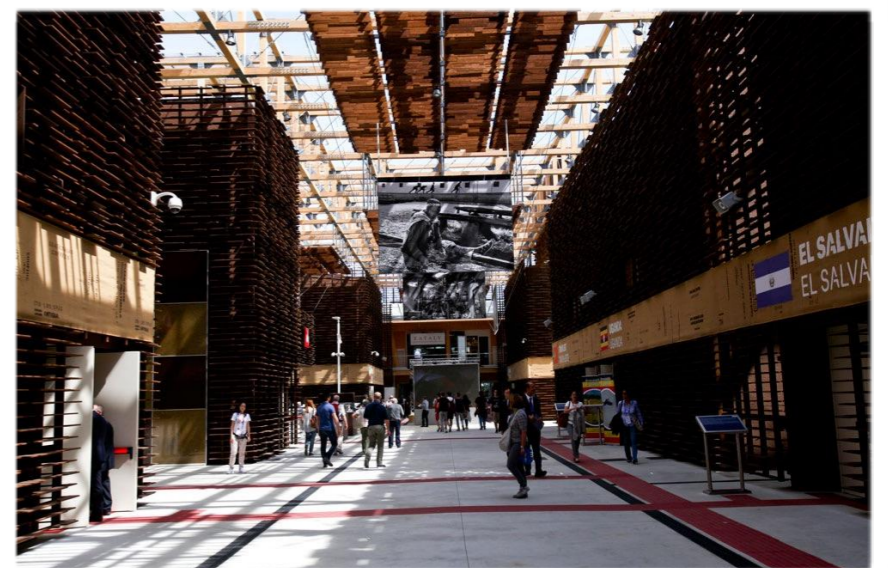
Addis Abeba

13-17 July 2015 - GLOBAL CONFERENCE FOR DEVELOPMENT



Initiatives & actions taken

- ▶ Participation to EXPO Milano 2015 with the COFFEE CLUSTER, hosting 10 producer countries and presenting to the public a complete educational & entertaining 6 months program on the Coffee Culture, from the bean to the cup.



Initiatives & actions taken

- ▶ Organization of the first GLOBAL COFFEE FORUM in collaboration with EXPO Milano 2015.

The program of the Forum hosted for the first time a range of prestigious international speakers who presented their most recent researches, insights and reports organized around the 3 'coffee pillars': pleasure, health sustainability.



Initiatives & actions taken

- ▶ Proclamation of the first **INTERNATIONAL COFFEE DAY** on October 1st, 2015 and international fund-raising campaign launched on the same day with OXFAM.



Initiatives & actions taken

- ▶ Impact of climate change & possible scenarios for coffee – a research commissioned to Jeffrey Sachs, Earth Institute at Columbia University and presented at the First Global Coffee Forum in Milan on October 1st 2015.



Initiatives & actions taken

- ▶ Milan Coffee Legacy to be released by the end of Expo within the Milan Charter - a declaration about the necessity of promoting and nurturing the virtuous circle existing between coffee consumption in the consumer countries and socio-economic development in the growers community.

EXPO MILANO 2015
THE COFFEE LEGACY, an appendix to
LA CARTA DI MILANO

Expo Milano 2015 – with the presence of 40 coffee producer countries and most of the consumer one, the Coffee Cluster, hosting over 9 million visitors, the First Global Coffee Forum and International Coffee Day – represents a unique opportunity not only to celebrate coffee, but also to improve awareness and to promote healthy & sustainable growth in the coffee growers community. The idea to create a Coffee Legacy Document was born and developed in its very first stages at the working table n.23 (“In Cluster: An Innovative Model”) for the Carta di Milano. The declaration, drafted in the footprint of the Belo Horizonte document, acknowledges that:

Coffee is extremely important to the rural communities which grow it, as it contributes to economic and social development. At the same time, coffee brings well-being, pleasure and health to the consumers. This process represents a virtuous circle between the well-being generated by the consumer response in the consumer countries - and the economic value benefiting the producing countries. This virtuous circle must be nurtured and accelerated by increasing product value with quality, differentiation and sustainability. Knowledge sharing and financing, enabling coffee growers to implement the needed changes and to address the potential threats, is of paramount importance to the producing countries. Continued work and expansion of partnerships between the public and private sector are key to creating the conditions for change and being able to respond to the sustainability of the sector including climate change, which is one of the main challenges for coffee growers.



Initiatives & actions taken

- ▶ Communication around Coffee has been generally positive in the 2013-2015 period, with a maximum peak of favorable messages – in terms of health & sustainability – during the Expo period.



THE SUM OF THESE
ACTIVITIES REPRESENTS
THE GREATEST
CELEBRATION OF COFFEE
OF ALL TIMES

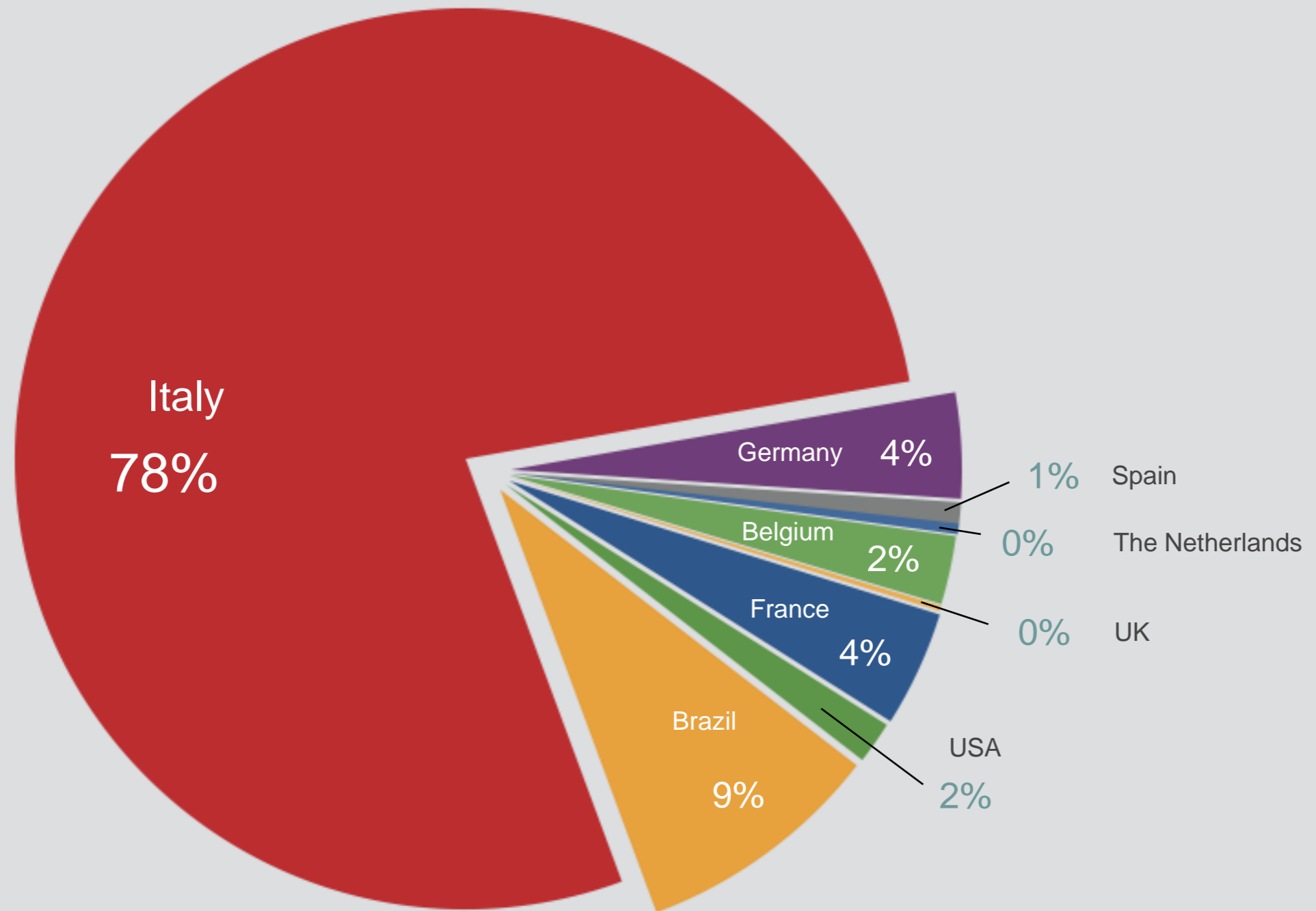


Results

- ▶ Over 10,000,000 visitors at the Coffee Cluster at Expo Milano 2015
- ▶ Total readership 303.784.409
- ▶ Number of articles 570



Media coverage of Expo Coffee Cluster



● France ● Belgium ● Brazil ● Italy ● Germany ● Spain ● The Netherlands ● USA ● UK



Expo Milano 2015 krijgt straks de hele wereld op bezoek

BELLA ITALIA!

DM magazin

Belgische Italianen over hun heimat / De smaken van koffiegerechten / Modeshoot om van te smullen / 20 designpares uit de Laars / Eten & drinken / Op zoek naar de psyche van de Italiaan

SABATO

HET WEERDMAGAZINE VAN **de tijd**

23 05

OP DE NOFFIE BIJ TOPFOTOGRAF **SEBASTIAO SALGADO** DE MEESTER VAN ZWART-WIT DRINKT HEM IN ZIJN NIEUWSTE PROJECT POUW ZWART

PAÍS: BRASIL
PÁGINAS: 5 20 23
TARIFA: 111930
ÁREA: 3003 x 410

PROFISSIONAL: O.J.M.: 247859
E.G.M.: 213000
SECCIÓN:

23 Junio, 2015

Dinheiro Rural

A REVISTA DO AGRONEGÓCIO BRASILEIRO

Plantando em real, colhendo em dólar

LUZ CARLOS GUILLAR, PRESIDENTE DA LOGI TRADING: "PARA NÓS, ESSE CAMBIO É SU ALEGRIA"

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rtve.es

LUZ CARLOS GUILLAR, PRESIDENTE DA LOGI TRADING: "PARA NÓS, ESSE CAMBIO É SU ALEGRIA"

PARA QUE SERVE A PROPOLIS VERDE? ELA VALE O DOBRO DA TRADICIONAL

ZOBORU AL

Floresta sem crise

Celulose vive corrida de investimentos. São R\$ 150 bilhões, até 2020. O motivo é a explosão do consumo de papel higiênico na China, principal destino das exportações

TRATOR A BIOMETANO Um dos destaques da Expo de Milão

EXCLUSIVO BIODIESEL PODE REDUZIR POLUIÇÃO E EVITAR MORTES

weekend

MOESTEDEN MILAAN • PARIS • LONDEN • NEW YORK

EL MUNDO

Una nueva cocina a través del café verde

Le nouvel or vert

LA CHINE SAIT FAIRE UN BON CAFE

café, gastronomia e viver bem

espresso

ESPECIAL ITÁLIA

MILÃO E VENEZA Expo 2015, gastronomia, design e passeios

OVO DE TODO JEITO Seis ideias para fazer em casa

Nossa homenagem ao país que inventou o espresso e se tornou referência mundial na cultura do café

Receitas imperdíveis dos chefs Salvatore Lodi e Flavio Federico

GO WHERE

Gastronomia

10

Itaim Vila Olímpia O CINTURÃO GOURMET DE SÃO PAULO

A REGIÃO CONCENTRA ALGUNS DOS MELHORES CHEFS GASTRONÔMICOS DA CIDADIA. NUM VASTO MÓDULO DA EXPO 2015

Park Blogging

F&B highlights from Expo 2015

Expo Milano 2015 continues October 31 - more info at expo2015.org

Trends

AANPASSING KAN SNEL EN GOEDKOOP

KADASTRAAL INKOMEN

Café FUTURE.net

food service g-praxis

Die aktuelle Ausgabe!

Köstliche Spargelzeit...

SEBASTIAO SALGADO, CLUSTER CAFÉ, EXPOSITION UNIVERSELLE DE MILAN

Agri-Esperanto in Mailand

Coffee journey: From La Rista on the slopes of Pizzo Vesuvio, via Sebastião Salgado's Antares project

martha

up close & personal

Expo Milano 2015

Agri-Esperanto in Mailand

Mitocare BLESSURE

Pour des vacances sportives

Expo 2015 à Milan: l'offre du Cluster Café

TIME

JOHN DOE

EXPO 2015 news

illy, tribute to coffee

The company chosen as official partner of Expo 2015 is ready to present the cluster for the biggest representation of the history of this beverage.

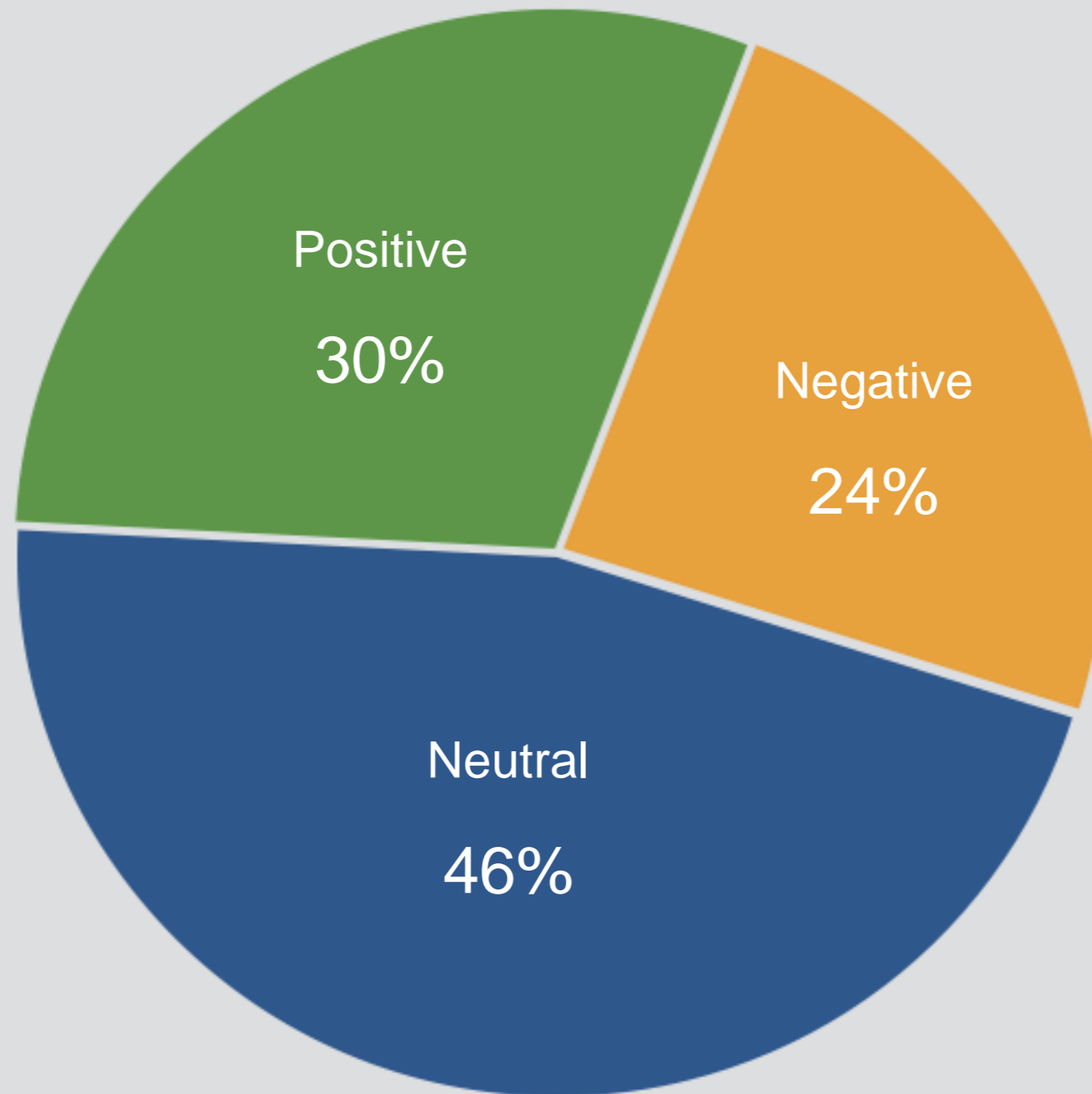
Almost 4,500 square metres for the biggest representation of the history of this beverage that has been always symbol of coffee. In this way it is getting ready, leading coffee producing company with a consolidated turnover of 2773 million euros in 2013, chosen as official partner of Expo 2015 appointed by the United Nations International Coffee Organization (UNICO) to manage the cluster of coffee. Expected also the presence of 39 producing Countries and 147 consuming Countries because coffee is an universal symbol of the Italian spirit and excitement all over the world.

COFFEE AS OFFICIAL BEVERAGE OF EXPO 2015

Almost 4 million people are expected to visit Expo 2015 and in this way it is getting ready, leading coffee producing company with a consolidated turnover of 2773 million euros in 2013, chosen as official partner of Expo 2015 appointed by the United Nations International Coffee Organization (UNICO) to manage the cluster of coffee. Expected also the presence of 39 producing Countries and 147 consuming Countries because coffee is an universal symbol of the Italian spirit and excitement all over the world.



Media coverage of Coffee & Health



Source: Isic



Men'sHealth

Sun

publimenta

El café es tan bueno como el agua, sugieren estudios recientes



EXPRESS Coffee 'hydrates as well as water'

MailOnline

Coffee DOESN'T hydrate us: A few cups a day are 'as hydrating as water'



Fend Off Disease with Coffee



Coffee: Best for heart hydration?



Boon's in the beans

L'ECO DI BERGAMO



Afflitti da stanchezza in viaggio? Ecco quanto caffè bisogna bere

Prevention

The Telegraph

Three coffees a day may help prevent diabetes

Gesunder Genuss: Kaffee wirkt das Diabetes Risiko



CBSNEWS

How Coffee Cuts Your Diabetes Risk



Health benefits of coffee: 3 to 5 cups a day reduce by 20% your risk of death due to heart disease



Coffee intake reduces heart disease



Caffeine taken during training and even in small doses may boost sports performance: Researcher



U.S. News

7 Healthy Perks of Coffee



Mirror

Three cups of coffee a day could slash risk of heart disease

World Diabetes Day: Coffee May Cut Type 2 Diabetes Risk By One Quarter



ITALIANI IN VIAGGIO: IL CAFFÈ PUÒ AIUTARE A COMBATTERE LA STANCHEZZA!

L'ISIC segnala le nuove ricerche sugli effetti del caffè nel contrastare la stanchezza al volante e nel superare l'affaticamento da jet lag, in vista del periodo vacanziero in concomitanza con l'avvicinarsi delle vacanze. L'Istituto per la Scienza del Caffè (ISIC) ha messo in evidenza una serie di studi scientifici che dimostrano come il caffè sia in grado di influire positivamente sulle prestazioni mentali e sulla capacità di attenzione di chi viaggia. L'articolo "Coffee & Travel: Fact or Fiction" sottolinea, infatti, che il consumo di caffè sarebbe associato a una migliore vigilanza e concentrazione e che, se ben alternato con momenti di riposo, contrasterebbe la stanchezza causata dalla guida su lunghe distanze o su viaggi a lungo raggio.

KURIER



Warum moderater Kaffee Konsum das Herz schützt



Myth that coffee dehydrates the body is debunked

Coffee DOESN'T dehydrate us: A few cups a day are 'as hydrating as water'

- Diuretic effect of caffeine is balanced by the amount of water in the drink
- Previous beliefs about coffee dehydrating people came from 1939 research
- As a result, the researchers are now calling for health advice to be updated to reflect their findings

By NINA FALICKI, SCIENCE CORRESPONDENT
 PUBLISHED: 03:13, 10 January 2015 | UPDATED: 03:13, 10 January 2015

The idea that drinking coffee dehydrates us is a myth, scientists say last night. You may think that when you first drink a cup of coffee, a little bit of water is lost through urination. The Birmingham University researchers called for health advice to be updated to reflect their findings. Sports scientist Stephen Healy said that the idea that coffee dehydrates people from research done on samples of coffee over 50 years ago. However, caffeine and the many other compounds in coffee interact with each other and in the 1939 study that was not necessarily relevant to today's life. When other food is eaten, it is estimated that 1 million cups of coffee are consumed worldwide every day. This is in addition to the water and other fluids that people drink. The study also investigated the ability of caffeine to block the reabsorption of water in the kidney, which is not the case. To find out, the researchers asked 30 healthy men to drink either four cups of water or coffee a day for three days and then repeat. The men ate the same food during the two parts of the study and were blinded from against caffeine and alcohol.



Coffee does not dehydrate us as previously thought

Moderate Coffee Consumption does Not Cause Dehydration, Study

By Lisa Hines
 BMJ Group News



There is no clear guidance about the 'right' amount of fluid we need to drink a day to avoid becoming dehydrated. There hasn't been any good quality studies that have shown that drinking a certain amount of water - the often recommended two litres a day, for example - is good for health, or that drinking less than this amount can cause dehydration. There are other unanswered questions about fluid and dehydration that mean that people can get the wrong message. From the time we are born to the extent of our physical stress, such as the air or coffee, contribute to our daily fluid intake? To find out if drinking coffee can cause dehydration, researchers looked at the effect of coffee drinking on hydration levels in 30 healthy adult men who normally drank between three and six cups of regular strength coffee a day. The participants were tested in two phases. In the first phase they drank either 200 millilitres of plain coffee or water every day for three days. In the second phase, 10 days later, the participants who had usually drunk coffee switched to water and vice versa. During the two three-day test phases the participants were told not to do any physical activity, apart from walking, and were given a controlled amount of food and beverages to consume at set times. They were also weighed, given blood and urine tests, and tested to measure the total amount of water in their body. In both for signs of dehydration. In the 10 days between the two phases, the participants were able to consume their usual diet and so much coffee as they normally would. The researchers then compared people who drank coffee with people who drank water to see which group were more hydrated.



Coffee has no effect on dehydration

By Lisa Hines
 BMJ Group News

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BMJ

MailOnline



Perk Up! Good News for Coffee Lovers
 New information suggests coffee does not dehydrate

- RELATED LINKS:
- 2014: Is Your Mouth Coffee or Tea Mouth?
 - Coffee Fix Better Than Smoking Cigs

Moderate amount of coffee doesn't dehydrate you



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Moderate Coffee Consumption Won't Cause Dehydration, Study Finds

By Lisa Hines
 BMJ Group News



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HUFFPOST

EXPRESS

Coffee 'hydrates as well as water'

DRINKING coffee keeps you just as hydrated as water, according to research. Contrary to the belief that caffeinated coffee is dehydrating, experts now claim that drinking it is as good as drinking water by itself. Dr Zuzanna Kilar, a professor at Birmingham University, said: "It is a common belief that coffee consumption can lead to dehydration and should be avoided, or reduced, in order to maintain a healthy fluid balance. Our research aimed to establish if regular coffee consumption, under normal living conditions, is detrimental to hydration status. We found a moderate intake of coffee, four cups per day, in regular coffee-drinking adults, caused no significant difference compared to the consumption of equal amounts of water." Dr Kilar said health advice on coffee and dehydration should be updated. The study, involving 30 adult men, is published in the journal PLOS ONE.

Thirsty? Coffee 'hydrates you as much as water'

abc NEWS

Medical Daily

SCIENCE WORLD REPORT



RECOMMENDATION

ICO should continue the efforts of the Promotion and Market Development Committee with renewed objectives, capitalizing on the positive impact obtained with the EXPO participation through the Coffee Cluster, the Global Coffee Forum and the first International Coffee Day campaign.



RECOMMENDATION

It is key to concentrate the promotion and communication efforts on few initiatives – as strong and inclusive as possible – in order to not disperse energies and funds, and to enhance the single, powerful message of the virtuous circle.



RECOMMENDATION

ICO should also continue to promote differentiation and foster a ‘second revolution of coffee’: the first one brought coffee from commodity to specialty, the second should further involved it from specialty to excellence.



Coffee, good life

