



**Report of the Promotion and Market  
Development Committee on the  
meeting held on 4 March 2015**

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1. The Promotion and Market Development Committee held its ninth meeting in London, United Kingdom on 4 March 2015.

**Item 1: Adoption of the Agenda**

2. The Committee adopted the draft Agenda contained in document [PM-41/14 Rev. 2](#).

**Item 2: Election of the Chairman and Vice-Chairman for 2014/15**

3. The Committee re-appointed Mr Andrea Illy of EU-Italy as Chairman and Mr Belisario Domínguez Méndez of Mexico as Vice-Chairman for 2014/15.

**Item 3: Promotion and market development under the ICA 2007**

*Promotion campaign by Mexico*

4. Following a commitment made by Mexico at the previous Promotion and Market Development Committee meeting, the representative of Mexico introduced a video<sup>1</sup> and book which form part of its campaign to promote the Mexican coffee sector. The book is entitled 'Mexican Coffee: origin and destination' (*Café de México – Origen y destino*) and was prepared by the Mexican Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA). The campaign is split into three phases: the book in both print and digital formats, public policies, and scientific deepening.

**Item 4: Communications**

5. The Communications Officer gave a report on suggested changes being made to the ICO's visual identity. Work continues on the website which will be officially launched in September 2015 at the meetings in Milan. A series of coffee education events is planned with Speciality Coffee Association of Europe UK Chapter (SCAE UK), details of which will be sent out to all Members via the newsletter.

6. The Librarian gave a brief presentation on both the physical and online aspects of the ICO's library. In coffee year 2013/14 the library received over 2,000 enquiries from 84 countries. Visitors from many countries used the physical reference library which consists of books, journals, scientific papers, CDs, DVDs, maps, slides, etc. Subscriptions which help to raise revenue for the income increased by 14% in 2013/14 and it is hoped that they will continue to increase with the new website which will include both a dedicated library page and a dedicated publications page. The Committee took note of this information.

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<sup>1</sup> The video is available on the ICO's [YouTube channel](#).

**Item 5: International Coffee Day**

7. The Committee discussed at length the first International Coffee Day (ICD) which will be held on 1 October 2015 as part of Expo Milan and the Global Coffee Forum. The Head of Operations introduced document [PM-43/15](#), the draft Memorandum of Understanding (MoU) between Oxfam and the ICO. Having received comments from the Working Group on the original draft, the MoU had since been revised to reflect these comments. One delegate expressed his concern that his comments had not been circulated to the Working Group. The Secretariat responded that it had not circulated the comments as it believed them to be personal and not an official viewpoint. The delegate confirmed that this was the case but that he still would have expected them to have been circulated especially as it might have affected the conclusion of the Working Group.

8. Two representatives from Oxfam gave a presentation on the potential partnership with the ICO. The idea is to promote the International Coffee Day around the three concepts of culture, health and sustainability to support smallholder coffee farmers. Promotion of the ICD will be through the online fundraising campaign based on the *caffè sospeso* idea, local activities and promotion at the Expo Milan event.

9. There was some concern raised from the private sector over the incompatibility of a fundraising day with a day that had at its origin the concept of celebrating and enjoying coffee. This was echoed by one of the Members. However, the majority of the Committee felt that it was not incompatible and that, on the contrary, the ICO should be encouraged to pursue this and other similar initiatives or collaborations.

10. Nevertheless, there was a call for the MoU to be tightened up. Delegates requested clarification of the follow-up process, who would implement the projects on the ground and the reporting process, given that the allocation of funds raised would probably extend beyond the 6 month and 12 month reporting period specified in the MoU. Members also requested that more specific details be included regarding the allocation of the funds. For example, how much would be allocated to administration and how much directly to the projects, how the funds raised would be distributed amongst the various regions around the world and in what proportion.

11. On the question of the involvement of the International Women's Coffee Alliance (IWCA), the Head of Operations reported that the ICO remained committed to working with the Alliance. The IWCA, which was present at the meeting, said that it was waiting to see how the initiative with Oxfam developed before taking any further action.

12. The Committee also discussed the need for the ICO to put in place a clear and transparent process for selecting and working with any future partners. Such a process may require consultation not just with the Promotion and Market Development Committee but

also the Finance and Administration Committee and the Projects Committee. The Head of Operations agreed and asked for Members' assistance on this. He suggested that a working group could be set up or else the matter could be included as part of the strategic review of the ICO.

13. In light of the discussions, the Committee decided that the MoU could be submitted to the Council for its approval, provided that it was stated in the Council Session that concerns had been raised by the Committee relating to several aspects of the MoU.

**Item 6: Global Coffee Forum**

14. The Committee noted the information contained in document ICC-114-6 regarding the Global Coffee Forum which was officially presented to Members during the Council Session. The Chairman noted that in addition to the activities listed in the programme, there would also be a panel discussion on coffee sustainability.

**Item 7: World Coffee Conference**

15. The Committee noted the date, venue and suggested themes for the 4<sup>th</sup> World Coffee Conference<sup>2</sup> as presented during the Council Session under Item 9 (see document [ICC-114-12](#)).

**Item 8: Other business**

16. The Chairman presented to the Committee a personal idea in the form of a coffee manifesto that would be incorporated into a larger manifesto to be left as the legacy of Expo Milan 2015. The coffee manifesto would be the specific legacy of the coffee cluster. It is based on the Belo Horizonte Declaration and it underlines the virtuous circle that exists when consumers experience wellbeing, pleasure and health in connection with drinking coffee, buying more coffee and thus helping alleviate poverty for those who grow it. The Chairman gave details of the steps that would be taken in the drafting process and the timeline for having the final document.

**Item 9: Date of the next meeting**

17. The Committee noted that the next meeting of the Promotion and Market Development Committee would take place during the 115<sup>th</sup> Session of the Council to be held in Milan, Italy from 28 September to 2 October.

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<sup>2</sup> Subsequent to the meeting of the Promotion and Market Development Committee, Ethiopia advised the ICO that it would confirm shortly the dates for the World Coffee Conference to be held in early 2016.