



**Report of the Private Sector Consultative  
Board on the meeting held on 2 October 2015**

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1. The Private Sector Consultative Board (PSCB) met in Milan, Italy on Friday 2 October 2015. As both the Chairman and Vice-Chairman were unable to attend, the meeting was chaired by the Executive Director.

**Item 1: Adoption of the Agenda**

2. The PSCB adopted the draft Agenda contained in document [PSCB-145/14 Rev. 1](#).

**Item 2: Report on the meeting of 4 March 2015**

3. The PSCB approved the report of the meeting of 4 March 2015 contained in document [PSCB-144/15](#).

**Item 3: Update on the Coffee Quality Institute (CQI) Gender project**

4. Ms Kimberley Easson of the CQI presented an update on the CQI Partnership for Gender Equity, which was now moving into its second stage. The Executive Summary of Stage 1 was available in hard copy, and the full report could be accessed on the CQI website at <http://www.coffeeinstitute.org/genderreport/>. This report was the culmination of a year-long research effort, and it laid out a case for gender equity from both a human rights perspective, and also a business perspective. It contained eight recommendations for action, and was meant to act as a practical guide without being prescriptive. Coffee was often considered 'a man's crop', yet women play a key role in coffee quality and productivity, and do much of the work behind the scenes.

5. The recommendations from the report fell into three main categories. Firstly, improving productivity and quality of coffee through training and reducing time pressures for women. Secondly, enhancing women's position in the value chain and encouraging greater leadership. Finally, increasing understanding of gender dynamics overall within the industry through research. In order to achieve these goals, there were several enabling factors such as partnership and coordination which were critical to assure success, and also the need to engage men at both the farm level and throughout the value chain. Members of the PSCB were therefore invited to engage with the CQI and to become involved in this issue.

**Item 4: Update on the Coffee Rust Research Centre (CIFC)**

6. Mr Vítor Várzea of the CIFC made a presentation on the work and challenges facing the CIFC. The CIFC had previously been financed almost exclusively by the Government of Portugal, but this financial support had ended in 2015, with the exception of paying the staff salaries. As of August 2015, the CIFC had been integrated into the Institute of Agronomy at the University of Lisbon. However, extra finance was required in order to restore the CIFC's

work. The total annual budget was around €770,000, with an expected contribution from the Government of Portugal of €270,000 to cover staff salaries. There was therefore an urgent need to finance the remaining costs of around €500,000.

7. It was emphasised that the CIFC had been crucial in developing rust-resistant coffee varieties, which had been provided free of charge to all coffee growing countries worldwide. More than 90% of Arabica coffee cultivars resistant to rust had been created with the help of studies carried out at the CIFC. It was also predicted that in the next decade, almost all the current rust-resistant varieties would become susceptible, as new varieties of rust were identified. It was therefore essential that the fundamental work of the CIFC in genomic and breeding research was maintained.

8. The Executive Director thanked Mr Várzea for this presentation, and said that the ICO would provide contacts and also visit the CIFC to discuss this matter further.

**Item 5: Update on activities from World Coffee Research**

9. This item was omitted due to the absence of the Chairman.

**Item 6: Food safety aspects**

10. The delegate from the European Coffee Federation (ECF) updated the Board on three issues relating to food safety. Firstly, the European Food Safety Authority (EFSA) had recently published its Scientific Opinion on the safety of caffeine. The European Commission had now started its consideration of these caffeine-related health claims, but it was still too early to determine what direction these might take.

11. Secondly, EFSA had published its Scientific Opinion on acrylamide in food, which recommended reducing its presence in food as much as is feasible. Unfortunately, and despite the industry's best efforts, there was still no clear mitigation option to reduce the presence of acrylamide in food without impacting flavour. This was a complex issue, but fortunately there was wide understanding for the position coffee was in.

12. Finally, the delegate referred to a joint ICO/CFC/FAO project which aimed to develop national capabilities for minimising the contamination of Ochratoxin A in green coffee. There had previously been a dedicated FAO website disseminating the results of this project, but it had been discontinued. The Secretariat was asked to include this information on its own website, as Ochratoxin A could reappear at any time, and indeed there had been some recent cases. The Executive Director confirmed that this information would be maintained on the new ICO website which was currently in development.

**Item 7: International Coffee Day**

13. The Executive Director reported on the launch of the first International Coffee Day on 1 October, which had been a substantial success. A dedicated website had been built at [www.internationalcoffeeday.org](http://www.internationalcoffeeday.org), along with a social media campaign and also a specially-commissioned video. In addition to the support from ICO Members, 28 associations from across the world had worked in partnership with the ICO in promoting the day. Sixty-seven events from 35 different countries had been submitted to the website, and International Coffee Day had also been featured on several major news channels, including the BBC.

14. The Board took note of this information, and wished to express its recognition of Mr Holger Preibisch, of the German Coffee Association, who first proposed the idea of creating an international coffee day in March 2013. Furthermore, the Speciality Coffee Association of Europe (SCAE) expressed the need to celebrate this success story, as well as the need to start planning next year's event to expand on this success. The Executive Director expressed his appreciation to the SCAE, who had been one of the main supporters of the Day, as well as devising the official logo.

**Item 8: World Coffee Conference**

15. The Executive Director gave a brief summary of the plans for the 4<sup>th</sup> World Coffee Conference which would be held in Addis Ababa, Ethiopia from 6 to 9 March 2016, full details of which were available in document [WP-Council 258/15](#). He also welcomed any suggestions from the Board, and looked forward to welcoming the PSCB to Addis Ababa in six months' time.

**Item 9: PSCB representatives and officeholders**

16. The term of office for members of the PSCB expired at the end of coffee year 2014/15, and a list of nominations for the next two coffee years could be found in document [WP-Council 259/15](#).

17. The Board elected Mr Leman Pahlevi of Indonesian Coffee Exporters Association (GAEKI) as Chairman for coffee year 2015/16, with Mr Ramaz Chanturiya of the Russian Association of Tea and Coffee Manufacturers (Rusteacoffee) elected as Vice-Chairman. The Board expressed its sincere thanks to Mr Ric Rhinehart of the Specialty Coffee Association of America (SCAA) for his work in leading the PSCB over the previous year, which had been enormously appreciated.

**Item 10: Other business**

18. Document [SC-42/14](#) contained a report on conversion factors for coffee. This had been discussed at the Statistics Committee on 29 September 2015, where it was agreed that the Secretariat would conduct further consultations on this topic and report back in March 2016.

**Item 11: Date of next meeting**

19. The PSCB noted that the next meeting would take place during the 116<sup>th</sup> Session of the Council to be held in Addis Ababa, Ethiopia, from 9 to 11 March 2016.

## LIST OF ACRONYMS USED IN THIS REPORT

CIFC	Coffee Rust Research Centre
CQI	Coffee Quality Institute
ECF	European Coffee Federation
EFSA	European Food Safety Authority
FAO	Food and Agriculture Organization of the United Nations
GAEKI	Indonesian Coffee Exporters Association
ICO	International Coffee Organization
PSCB	Private Sector Consultative Board
Rusteacoffee	Russian Association of Tea and Coffee Manufacturers
SCAA	Specialty Coffee Association of America
SCAE	Speciality Coffee Association of Europe
WCR	World Coffee Research