



**Report of the Private Sector Consultative
Board on the meeting held on
20 September 2016**

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1. The Private Sector Consultative Board (PSCB) met in London on 20 September 2016, chaired by Mr Leman Pahlevi of the Indonesian Coffee Exporters Association (GAEKI).

Item 1: Draft Agenda

2. The PSCB adopted the draft Agenda contained in document [PSCB-149/16 Rev. 1](#).

Item 2: Report on the meeting of 10 March 2016

3. The PSCB approved the report of the meeting of 10 March 2016 contained in document [PSCB-148/16](#).

Item 3: International Coffee Day

4. The Executive Director gave an update on the preparations for the second International Coffee Day (ICD) to be held on 1 October 2016. The slogan for this campaign was 'For the love of coffee', and provided an opportunity to honour the men and women who grow and harvest coffee. A new logo had been designed in the four official languages featuring a coffee cup with coffee droplets which were used as an emblem throughout the marketing materials. An additional feature of this new logo was that it is animated and thus could draw more attention from internet and social media users. The ICD website currently featured 28 events from 20 countries, with more being added on a daily basis.

5. Promotion for the campaign was taking place across social media with four short videos appealing directly to the industry to create and submit their ICD 2016 event details. The Board was then shown the full length video for this year's campaign.

6. The Board took note of this update and video, and several members, including the Chinese Coffee Association (CCA), GAEKI, the All Japan Coffee Association (AJCA), and the International Women's Coffee Alliance (IWCA) reported on their intention to share this information in order to promote ICD in their own countries.

Item 4: Coffee and Health

7. The representative of the Institute for Scientific Information on Coffee (ISIC) reported on the outcomes of the meeting of the International Agency for Research on Cancer (IARC) held in France from 24 to 31 May 2016 on the Evaluation of Carcinogenic Risks to Humans with regard to coffee. Out of the three potential outcomes of this evaluation, the finding that coffee was classified as group 3, "not classifiable as carcinogenic to humans", was the most positive. The IARC review concluded that there was no clear association between coffee and cancer, and that in certain cases found evidence that coffee drinking could actually reduce occurrence of certain cancers.

8. IARC found that drinking very hot beverages (over 65 degrees) was “probably carcinogenic to humans”, but as mentioned by the ISIC’s representative, it was very unlikely that consumers would be able to drink coffee at such very hot temperatures, which would be scalding to the mouth and tongue. The advance preparation by ISIC had allowed for significant positive media coverage of the IARC announcement, and should make issues of coffee and health easier to approach in the future. A copy of the presentation is available on the [ICO’s website](#).

9. The Board took note of this presentation, and congratulated ISIC for its role in this process.

Item 5: The Crop Trust initiative

10. The Director of World Coffee Research (WCR), and the representative of the Crop Trust, gave a presentation on ‘A Global Conservation Strategy for Coffee Genetic Resources’. The presenters highlighted the need to preserve the genetic diversity of coffee, and the lack of resources which were currently available to carry out such activities. In order to tackle this problem, WCR had teamed up with the Crop Trust, a United Nations initiative for ensuring the conservation and availability of crop diversity for food security worldwide. So far, this partnership had outlined a work plan for developing such strategy based on the identification of high priority actions needed to be taken in order to securing the long-term conservation of globally available coffee through the Crop Trust’s Crop Diversity Endowment. A first step in this endeavour was the assessment of the status of the major coffee collections, both ex situ and in situ, and the major gaps in these collections and/or their conservation. Accordingly, The Crop Trust and WCR are undertaking a project involving visits to the ex situ collections in Costa Rica, Cote d’Ivoire, Madagascar, Brazil and Colombia. A copy of the presentation is available on the [ICO’s website](#).

11. The results of this evaluation were very concerning: several germplasm collections were stored at the national level, but there was no mechanism for sharing and preserving these materials.

12. As a call to action, it was hoped that Members would take this information back to their national governments and institutions to discuss the importance of this problem and how the Global Conservation Strategy for Coffee Genetic Resources could become a means to mobilise available funding for countries interested in establishing a bilateral partnership with the Crop Trust and the World Coffee Research.

Item 6: Strategic Review of the ICO

13. This item was omitted, as document [WP-Council 269/16 Rev. 1](#) had already been endorsed by the Working Group on the Strategic Review for submission to the Council on Friday, 23 September.

Item 7: PSCB Chairman and Vice-Chairman for 2016/17

14. Members of the PSCB nominated Mr Ramaz Chanturiya, of the Russian Association of Tea and Coffee Producers, as Chairman for the next coffee year, and Mr Alejandro Keller, of Anacafé, as the Vice-Chairman.

Item 8: Other business

15. The representative of the European Coffee Federation (ECF) reported on developments in caffeine health claims in the European Union. The European Commission had proposed to the European Parliament the approval of key caffeine health claims regarding alertness and athletic performance. However, the European Parliament had not agreed with this proposal and in July 2016 rejected the claims, due to concerns over their potential effect on energy beverages which could exacerbate obesity problems. It was unclear what the next steps on this issue would be, but the Board would be kept updated.

16. The representative of the CCA reported on a new policy in China to allow foreign non-profit organisations to work with local companies, and the development of a Coffee Experience and Research Centre to run coffee projects, events and education. It was hoped that this might be expanded across China to the provincial cities. Furthermore, the CCA was cooperating with the ICO to encourage the central government to join the Organization.

Item 9: Date of next meeting

17. The PSCB noted that the next meeting would take place during the 118th Session of the Council to be held in London in March 2017.