



**Report of the 46th meeting of the
Private Sector Consultative Board
held on 11 April 2018**

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1. The Private Sector Consultative Board (PSCB) held its 46th meeting in Mexico City on 11 April 2018.

Item 1: Adoption of the Agenda

2. The Executive Director opened the meeting and members of the Board adopted the draft Agenda contained in document [PSCB-155/18 Rev. 1](#).

Item 2: Chair and Vice-Chair for 2017/18

3. Following nominations by members, the Board appointed Mr Anil Kumar Bhandari, of the India Coffee Trust (ICT), as Chair and Mr William (Bill) Murray of the National Coffee Association USA (NCA), as Vice-Chair for coffee year 2017/18. Mr Bhandari thanked members of the Board for his election and chaired the meeting. The Vice-Chair also thanked the members and was invited to sit on the podium.

Item 3: Report on the meeting of 26 September 2017

4. The Committee approved the report of the meeting held on 26 September 2017 contained in document [PSCB-154/17](#).

Item 4: Coffee and gender

5. Ms Kelleman Emanuele, President of the International Women's Coffee Alliance (IWCA), gave a presentation on coffee and gender and the role played by the IWCA. The Alliance had reached a total of 22 chapters globally, with over 880 members and 18,700 beneficiaries. Ms Emanuele stressed that there was no development strategy more beneficial to society as a whole than one which involved women as central players. Increasing the participation of women in the coffee sector was likely to raise economic productivity, lower infant and maternal mortality, improve nutrition and lead to improvements in health.

6. Members expressed strong support for the work carried out by the IWCA along with other initiatives which aimed to empower women and address wider structural and cultural constraints.

7. The Executive Director also congratulated Dr Emanuele and informed the Board that 'Women in Coffee' had been selected as the theme for the 2018 International Coffee Day, in view of the importance of the subject and the opportunities that may arise from reducing the gender gap in the coffee sector.

**Item 5: Sustainable Coffee Challenge:
Catalyzing the Transition to a Sustainable Sector**

8. Mr Herbert Lust, Vice-President and Managing Director (Europe) at Conservation International (CI), gave a detailed presentation on the Sustainable Coffee Challenge (SCC) initiative, facilitated by CI. The SCC, with over 90 international partners, aimed at achieving a sustainable world coffee sector by 2045. It focused on catalyzing the demand for sustainability across the coffee value chain, with a shared vision to make coffee the world's first and fully sustainable agricultural product.

9. Members expressed support for the initiative and the Executive Director informed them that the ICO and SCC MoU would be discussed at the Council as an important means for the ICO to pursue its Five-Year Action Plan. In particular, it would facilitate exchange and integration/dissemination of data, information, technical expertise and good practice. It would enable the monitoring of actions and be instrumental in unlocking and mobilizing human and financial resources.

Item 6: African Fine Coffees

10. Dr Joseph Kimemia, representative of the African Fine Coffees Association (AFCA), reported on the developments relating to the African private sector coffee market.

11. The AFCA representative presented an in-depth analysis of the coffee situation in Africa, which represented 11% of world production. AFCA, which now had 12 members, played a significant role in mobilizing interest and resources for the coffee sector in Africa. In this respect, Dr Kimemia stressed the importance of working with the ICO as per the MoU signed in 2017 and added that new avenues of cooperation would also cover increased domestic consumption, geographical indication, and coffee and health.

12. Members commented positively on the opportunities arising from the MoU of the Association with the ICO.

Item 7: Update on coffee sector in China

13. Mrs Lucy Fu, Secretary General of the China Coffee Association, presented the latest developments in the coffee industry in China, including updates on production, export, import and consumption. Members congratulated the speaker and requested additional information especially with regard to government policies in support of coffee production and consumption in China, as well as in relation to the process for China to become a Member of the ICO.

14. Against this background, the Executive Director provided a report on his recent mission to China where he had attended the 1st Specialty Coffee Expo in Pu'er City, Yunnan Province. The representative of the Yunnan Coffee Exchange, organizers of the Expo, informed members that they were working with the Ministry of Commerce on the future membership of China in the ICO.

Item 8: Promoting private-public partnerships

15. The Head of Operations gave a brief presentation on the proposal for the International Coffee Day (ICD) 2018 which would focus on the theme 'Women in Coffee', as had already been discussed by the Promotion and Market Development Committee. He explained that this proposal was also reported at this Board meeting since the initial idea of the ICD had been developed by the PSCB itself. The Head of Operations further stressed that this was the only item present in the Agenda of more than one ICO advisory body.

16. An update was provided by a member on a new draft European Coffee Contract that would be up for approval by the European Coffee Federation (ECF) Board in June and come into effect on 1 September 2018. The new contract would replace four different existing contracts. It was pointed out that some parameters of the contract, such as time limits for claims, would change. This may have implications for exporters. The ECF had suggested that the member invite other exporting Members of the ICO to provide feedback on the draft contract. Any exporting Members interested in this issue should contact Mr Mick Wheeler, delegate of Papua New Guinea, to discuss further steps.

Item 9: Other business

17. No other business was discussed.

Item 10: Date of next meeting

18. The Board noted that the next meeting would take place in London, United Kingdom at the time of the 122nd Council Session from 17 to 21 September 2018.