



**Report of the 17th meeting of the
Promotion and Market Development
Committee held on 27 March 2019**

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1. The Promotion and Market Development Committee, chaired by H.E. Mr Durga Bahadur Subedi, held its 17th meeting at the Kenyatta International Convention Centre in Nairobi, Kenya, on 27 March 2019.

Item 1: Adoption of the Agenda

2. The Committee adopted the draft Agenda contained in document [PM-60/19 Rev. 1](#).

Item 2: Report on the meeting of 19 September 2018

3. The Committee approved the report of the last meeting held on 19 September 2018 contained in document [PM-59/18](#).

Item 3 International Coffee Day

4. The Head of Operations reported on preparations for this year's International Coffee Day (ICD) campaign, the focus of which had changed to reflect Resolution 465 on Coffee Price Levels, namely to show the economic reality of the coffee sector – from the producer to the final consumer. The ICD campaign would form part of a wider global communications plan also referred to in the Resolution.

5. On behalf of the Organization, the Head of Operations expressed his sincere gratitude to the All Japan Coffee Association for its continued financial support for International Coffee Day, however further development partners were being sought. To date, the Secretariat had succeeded in teaming up with illycaffè and the EU delegation in Rwanda to support the development of the video to accompany the ICD campaign, as well as the launch of an exciting new initiative called 'symphony of coffee'. This symphony, to be played at concerts and festivals across many countries, would include arias based on the sounds of coffee, from production to consumption and put to music through electronic sampling. These sounds would be recorded in a farm in Rwanda and the first concert would be played at the same farm.

6. Members recognized the efforts on the part of the ICO Secretariat to implement Resolution 465 and endorsed this proposal.

Item 4 Promoting consumption and market development

Item 4.1 Innovation and integrative marketing, the engine for a sustainable coffee market growth. The Colombia Toma Café case

7. The Promotion and Market Development Committee received a presentation from Ms Ana Sierra – owner and Head of Integrative Marketing – on the experience and lessons learned from Colombia Toma Café, the Colombian Coffee Consumption Programme.

8. Here, a coalition funded by the National Coffee Growers Federation of Colombia, together with Nestlé, Colcafé, Casa Luker, Café OMA, Café Diamante and 25 other roasters of different sizes, had boosted the development of the coffee market in Colombia which grew from 36.1% in volume from 2009 to 2015. The reason for this, according to Ms Sierra, was ‘integrative marketing’ across the value chain. This was a collaborative process of innovative marketing and design, involving a network of allies to maximize resources and reach to support sustainable growth. The integrative marketing process included:

- A successful promotional campaign which had a budget of US\$200,000, but created the equivalent return of US\$10 million in editorial publishing.
- An educational ‘soap opera’ on the radio to promote coffee sales and good practices, which was broadcast to 150,000 small coffee shops around Colombia.
- A manual targeting small shop owners to improve the quality of prepared coffee and increase sales.
- A mass media campaign with a network of 800 journalists across TV, radio and print.
- Educational campaigns through social networks targeting younger people to promote a coffee culture and consumption.
- A ‘Café Ciencia’ communication service to educate 24,000 healthcare professionals and 120 journalists about research on coffee, helping to debunk myths and promote the health benefits of drinking coffee.
- An education programme with the National Learning Service and Chamber of Commerce to train 20,000 younger people as baristas and positive role models, helping to promote demand. Today the National Learning Service in Colombia is training 2,500 baristas a year, with 120 hours of barista training forming part of the curricula followed by 16,000 food and bar administrators who graduate every year.

9. In closing, Ms Sierra stressed the importance of promoting coffee consumption, particularly at a time of crisis, such as today's situation of low coffee prices, which could in fact be used as a leverage for sustainable growth. Enormous potential existed, particularly in the emerging markets like Africa, which represented the youngest continent in the world.

10. The Committee took note of the presentation on the Colombian Coffee Consumption Programme: Colombia Toma Café.

Item 4.2 The ICO's *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries* in practice: lessons and recommendations

11. Members also received a presentation from Mr Carlos Brando, in his capacity as Director of P & A Marketing, on his experience of developing and using the *ICO Step-by-Step Guide to Promote Coffee Consumption in Producing Countries*.

12. Originally launched in 2004, the Guide was based on promoting consumption case studies from different countries, both positive and negative. Since then, the Guide had gone on to inspire and provide the methodologies for programmes in several countries, including India (2006), Mexico (2006), Indonesia (2006), El Salvador (2007), Costa Rica (2008/09) and Colombia (2010/16).

13. Mr Brando recommended that the Step-by-Guide be updated, not only to incorporate both the positive and negative experiences of the above programmes, but also the fact that the world and coffee sector had changed significantly. It was now a digital world, with changes in the coffee market, coffee preparation methods and demography in terms of population, income and age. Other trends and opportunities also existed, such as countries where consumption was growing without promoting consumption programmes (e.g. China, Eastern Europe, Indonesia, the Russian Federation, the United States and Vietnam) and consumers were better informed demanding higher quality and the importance of origins and sustainability. All these factors needed to be analysed to inform a new Guide, at the same time as recognizing that these changes were happening in different ways in different countries.

14. The importance of coffee to health and wellbeing was also an important driver to promote consumption and advances in research would need to be part of any new Guide. Mr Brando also proposed that sustainability could be used as a positive way to increase consumption. Not only in terms of the content but also format, the Guide would need to be more modern and accessible, enhancing interactivity, while mindful of the end user.

15. The Committee took note of Mr Brando's experience of developing and using the *Step-by-Step Guide to Promote Coffee Consumption in Producing Countries*.

Item 5: Recommendation to the 124th Session of the International Coffee Council

16. The Committee agreed to hold an intersessional meeting between April and June 2019 to consider the actions necessary to update the ICO Step-by-Step Guide and explore other pertinent issues around promotion and market development.

Item 6: Other business

17. There was no other business.

18. The Chair thanked all presenters and Members of the Committee for their contributions.

Item 7: Date of next meeting

19. The Committee noted that the next meeting of the Promotion and Market Development Committee would take place in London, United Kingdom, during the week of the 125th Session of the International Coffee Council in September 2019.