



3 May 2022

**Report of Joint Committee meetings  
held on 29 March 2022**

1. In view of the time constraints due to the online nature of the ICO meetings as a consequence of the outbreak of the covid-19 pandemic, the meetings of the **Statistics Committee, Promotion and Market Development Committee** and **Projects Committee**, were held jointly in one session on 29 March 2022 chaired by the Executive Director on behalf of the chairpersons.

**Item 1: Adoption of the Agenda**

2. The Committee approved the draft Agenda contained in documents [SC-112/22](#), [PM-75/22](#) and [PJ-148/22](#), respectively.

**Item 2: Reports on the joint meeting of the Committees  
held on 7 September 2021**

3. The Committees approved the previous report on the joint meeting of the Committees held on 7 September 2021 contained in documents [SC-111/21](#), [PM-74/21](#) and [PJ-147/21](#).

**Item 3: Priority issues**

**Item 3.1: World Coffee Statistics Database – *Statistics Committee***

4. The Statistical Coordinator presented the new database as an online platform launched on 31 January 2022. All Members were contacted on 8 February, via the Designated Contacts, with a request for a list of people to be given an access code as

well as training on its use. As of 25<sup>th</sup> March, only 9 countries, including Brazil, Cuba, Finland, India, Japan, Sierra Leone, Spain, Switzerland and the United Kingdom have sent a list and have now been issued with access. Members are therefore invited to contact the Secretariat with their lists of users to get their access code and to schedule their training sessions.

5. The Statistics Coordinator also informed Members that the private sector is renewing its registration to access to the new database. Moreover, the ICO has restructured the fee for its data and services which had not been adjusted for over 20 years. Other private companies are considering their subscription to the services.

6. The Committee noted the report.

**Item 3.2: Certificates of Origin – *Statistics Committee***

7. The Representative of CECAFE made a presentation of the proposed modifications of the statistics rules relating to the certificate of origin and contained in document [SC-113/22](#). The new proposed format designed on the Microsoft SQL server will integrate the ICO Certificate of Origin in the Brazilian Government trade system and reduce bureaucracy and speed up the process of issuing the Certificate. Although the proposed changes do not affect the Rules of Statistics, the Executive Director suggested that Members should recommended to the Council to authorize Brazil to adopt the new format on a provisional basis. If successful it would be advised to other Members.

8. The Committee recommended that the Council authorize Brazil to use the proposed change.

**Item 3.3: Statistics Roundtable – *Statistics Committee***

9. Although it has not been provided by the International Coffee Agreement 2007, the Statistics Roundtable consisting of statistics experts from the private sector has been assisting the Secretariat on improving data accuracy and enhancing market transparency. The Statistics Coordinator informed Members that the meetings of the Statistics Roundtable have resumed.

10. The Committee noted the report.

**Item 3.4: Update on the project to develop a Coffee Market Development Toolkit – *Promotion and Market Development Committee***

11. A Representative of The Consultancy Inc., Dr Charlene Ashley made a brief report on the development of the toolkit. Based on learnings from the implementation of the Step-by-Step Guide and changes in technology and methods of communication, the toolkit is designed to aid in expanding domestic consumption in coffee-producing countries within the context of the global demand for coffee. The toolkit is at a final stage of design and will be user-friendly. A number of training sessions will be provided to Members during the last 2-weeks of May 2022. Members will be invited to designate their participants to the training sessions to be provided in all four official languages of the Organization.

12. The Committee took note of the report.

**Item 3.5: Promoting domestic coffee consumption – ICO Special Fund – Promotion and Market Development Committee**

13. The Chief Economist reported on the implementation of regional programmes of promoting domestic coffee consumption financed by a portion of the remaining resources of the ICO Special Fund within the framework of Resolution 459.

**Item 3.5.1: Regional programme in Mexico & Central America (PROMECAFE)**

14. The Chief Economist reported that the program has ended and key lessons to be shared among Members of other regions are available with PROMECAFE. The countries covered by the programme were Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua and Panama.

**Item 3.5.2: Regional programme in Africa (IACO)**

15. ICO Special Fund activities in Africa, implemented by the Inter-African Coffee Organisation (IACO), were organized under three main components: 1) An analytical review of domestic consumption and the roasting industry, 2) support to national strategies related to coffee roasting and domestic consumption, and 3) strengthening communication on the relationship between health and coffee. The first component has been completed. This consisted of baseline details on coffee consumption and local

processing (volume of coffee consumed in the country, forms of coffee imported for domestic consumption, origins and sources of green coffee for domestic roasting and consumption, etc. Under component 2, the ICO Special Fund has been used to support national promotion strategy, in particular building coffee houses. The main purpose of building coffee houses is to attract young people to get involved in the value chain, particularly setting up SMEs for coffee market outlets. Countries that have already received fund to setup coffee kiosks (coffee houses) are, Kenya, Uganda, Rwanda, Togo, Ghana and Gabon. The Democratic Republic of Congo received funds to finance their coffee consumption campaign. The second sub-component is building capacity of existing and potential roasters and baristas. The training activity has benefitted from the financial support of International Trade Centre (ITC) which mobilized funding from the European Union to the Organization of African-Caribbean and Pacific States. The first training session took place in Libreville for the participants from francophone countries. Twenty-seven participants, including 8 females and 19 males attended. The session for the anglophone countries took place in Accra, Ghana with the participation of 21 trainees including 10 females and 11 males.

16. The third component of the African programme concerning communication is underway as relevant partners have been identified. The film on coffee and health is at an editing and translation stage.

17. The Secretary General of IACO, Ambassador Solomon Rutega informed Members that additional initiatives have been undertaken such as FESTICOFFEE at the University of Abidjan to build coffee drinking culture of young people. The first edition of FESTICOFFEE will take place in October 2022. IACO has also setup the Africa youth coffee forum to exchange ideas with young people. These activities are being developed under the concept of DACBA (Drink African Coffee, Build Africa).

**Item 3.6: Africa Coffee Facility (ACF) – Projects Committee**

**Item 3.6.1: Main project proposal**

18. The Chief Economist reported that the main project proposal designed to transform Africa's coffee sector into a vibrant and resilient industry, was still under consideration by the African Exports-Imports bank (AFREXIMBANK), a regional African trade development financial institution.

**Item 3.6.2: Rapid appraisal of the financing landscape for the coffee sector in Africa: A business case for financing the “missing middle” and last mile borrowers in the African coffee value chains**

19. The Chief Economist and the Secretary general of IACO reported that while the Africa Coffee Facility project was still under consideration by the AFREXIMBANK, a decision on the study expected to identify financing gaps and business opportunities in coffee value chain in Africa was yet to be made by AFREXIMBANK for grant financing. The Secretary General of IACO will continue interacting with the bank and report to the Committee at its next meeting.

**Item 3.7: Terms of Reference for a study on: Building a resilient coffee value chain to mitigate climatic disasters and covid-19 pandemic in Honduras and Nicaragua – Projects Committee**

20. The project outlines the Terms of Reference for a study aiming to provide a full assessment of the impact of the climatic disasters and the covid-19 pandemic in Honduras and Nicaragua and to design project proposals to mitigate these impacts and build a more resilient coffee sector.

21. The Chief Economist reported that since its endorsement by the Council in September 2021, a communication channel has been developed with the Central American Bank for Economic Integration for its financial support. Positive developments had been noted as the Executive President of the Bank, Dr Dante Mossi visited the ICO Secretariat together with H.E. Ambassador Iván Romero-Martínez (Honduras) and H.E. Ambassador Guisell Socorro Morales Echaverry (Nicaragua) following which a joint communiqué was signed to confirm the support of the Bank to the ICO in addressing the challenges faced by coffee producers in Honduras and Nicaragua.

22. The Committee noted the report.

**Item 4: Other business**

23. There was no other business.

**Item 5:                    Date of next meetings**

24.    The next meetings of the Statistics Committee, the Promotion and Market Development Committee and the Projects Committee will take place at the time of the session of the Council.