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NÉSTOR OSORIO Executive Director

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Dear Member,

It is with the greatest pleasure and satisfaction that I present to you this important Guide to Members of the International Coffee Organization (ICO). I should also like to take the opportunity to congratulate its authors, P & A Marketing International, on their comprehensive and innovatory work.

Although primarily intended as a manual for coffee producing countries the Guide will undoubtedly be of general interest for promotion in emerging and established markets too. In this context it raises the question as to whether there is a place for institutional action for market development in mature markets to complement brand promotion by private companies. Recent coffee and health initiatives carried out under the auspices of the ICO may pave the way for other actions. The Guide offers interesting insights on how this could be done, with suggestions for specific actions. It may be noted that the Literature Review section shows that institutional promotion has been successful for several products in developed markets.

The successful experience of Brazil, the world's largest coffee producer, in developing coffee consumption, provides crucial insights which have been exhaustively analyzed for the Guide. Brazil, a "maturing" coffee market, is embarking on a new and ambitious promotion program to increase coffee consumption, using quality concepts and involving the retail trade. This could provide both motivation and an example for programs in established consuming countries.

The Guide is intended to be used not just by coffee companies and coffee associations but by many others too (advertising agencies, public relations companies, marketing consultants, event promoters, etc.). It therefore contains useful information for a large group of professionals and companies working in such areas. It provides valuable information and practical recommendations for all those involved in the promotion of coffee beverages and coffee products, from donors and financiers to the marketing departments of coffee companies, large or small.

The Guide was conceived and is presented mainly in a CD-ROM format with advanced navigation and printing facilities. This gives it the flexibility and versatility to be used by anyone interested in the promotion of coffee consumption irrespective of their background or knowledge of the field. In this respect it is very much a "hands-on" tool.

I am delighted that the Promotion Fund of the ICO, with resources originating from producing countries, has commissioned this Guide. Reverting to the specific area of promoting domestic consumption I believe that this has a number of benefits for producers. Firstly it creates an alternative marketing outlet which in certain circumstances may offer better conditions than export markets. Secondly it helps to foster a greater awareness among producers of issues such as quality and the demands of coffee drinkers. Thirdly it stimulates local enterprises such as coffee houses and processors. And finally as a market-oriented activity it can contribute to a better balance between supply and demand.

The Organization is translating the Guide into French and Spanish to complement the English version and facilitate the widest possible dissemination. The hope is that it can then be used to develop specific projects tailored to conditions in particular countries. Furthermore it will undoubtedly be of the greatest value as a reference for the analysis of new market development projects, whether these be regional or country-specific, general in scope or focused on particular aspects.

The challenge is now to use this new resource to develop such projects in a way that will generate the necessary financial and political support to make them a reality.

It will be very important for the Organization and the implementation of the Action Plan to promote and increase consumption to receive information about national policies in this respect and I would very much like to be informed about these and the use of this manual.



Nestor Osorio