



## Promotion Committee

16<sup>th</sup> meeting

22 September 2009 (11:30)

London, England

## Draft Agenda

### Item

### Document

**1. Draft Agenda – to adopt**

PC-55/09 Rev. 1

**2. Promotion activities and proposals**

**2.1 ICO CoffeeClub Network – to note**

verbal

The consultant will report on the implementation of the ICO CoffeeClub Network.

**2.2 Programmes to promote coffee consumption – to note**

verbal

The consultant will report on the implementation of programmes to promote coffee consumption based on the Step-by-Step Guide to promote coffee consumption.

**2.3 Coffee and health – to consider**

verbal

The Executive Director will report on coffee and health programmes. The Committee will consider an update on funding of the Positively Coffee Programme by the Institute for Scientific Information on Coffee (ISIC) and future ICO participation in the Programme.

**3. Promotion Fund – to consider**

PC-56/09

At the last meeting, it was suggested that it would be useful to consider the recapitalization of the Promotion Fund. Document PC-56/09 contains an analysis of expenditure by the Promotion Fund during the 2001 Agreement. Members are invited to submit proposals for consideration.

4. **Other business – *to consider*** verbal
5. **Date of next meeting – *to note*** verbal

The Secretariat will confirm the date of the next meeting of the Promotion Committee.