



**Decisions and Resolutions adopted by the  
Promotion Committee at its 18<sup>th</sup> meeting**

1. The Promotion Committee, chaired by Mr Michael Wheeler of Papua New Guinea, met in London on 22 September 2010 for the 18<sup>th</sup> time under the 2001 Agreement.

**Item 1: Adoption of the Agenda**

2. The Committee adopted the draft Agenda contained in document PC-61/10 Rev. 1.

**Item 2: Promotion activities and proposals**

**Item 2.1: ICO CoffeeClub Network**

3. The Executive Director said that in March 2010 the Committee had authorized him to explore all options for the future of the ICO CoffeeClub Network, taking into account the need to update it and the interests of the ICO. Following discussions with the consultants on possible solutions for the continuing management and future development of the Network, he had established a Memorandum of Understanding to hand it over to the consultants, P&A International Marketing, with a view to recovering some of the original investment for the ICO. A copy of the Memorandum of Understanding was available on request from the Secretariat.

4. The consultant reported that work was proceeding on upgrading the Network, including developing a new layout, using Web 2.0 and strengthening mediation. An updated version should be ready towards the end of the year which would be presented to Members at the next meeting. The Promotion Committee took note of this report.

**Item 2.2: Programmes to promote coffee consumption**

5. The consultant made a presentation on the implementation of programmes to promote coffee consumption based on the Step-by-Step Guide to promote coffee consumption. A copy of this presentation is available on the technical presentations area of the ICO website (<http://dev.ico.org/presents/presentation0910.htm>). The original contribution of US\$287,000

from the ICO Promotion Fund to the Guide had resulted in investments of over US\$30 million in promotion programmes to date. Institutional programmes had been developed in India, Mexico, Indonesia, El Salvador, Costa Rica and Colombia. The latter country had launched a programme entitled *Toma Café* in March 2010 which was proving very successful. Lessons learned from implementing promotion programmes included the importance of a centralized budget, holding workshops with those involved, and the need for programmes to have an executive coordinator. The Guide was now seven years old and it would be useful to consider updating it in the light of technological developments and new ideas on promoting consumption since it was launched in 2003. Future updating could include making use of Web 2.0, renewing the content to take account of new experiences and improving methodology. Updating the Guide and making it more user-friendly could facilitate promoting consumption to new consumers and emerging markets where disposable income was increasing.

6. The Committee took note of this information. It further noted that the Guide had proved to be a valuable initiative and had demonstrated what could be achieved in the area of promotion, and it would be useful to review and update it.

**Item 2.3: Coffee and health**

7. The Executive Director reported that the representative of the Institute for Scientific Information on Coffee (ISIC) had made a presentation on the Positively Coffee Programme and the Health Care Professions – Coffee Education Programme (HCP-CEP) to the Private Sector Consultative Board (PSCB) at its meeting on 20 September 2010. A copy of this presentation is available on the technical presentations area of the ICO website (<http://dev.ico.org/presents/presentation0910.htm>). In the case of the HCP-CEP programme which was co-funded by ISIC and national coffee sectors, nine countries were now participating in this initiative which had resulted in tangible benefits. The biggest challenge was the need for scientific accuracy. In the case of the Positively Coffee Programme, this activity was now completely funded by ISIC. The environment for it was changing in the light of EU Health Claims legislation which had very strict requirements for the scientific substantiation of claims. The Programme was currently being improved, with a new brand identity, and a new website which would be merged with that of the Coffee Science Information Centre (CoSIC). Collaboration between ISIC and the ICO was being reviewed and would continue. The Executive Director noted that if the ICO did not contribute to the Programme in some way, it would be difficult to maintain it under the umbrella of the ICO. Although the resources of the Promotion Fund were almost depleted, it was important for the ICO to maintain its links with this initiative to the extent possible.

8. The Committee noted that both the HCP-CEP and Positively Coffee Programmes had been very successful and further noted the importance of the ICO maintaining links with these initiatives.

**Item 3: Promotion and market development under the ICA 2007**

9. The Chairman said that in March 2010, Members had been requested to come prepared to this meeting with suggestions for future resources for activities to increase coffee consumption, and to submit proposals in writing in advance, to enable the Committee to consider ideas and proposals for the recapitalization of the Promotion Fund.

10. In discussions on this item the Committee noted that Brazil was currently considering ways of continuing activities on promotion under the 2007 Agreement, and hoped to make a proposal in the future. The Committee urged all Members to contribute ideas for the future financing for promotion which would be an essential part of the transition to the new Agreement.

**Item 4: Other business**

*23<sup>rd</sup> ASIC Conference (Bali, 3 to 7 October 2010)*

11. The Executive Director said that, as agreed at the last meeting, the ICO had contributed US\$2,000 from the Promotion Fund to the 23<sup>rd</sup> International Conference on Coffee Science which would take place in Bali in October 2010, and ASIC had expressed its appreciation for this contribution. The programme could be found at: [www.asic2010bali.org/programme.htm](http://www.asic2010bali.org/programme.htm) and all Members were invited to participate in the event. The Chief Economist would represent the ICO at the Conference, the proceedings would be made available to the ICO and an update would be given at the next meeting. The Committee took note of this information.

*Accounts of the Promotion Fund*

12. The Chairman noted that in view of minimal activity in the area of promotion, the very limited funds remaining in the Promotion Fund (under US\$10,000) and the costs of audit fees, it could be useful to suspend auditing the Accounts of the Promotion Fund until such time as there was significant activity in this field. In the meantime, the Accounts would continue to be prepared and independent verification of monies in the bank could be provided. The Executive Director suggested that the Chairman of the Finance Committee could act as an ad hoc auditor and report at future meetings on the need for specific expenditure until such time as promotion activities increased. The Committee took note of this information and decided to endorse this policy.

**Item 5: Date of next meeting**

13. The Committee noted that the next meeting of the Promotion Committee would take place in March 2011, subject to progress on the entry into force of the 2007 Agreement.