



Promotion and Market Development Committee

1st meeting

30 March 2011 (14:30)

London, United Kingdom

Draft Agenda

Item	Document
1. Draft Agenda – to adopt	PM-1/11 Rev. 1
2. Chairman and Vice-Chairman – to appoint The Committee will appoint a Chairman and Vice-Chairman for 2010/11, who shall be from different categories of Members in accordance with the terms of reference.	verbal
3. Promotion activities	
3.1 ICO CoffeeClub Network – to note The consultant will make a presentation on the updated version of the Network.	verbal
3.2 Programmes to promote coffee consumption – to note The consultant will report on the implementation of programmes to promote coffee consumption based on the Step-by-Step Guide to Promote Coffee Consumption.	verbal
3.3 Coffee and health – to consider The Executive Director a.i. will report on coffee and health programmes and future collaboration with the Institute for Scientific Information on Coffee (ISIC) on the Positively Coffee Programme.	verbal
3.4 Research – to consider The Executive Director a.i. will report on the 23 rd ASIC Conference held in Bali in October 2010.	verbal

- 4. Implementation of the Coffee Quality-Improvement Programme (CQP) – to consider** PM-3/11
PM-4/11
- The Executive Director a.i. will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP.
- 5. Phytosanitary matters – to consider** verbal
- The Executive Director a.i. will report on phytosanitary matters including Ochratoxin A (OTA), acrylamide, legislation on Maximum Residue Levels (MRLs) for pesticides and responses to document ED-2100/10 requesting Members to send details of MRLs used in the coffee production process and the methodology used for calculating these, together with relevant studies.
- 6. Promotion and market development under the ICA 2007 – to consider** PC-13/03 Rev. 2
- Members will be invited to contribute ideas for an action plan for promotion of consumption and market development under the ICA 2007, together with proposals for specific activities.
- 7. Financing for promotion and market development – to consider** verbal
- Members are invited to contribute proposals for financing promotion and market development activities.
- 8. Financial matters**
- 8.1 Promotion Fund – to note** PM-2/11
- As decided in September 2010, the Accounts of the Promotion Fund will not be audited, but will be circulated for information.
- 8.2 Accounts of the Special Fund for the financial year 2009/10 and Report of the Auditors – to note** SF-43/11
- The Accounts of the Special Fund and Report of the Auditors will be presented for the approval of exporting Members.
- 9. Other business – to consider** verbal
- 10. Date of next meeting – to note** verbal
- The next meeting will take place in London at the time of the 107th Council Session from 26 to 30 September 2011.