



**Promotion and Market Development Committee**  
2<sup>nd</sup> meeting  
30 September 2011 (09:00)  
London, United Kingdom

**Draft Agenda**

Item	Document
<b>1. Draft Agenda – <i>to adopt</i></b>	PM-6/11 Rev. 1
<b>2. Promotion activities</b>	
<b>2.1 CoffeeClub – <i>to note</i></b>	<u>PM-9/11</u>
The consultant will report.	
<b>2.2 Programmes to promote coffee consumption – <i>to note</i></b>	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.	
<b>2.3 Coffee and health – <i>to consider</i></b>	verbal
The Executive Director a.i. will report.	
<b>3. Implementation of the Coffee Quality-Improvement Programme (CQP) – <i>to consider</i></b>	<u>PM-7/11</u> PM-8/11
The Executive Director a.i. will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP, and will also report on information received from Members on national coffee quality standards.	

**4. 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-2111/11 requesting Members to send details of MRLs used in the coffee production process and the methodology used for calculating these, together with relevant studies. As requested at the last meeting, a representative of the EU has been invited to report on new EU directives on food safety.

**5. Promotion and market development under the ICA 2007 – to consider** PC-13/03 Rev. 2

At the last meeting, the Committee urged Members to send the Executive Director a.i. ideas on how to develop activities and finance in the area of promotion and market development. 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 and finance.

**6. Other business – to consider** verbal

*Chairman and Vice-Chairman for 2011/12:* In March 2012, the Committee will appoint a Chairman and Vice-Chairman for 2011/12.

**7. Date of next meeting – to note** verbal

The next meeting will take place in London at the time of the 108<sup>th</sup> Council Session from 19 to 23 March 2012.