



**Private Sector Consultative Board**

29<sup>th</sup> meeting

21 September 2009 (09:30)

London, England

**Draft Agenda**

| <b>Item</b>                                                                                                                                                                                                                                                                                    | <b>Document</b>                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------|
| <b>1. Draft Agenda – to adopt</b>                                                                                                                                                                                                                                                              | PSCB-116/09 Rev. 1                         |
| <b>2. Report on the meeting of 16 March 2009 – to approve</b>                                                                                                                                                                                                                                  | PSCB-115/09                                |
| <b>3. Coffee market situation – to note</b>                                                                                                                                                                                                                                                    | ED-Letter August 2009<br>WP-Council 195/09 |
| The Executive Director will introduce an analysis of the market situation which will include an update on the impact of the world economic crisis on the coffee sector. Document WP-Council 195/09 contains the second official estimate for the Brazilian coffee crop for 2009/10.            |                                            |
| <b>4. Coffee and health – to note</b>                                                                                                                                                                                                                                                          | verbal                                     |
| Reports will be given on the Positively Coffee Programme and the Healthcare Professions – Coffee Education Programme (HCP-CEP).                                                                                                                                                                |                                            |
| <b>5. Food safety aspects – to note</b>                                                                                                                                                                                                                                                        | verbal                                     |
| The PSCB will consider updates on matters related to food safety.                                                                                                                                                                                                                              |                                            |
| <b>6. World Coffee Conference – to consider</b>                                                                                                                                                                                                                                                | ICC-103-1<br>ICC-103-3                     |
| The representative of Anacafé will report on preparations for the next Conference which will take place in Guatemala from 26 to 28 February 2010. The representatives of the International Women’s Coffee Alliance (IWCA) will report on the IWCA and the IWCA presentation at the Conference. |                                            |

**7. Preparations for implementation of the ICA 2007 – to note**

The Executive Director will report on preparations for the implementation of the 2007 Agreement, including a strategic action plan, a development strategy for coffee and a workshop on the Consultative Forum for Coffee Sector Finance. WP-Council 173/09 Rev. 3  
WP-Council 191/09 Rev. 1  
ED-2066/09

**8. Coffee Issues Management Forum – to consider**

verbal

A report will be given on the Forum which has been initiated by the National Coffee Association of the USA (NCA) and the National Coffee Association of Guatemala (ANACAFE)

**9. Items under continued review – to consider**

EB-3963/09  
EB-3964/09

Discussion is invited on topics which the PSCB is keeping under review, including, *inter alia*:

- The supply of private sector statistical data
- The Coffee Quality-Improvement Programme (CQP)
- The International Coffee Genome Network (ICGN)
- Geographical Indications
- ICO CoffeeClub Network

**10. PSCB representatives and officeholders**

*PSCB representatives for 2009/10 and 2010/11 – to consider*

WP-Council 197/09

Proposals for representation on the PSCB for 2009/10 and 2010/11 will be considered by the Council in September 2009.

*PSCB Chairperson and Vice-Chairperson for 2009/10 – to elect*

verbal

**11. Recommendations to the Council – to note**

verbal

The Chairperson will summarize any recommendations agreed by the PSCB at this meeting to be conveyed to the Council for consideration or approval.

**12. Other business – to consider**

verbal

*Coffee consumption trends in Japan*

The representative of the AJCA will report.

**13. Future meetings – *to consider***

verbal

The PSCB is invited to suggest matters for consideration at the next meeting.

The next meeting of the PSCB will take place in Guatemala during the 103<sup>rd</sup> Session of the Council from 1 to 4 March 2009.