"DOMESTIC COFFEE CONSUMPTION PROJECT IN THE PROMECAFE REGION"

Results Report

Rene Leon-Gomez
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Special Fund

• International Coffee Council Resolution 459

• It approved the distribution of remaining resources from the Special Fund among members of exporting countries.
  • Transfer US$ 458,566.00
  • Inter-American Institute for Agricultural Cooperation (IICA) on behalf of PROMECAFE.
Objective

Contribute to increase the demand of coffee by promoting domestic consumption in the PROMECAFE region.

Guiding principles:

- Increased demand favors prices.
- Domestic demand is more accessible to small producers.
- Ensure that the added value of coffee stays in the region.
- Promote collaborative work involving different actors in the coffee chain.
- Share experiences and knowledge among countries in the region.
- Link coffee consumption with health and well being campaign.
Where and when?

Executed between 2018-2021 (4 years)
Project Components:

1. Increase National Capacities related to Promotion of Domestic Coffee Consumption.
2. Diagnosis and Design of DC national Plans
3. Promote Strategic Alliances for the Promotion of Domestic Coffee Consumption.
4. Information and Knowledge Management
5. Program Management.
Project Results

COMPONENT 1: Development of National Capacities in Promotion of Coffee Consumption.

• Sharing successful experiences between countries.
• Link health and well being to coffee consumption.
• Trained representatives of the region Based on the ICO Methodology.
• Development of national domestic consumption plans.
• Raised awareness of key players of coffee value chain on domestic consumption.
COMPONENT 2: Diagnosis and Design of DC Country Projects

- Each country established a base line-starting point; based on a market study.
- Worked under P&A and Carlos Brando’s guidance.
- Learned from other countries and regions experiences.
- Design/adjust national domestic consumption plan.
- Link health and well being of consumers to the plans.
Project Results
COMPONENT 2: Diagnosis and Design of PCI Country Projects

-MARKET STUDY: "Measurement of coffee consumption and analysis of factors that determine the future growth of coffee consumption in PROMECAFE region"
COMPONENT 3: Strategic Alliances for the Promotion of Coffee Consumption.

- Regional Network promoting Domestic Consumption (coffee institutions, roasting industry, government, retailers, others).

- National multi stakeholders teams settled.
Project results
COMPONENT 4 Information and Knowledge Management

- Development of DC visual materials (Videos, infographics, posters)
- Implemented learn by doing activities in each country.
- DC platform to manage information and data.
- Regional Market Study (information to understand consumers)
- Social media: Facebook, Twitter, Instagram, Web Page, WhatsApp, email, Quarterly newsletters.
- Systematization of information and the Project experience.
Social Media: share information, articles, research.
El café y el estado físico

El consumo del café está relacionado con el beneficio de la salud física y mental.

Por la mañana
El consumo de café beneficia a los vasos sanguíneos reduciendo las posibilidades de infarto.

Por la noche
El café tiene una enzima conocida como nicotínica monooxigenasa. Además, transflavonas o flavonoides, que protegen al cerebro de las trastornos neurodegenerativos.

Beneficios de la caffeine

El consumo de té y café es de gran relevancia en el ámbito del deporte. Nos ayuda a quemar grasa sobre todo en el ejercicio de alta resistencia, como running o ciclismo. Además, estimula el metabolismo, mejora el rendimiento y ayuda a sentir menos fatiga.

Toma café de calidad, toma café de El Salvador

Infographics
National stakeholder working teams
Network Campaigns
Web page
News, articles and general info
Bienvenidos al sistema de gestión del Proyecto de Promoción de Consumo Interno de Café en los países de América Central, República Dominicana, Jamaica, Haití y Perú.

PRONACAFE es el agente de la OIT, Organización Mundial del Trabajo, enviado en esas naciones para apoyar a las políticas de la región PRONACAFE, con el objetivo general de Contribuir al fortalecimiento del sector cafetalero de América Central, República Dominicana, Jamaica, Haití y Perú, para promover adecuadamente los beneficios de la promoción del consumo del café en ambas etapas de la cadena del café, poniendo particular atención a la promoción de consumo del café en ambas etapas de la cadena del café, poniendo especial atención a la promoción de consumo del café en ambas etapas de la cadena del café, poniendo especial atención a la promoción de consumo del café en ambas etapas de la cadena del café.
Project Logic - Promotion of Domestic Coffee Consumption

National teams

Coffee Benefits

Consumer Health and Wellness

Results:

- National DC plans.
- Regional specialist network.
- Trained teams based on ICO methodology.
- National multi stakeholder teams.
- Infographics - Health and Wellness.

- Regional market study.
- National learn by doing Activity.
- Regional Workshop to deliver results
- Coffee, Health and Wellness Forum
Future opportunities

- Establish new alliances with donors.
- Implement national plans/strategies.
- Deepen market and consumer studies in country level.
- Implement regional communication campaigns to promote domestic coffee consumption.
Special thanks to:

• ICO
  -Council
  -Director
  -Staff

• Carlos Brando/P&A Team

• Fellow producing countries
Thank you for your attention.

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