

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:1779
ANSWERED ON:01.08.2003
EXPORT OF COFFEE
Y.G. MAHAJAN

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the details of the coffee exported during each of the last three years upto June 30, 2003;
- (b) whether there has been a decline in the export of coffee during the first quarter of the current year;
- (c) if so, the details thereof and the reasons therefor; and
- (d) the long term measures taken by the Government to boost the export of coffee?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI CH. VIDYASAGAR RAO)

(a) The details of coffee exported during the last three years are given below:-

Year	Qty. Exported in MT	Value realised in Rs. Crore
2000-01	246908	1374.00
2001-02	213586	1050.36
2002-03	201486	1013.09
2003-04 (April-June)	67924@	82.44 #

@ = Export Permits issued
= On confirmed exports

(b) & (c) The export of coffee in the first quarter of the current year is estimated at 67924 tonnes as per export permits issued, which is 4% less than the exports of 70883 tonnes, carried out in the first quarter of 2002-03. The main reason for this decline is the lower production of coffee, which fell from 3 lakh tonnes in 2001-02 to 2.75 lakh tonnes during 2002-03.

(d) Coffee Board is implementing a medium-term export strategy, prepared by a private consultant, M/s McKinsey & Co, to sustain and gain market share in the key markets and also to improve the competitiveness of Indian Coffee in the global markets over the next few years. For boosting the exports of coffee, Coffee Board is concentrating on targeted export markets like Italy, USA, Germany, Japan, Russia, etc. The external promotional activities of the Coffee Board include:

- participation in selected International Exhibitions and Trade fairs by exhibiting exportable grades of raw coffee, Indian/instant coffee, charts, blow-ups and distribution of promotional literature on Indian Coffee in different foreign languages. Liquid coffee made out of Indian Coffee is also prepared and served to the visitors through stalls in these exhibitions
- sponsoring trade delegations/inviting roasters' delegations from key target markets to India and organizing buyer-seller meets between Indian exporters and overseas buyers in such markets
- organizing `cupping` of Indian coffees by international quality experts to evaluate and propagate the finer attributes of Indian coffee
- releasing advertisements highlighting the quality and selectivity of Indian Coffee in important coffee trade journals and magazines with a good circulation in potential markets for Indian Coffee etc.

In addition, the Board has also instituted export excellence awards to encourage the Indian Coffee exporters to produce better coffees and also specialty coffees, which fetch attractive premiums in the world market.