

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

UNSTARRED QUESTION NO:941  
ANSWERED ON:01.08.2006  
CONSUMPTION OF COFFEE  
Shivanna Shri M

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

- (a) the consumption of coffee in each State of the country especially in the coffee producing States during the last three years and the current year;
- (b) whether the coffee consumption is declining in almost all the States; and
- (c) if so, the reasons

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY ( SHRI JAIRAM RAMESH)

(c) Year-wise coffee consumption in the major coffee producing States and overall consumption in the country is given below:-

(Qty in MT.)

Year	Karnataka	Kerala	Tamil Nadu	Andhra Pradesh	Total in the country
2003	17,500	11,700	22,700	13,000	70,000
2004	18,000	12,500	22,000	11,500	75,000
2005	19,000	13,000	22,000	10,000	80,200

However, statistics for the current year i.e. year 2006 are not readily available.

(b) Although there is a marginal decline in coffee consumption in Tamil Nadu and Andhra Pradesh, the trend of coffee consumption in Karnataka and Kerala as well as the overall consumption in the country is on the increase.

(c) The Government of India through the Coffee Board is implementing a scheme on 'Market Promotion', in which various programmes are being implemented for increasing domestic consumption, such as training courses, participation in national festivals and exhibitions, establishment of a high technology roasting & packaging facility by the Board, and promotion of sales through promotional units of the Board. Further, the Government is conducting the 'Kaapi Shastra Programme' for providing technical training in the art of retailing coffee to the interested private sector/entrepreneurs in different locations of the country through the Coffee Board.