

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

UNSTARRED QUESTION NO:614

ANSWERED ON:23.11.2009

DEMAND, PRODUCTION AND EXPORT OF COFFEE

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

- (a) whether there has been wide gap between the demand and supply of coffee in the country for domestic consumption and export purpose in the recent past;
- (b) if so, the details thereof alongwith the reasons therefor; and
- (c) the steps taken/proposed to be taken to improve the demand for Indian coffee and boost exports in the international market?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI JYOTIRADITYA M. SCINDIA)

(a) No, Madam.

(b) Does not arise.

(c) In order to increase the domestic coffee consumption, following activities are being undertaken:

Promotion of Coffee through media advertisements, publicity literature, India coffee magazine etc.

Participation in important fairs at national, regional, local levels etc. with wet sampling of coffee.

Providing intensive training on roasting and brewing of coffee by conducting 'Kaapi Shastra' courses by the Coffee Board.

With a view to boost exports in the international market, following steps have been taken:

Incentives to exporters to augment export of high value differentiated coffees to far off markets like United States of America, Canada and Japan.

Incentives to export high value coffees like washed Robustas, Speciality coffees, estate brands and soluble coffees of Indian origin.

Participation in trade fairs and buyer seller meets.

Cupping sessions to popularize the strengths of Indian differentiated coffees.

Holding India International Coffee Festival once in 2 years.

Brand promotion in key overseas markets through advertisements and other promotional materials.