

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

STARRED QUESTION NO:392
ANSWERED ON:15.12.2000
COFFEE CONSUMPTION
SULTAN SALAHUDDIN OWASI

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

- (a) whether domestic consumption of coffee has remained stagnant in the past decade;
- (b) if so, the details thereof and main reasons therefor;
- (c) whether the projection in the Ninth Five Year Plan to increase coffee consumption to one lakh tonne is not likely to materialize;
- (d) if so, the total projected production of coffee in the country and domestic consumption as well as export by 2005-2006; and
- (e) the steps taken or being taken by the Government to achieve the projected domestic consumption of one lakh in the Ninth Five Year Plan ?

Answer

(a) to (e) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO.392 FOR ANSWER ON DECEMBER, 2000 REGARDING COFFEE CONSUMPTION.

(a) & (b): The domestic consumption of coffee in the country has been stagnating between 50,000 to 55,000 tonnes per annum during the last few years. The main reasons for this stagnation are stiff competition from several soft beverage in the domestic market, high price of liquid coffee and the tea habits prevailing in country particularly in the Northern India.

(c): Yes, Sir.

(d): The projections that have been made this year for production, domestic consumption and export of coffee in 2005-06 are 3.79 lakh tonnes, 90,000 tonnes and 2.86 lakh tonnes respectively.

(e) The achievement of 8th Five Year Plan has been 50,000 tonnes against the target of 60,000 tonnes. In order to increase domestic consumption of coffee, during 9th Plan period the Govt. of India through Coffee Board has initiated several steps/programmes like:-

- i) Organising coffee festivals and imparting training for techniques of roasting, grinding and brewing of coffee to the Hotel Sector;
- ii) Participation in all major domestic trade fairs;
- iii) Strengthening the performance of coffee houses operated by the Board;
- iv) Setting up franchised coffee outlets of the Board;
- v) Campaign through Audio/Video and print media.