

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

UNSTARRED QUESTION NO:1454
ANSWERED ON:08.03.2002
PRODUCTION/ EXPORT /CONSUMPTION OF COFFEE .
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the total production, export and domestic consumption of coffee during each of the last three years, till date;
- (b) whether there is constant decline in the export and domestic consumption;
- (c) if so, the reasons therefor;
- (d) whether the Government have chalked out any plan to boost the production, export and the domestic consumption of coffee during the next five years;
- (e) if so, the details thereof;
- (f) whether some countries like European countries have shown keen interest in buying Indian Coffee;
- (g) if so, whether any coffee export deal has been concluded with European buyers, if so, the details thereof;
- (h) whether the Government have identified new regions for the cultivation of coffee;
- (i) if so, the details of such regions, State-wise; and
- (j) the steps the Government have taken to develop the existing coffee growing areas to increase the production of coffee in order to stay in the international market?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI RAJIV PRATAP RUDY)

(a) Production, export and domestic consumption of coffee during the last few years is given below:

(Qty. in lakh tonnes)

Year	Production	Export	Consumption
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1998-99	2.65	2.12	0.50
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1999-2000	2.92	2.45	0.55
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2000-01	3.01	2.47	0.58
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2001-02	3.06 (E)	1.49	0.60 (E)
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(E)-Estimated 1.4.2001 to 25.2.2002

(b)&(c): As is evident from the above table, there is no decline in either exports or domestic consumption of coffee in the last 3-4 years.

(d) & (e): Coffee Board has already been implementing a number of plan schemes for increasing production and productivity of coffee. For boosting coffee exports, the Board is also implementing a medium-term export strategy 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 five years. Similarly, for increasing domestic consumption of coffee, the Board is taking a number of steps. In this direction, Govt. of India/Coffee Board has also taken initiative to encourage procurement and marketing of coffee by the Indian Coffee Marketing Cooperative Ltd. (COMARK) in collaboration with co-operative societies viz. National Dairy Development Board and Gujarat Cooperative of Milk Marketing Federation (Amul) etc.

(f) & (g): Traditionally, European Union has been the major market for Indian Coffee and it accounts for over 50% of total coffee exports from the country. With the liberalisation of coffee industry, coffee trade is completely in private hands and Coffee Board/Govt. of India has no role in coffee marketing activities.

(h): No, Sir.

(i) Does not arise.

(j): For the benefit of coffee growers, the Govt. of India, through Coffee Board, besides operating several plan schemes and developmental activities aimed at intensive cultivation, quality up-gradation and water augmentation, has also been providing necessary support in the form of research, extension, arrangement of credit and finance and other back up support like supply of seed for planting purposes etc. Further thrust is being given for increasing productivity of coffee particularly in the small grower sector and improving quality of the product to achieve competitiveness in the international markets. The Board is also encouraging the large growers to produce specialty coffees which fetches attractive premiums in developed countries like USA and European Union.