

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

STARRED QUESTION NO:131  
ANSWERED ON:21.08.2007  
DEMAND OF INDIAN COFFEE  
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**Will the Minister of COMMERCE AND INDUSTRY be pleased to state:**

- (a) whether the demand for Indian coffee is declining in the international market during the last three years;
- (b) if so, the details thereof; and
- (c) the steps taken/proposed to be taken by the Government to improve the demand of Indian coffee in the international market?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI KAMAL NATH)

(a) to (c) A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO.131 FOR ANSWER ON 21ST AUGUST, 2007 REGARDING 'DEMAND OF INDIAN COFFEE'

(a) & (b): No, Sir. There has been no decline in the export of coffee in last 3 years as the following figures would show. In 2006-07, the exports have surpassed the previous best of 2,46,908 MTs in 2001.

Year	Quantity In MTs	Value In US \$ (million)
2004-05	2,11,765	294.63
2005-06	2,01,555	352.93
2006-07	2,48,804	453.47

(c) : To boost the export of coffee, the Government of India through the Coffee Board, is taking various steps like carrying major communication initiative in key overseas markets to enhance the image of Indian coffee as well as to improve market share, participation in important overseas trade fairs involving exporters and grower exporters, organizing Buyer-seller meets and cupping sessions involving Indian exporters and overseas buyers in key markets. To improve the demand of Indian coffee in the international market, emphasis is being given to quality upgradation through the following initiatives:-

(i) During the Xth Plan period, Coffee Board implemented a quality upgradation programme under its scheme Support for Small Grower Sector, wherein 20% subsidy was extended to small growers to set up quality upgradation infrastructure like

- (a) pulper cum washers at farm level to prepare washed coffee
- (b) establishing pucca drying yards to dry coffees to desired levels and
- (c) construction of store houses to keep the produce in an appropriate manner.

(ii) The Board has been actively involved in training the growers for preparation of good quality coffee through Farmers Participatory Method programmes.

(iii) The Board has been supporting formation of Self Help Groups among small growers to encourage them for quality coffee preparation by taking up processing, storing and marketing of their coffees through community approach.

(iv) The Board organizes Flavour of India-Fine cup award cupping competition on annual basis, which is adjudged by international quality experts to select the best quality coffees produced in the country. The winning coffees get good recognition in the international markets and also fetch attractive premiums.

(v) During the XIth Plan also, Board has proposed to continue the above activities to improve the quality and demand of Indian coffee by providing appropriate financial and technical support.

