

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

UNSTARRED QUESTION NO:611
ANSWERED ON:24.02.2009
COFFEE CONSUMPTION
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Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the quantity and value of coffee consumed in the country during each of the last three years and current year, Statewise;
(b) the amount proposed to be provided/spent for promotion of coffee to boost its domestic consumption during the above period; and
(c) the steps taken by the Government in this regard?

Answer

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

(a) The data on coffee consumed State-wise is not maintained. However, based on the surveys conducted from time to time, the estimated volume of consumption in terms of green beans and estimated value of equivalent Coffee powder (80% of green beans) in the traditional Coffee consuming states and rest of the country is as follows:

(Quantity in Metric Tonnes and Value in Rs. Crores)

State	2005#	2006#	2007#	2008@						
	Qty	Value	Qty	Value	Qty	Value	Qty	Value		
Tamilnadu	21922	295	23640	348	25031	400	26705	487		
Karnataka	19322	260	20593	303	21804	350	22996	419		
Kerala	10305	138	10470	154	11086	177	11127	203		
Andhra Pradesh	12881	173	12837	189	13592	217	13352	244		
Rest of India	15770	212	17460	257	18487	296	20220	369		
Total	80200	1078	85000	1251	90000	1440	94400	1722		

(# Data based on survey; @ Data based on trend.)

(b) The amount spent for promoting coffee consumption in the country during the last three years and proposed to be spent during the current year, are as follows:

2005-06 2006-07 2007-08 2008-09 (Estimate)

Rs. 1.03 Cr. Rs. 1.94 Cr. Rs. 1.93 Cr Rs. 4.00 Cr.

(c) In order to promote domestic coffee consumption, the following activities are being carried out under XI Plan period:

Promotion of coffee through media Advertisements, publicity literature, Indian coffee magazine, etc.

Participation in important internal 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.