

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

UNSTARRED QUESTION NO:153

ANSWERED ON:01.08.2011

COFFEE EXPORTS

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

- (a) the details of the total production, consumption and stock of the coffee during the last three years;
- (b) the details of the total export of coffee during the last three years, value-wise and country-wise; and
- (c) the measures taken by the Government to further boost the export and internal consumption of coffee?

**Answer**

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

(a) The details of estimated coffee production and domestic consumption during the last three years are as follows.

Year	Coffee production (Metric tons)	Coffee consumption (Metric tons)
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2008-09	2,62,300	94,400
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2009-10	2,89,600	102,000
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2010-11	3,02,000	108,000
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Estimated based on forecast.

The details of stock of coffee are not maintained by the Coffee Board.

(b) The details of the total export of coffee during the last three years, value-wise and country-wise are enclosed at Annexure.

(c) The measures taken by the Government of India through the Coffee Board to further boost the export of coffee, inter-alia, include the following:

# Extending financial incentives to exporters to export high value coffees to far away key markets like USA, Canada, Japan, Australia and New Zealand.

# Extending financial incentives to exporters to export value added coffees as India brands.

# Continuous high level interaction with international coffee community through participation in the deliberations of the International Coffee Organization, conducting promotional campaigns in the foreign markets, Buyer-Seller Meets, media campaigns in coffee consuming countries.

# Encourage the exporters with annual export awards.

Domestic market promotion is done through conducting consumption surveys, facilitation/dissemination of information, promoting awareness and contributing to entrepreneurial development besides providing support for upward movement in the Value Chain.

