

# THE HINDU Business Line

## Coffee Board buoyed by domestic coffee consumption

Our Bureau

Bangalore, Dec. 7:

The consumption of coffee in the non-south regions have grown phenomenally with the northern States contributing to more than 50 per cent of the growth at the rate of 40 per cent year on year, said Mr Jawaid Akhtar, Chairman, Coffee Board.

"Coffee, one of the most consumed beverages in the south of India, has made its presence felt in the NCR and other Northern States in India. Domestic coffee consumption has increased from 70,000 tonnes in 2003 to 1,00,000 tonnes in 2009 of which more than 16,000 tonnes is contributed by the non-conventional coffee drinking regions (north, west and east)," he added.

In order to strengthen the gains in north India, Coffee Board has facilitated in setting up India Coffee Trust.

### India Coffee Trust

"The trust, for domestic coffee consumption drive has chosen New Delhi to be the venue for the next India International Coffee Festival (IICF) slated to be held in January 18-20, 2012," said Mr Akhtar.

"This strong trend in domestic market provides avenues for enterprise development through value addition while simultaneously contributing to creation of skill-based job creation particularly in non-conventional coffee drinking areas on the consumer end," he added.

To facilitate Entrepreneurial Development, Board has been holding trainings on coffee roasting, brewing etc. This vertical is complemented by providing support for setting up of the roasting units. The growth of demand is facilitated through promoting awareness of coffee/consumption of pure coffee through generic promotion campaigns.

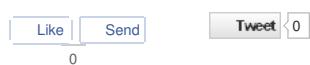
According to Mr Akhtar during 2010-11, Kaapi Shastra training was imparted to 215 participants through eight trainings at Bangalore, New Delhi, Mumbai, Jaipur and as a facilitator for the industry as a whole the Coffee Board provides all the technical and logistics support to this flagship event, India International Coffee Festival, being organised by the India Coffee Trust."

Announcing the launch of the India International Coffee Festival 2012, Mr Anil Bhandari, President, India Coffee Trust and Member, Coffee Board of India said that the prestigious three-day festival will host some of the most sought-after names in the coffee industry and will connect the entire coffee industry through a series of educative, business and networking and also festive events.

"We felt it was the right time to spread the coffee footprint to North especially since the new cutting edge and affordable processes equipment are becoming increasingly available. There is an audible coffee buzz in the north and hence the reason to get the India International Coffee Festival 2012 to Delhi. The festival will be an opportunity for the industry to unveil outstanding coffees and blends apart from showcasing cutting edge products and services of every aspect of the coffee industry," he said.

[anil.u@thehindu.co.in](mailto:anil.u@thehindu.co.in)

Keywords: [India International Coffee Festival](#), [coffee consumption](#), [Coffee Board](#),



#### Latest in this section

[Growing cotton in new areas dragging yield](#) [Spot rubber rules firm](#) [Coffee Board projects FY12 lower exports at 2.51 tonnes](#) [Fog envelops N. India as westerly system kicks in](#) [AP Govt sanctions special grant for sugarcane farmers](#)

#### Ads by Google

#### Gifts From Paradise

View our selection of unique gifts from the Hawaii & Asia today!

[www.giftsfromparadise.com](http://www.giftsfromparadise.com)

#### Stock/Share Market Tips

Earn 5 Lacs per Month from Stock Market. Daily 3-4 Calls.

[CapitalVia.Com/Join-Now-For-Free](#)

### Latest Jewelry Designs

Up to 50% Off on Designer Jewelry. Best Deals From Best Jewellers. Try  
[www.snapdeal.com/Jewelry+Offers](#)

### Commodities



#### **New export contracts keep rice steady**

The rice market ruled steady with prices remaining unchanged in the domestic market on Wednesday. Mr Tara Chand Sharma, Proprietor of Tara Chand and Sons, told Business Line that a... [»](#)

#### Chana seen firm despite carryover stocks

[Arrivals from other States drag coconut oil in Tamil Nadu](#)

[Heavy arrival drags turmeric](#)

[Crude prices remain mixed](#)

[Supportive factors will propel gold prices higher](#)

[Gem, jewellery export industry sees pick-up in US demand](#)

[Buying lifts dala wheat, flour](#)

[Futures perk up spot chana](#)

### Gold



#### **Gem, jewellery export industry sees pick-up in US demand**

India's gem and jewellery export industry is beginning to see some signs of a pick-up in purchases in the US, ahead of the crucial Christmas season. But volume sales would continue to be s... [»](#)

[Gold futures declines to Rs 28,919](#)

[Supportive factors will propel gold prices higher](#)

[Gold futures recovers on firm global cues](#)

[Gold futures eases to Rs 28,659](#)

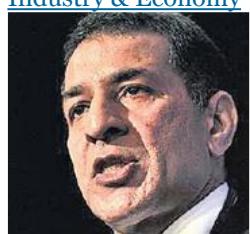
[Gold futures rises to Rs 28,657 on global cues](#)

[Gold futures down at Rs 28,725 on global cues](#)

[Gold futures down at Rs 28,559 on profit-taking](#)

[Gold futures declines to Rs 29,040 on profit-taking](#)

### Industry & Economy



#### **Disheartened but not surprised, say retailers**

Retail FDI would have created back-end infrastructure: Retailers [»](#)

[Frauds probe office to get statutory powers](#)

['Indian firms should contribute more to design, development of products'](#)

[10 countries providing tax-related information to India](#)

[France eager to invest in India](#)

[NHAI threatens to cancel Delhi-Gurgaon toll road operator's rights](#)

[Three quarters of world's poor live in middle-income countries: Oxford study](#)

[OECD to hold talks today with Finance Ministry on G20 action plan](#)

[Coal price surge: Power Ministry seeks scrapping of import duty](#)

[Markets](#)

[Sensex down 47 points on weak Asian cues](#)

Indian markets opened flat today, down by less than half a per cent. The BSE Sensex opened at 16,819.74 (down 0.3 per cent), while the NSE Nifty opened at 5,037.40 (down 0.4 per cent). At... [»](#)

[Raymond \(Rs 409.1\): Buy](#)

[Sesa Goa hikes stake in Cairn India via block deal](#)

[Difficult to define time horizons in market: Experts](#)

[Stock, forex markets closed today](#)

[Cos raised \\$2.47 b in Oct through ECBs, FCCBs](#)

[Will Citigroup-SEC case set a trend here as well?](#)

[Companies](#)

[Maruti looks to retain lead with entry into MPV, SUV segments](#)



After watching its leadership in the car market come under threat from new competition and labour troubles, Maruti Suzuki now has an elaborate strategy in place to guard against a... [»](#)

[Car prices to increase by up to 2-3% from Jan](#)

[SAIL gears up to catch up with Tata, JSW Steel in auto, white goods segment](#)

['Ranbaxy has the power to be Lords of Atorvastatin'](#)

[Solar mission: We wanted to send out a message, says Solairedirect](#)

[Net effect: Cipla settles infringement case with Bayer](#)

[Royal Enfield and the art of leisure biking](#)

[Rolls Royce back in the land of Nizams](#)

[Vizag's Brandix Apparel City resumes operations](#)

[Info-tech](#)



[Large imports of telecom gear a concern: Manmohan](#)

The Prime Minister, Dr Manmohan Singh, on Wednesday said that large imports of telecom equipment is a matter of concern in the light of India's strategic and security interests. Speaking... [»](#)

[Wipro to invest Rs 700-800 cr for second campus in Bengal](#)

[Telecom Ministry agrees to BSNL's plan to surrender BWA spectrum](#)

[Kerala CM shows the way as techies take to cycles](#)

[Marginal fall in hiring activity in Nov: Report](#)

[Govt asks Google to remove 358 items](#)

['Indian firms should contribute more to design, development of products'](#)

[International roaming: Mobile users to get alerts on usage soon](#)

[India becomes top spam-sending nation in the world: Trend Micro](#)

[Marketing](#)

[FDI suspension a step in right direction, says Moily](#)



Describing the move to suspend decision on FDI in retail as a step in right direction, the Corporate Minister, Mr M Veerappa Moily on Wednesday said the intention is to keep the "policy on".»

[Foreign food chains queue up to get a taste of India pie](#)

[QSR chain Kaati Zone on expansion drive](#)

[Travel portal Yatra.com lobs it up to mid-wicket](#)

[FDI in multi-brand retail only after consensus, says Pranab](#)

[New Packaging Law will result in price hikes](#)

[Chamber meet on FDI in retail](#)

[Aditya Kitchen System opens outlet in Kozhikode](#)

['A brand is person's gut feel about a product/service'](#)