

THE VOICE OF THE UK COFFEE INDUSTRY.

THE BRITISH
COFFEE
ASSOCIATION

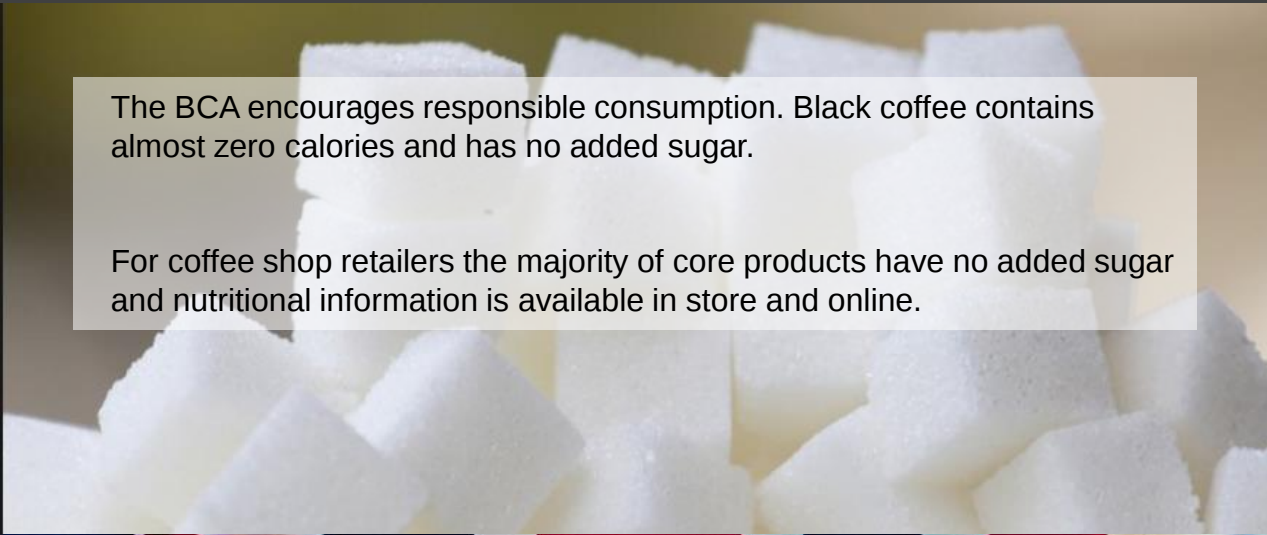
SHED

BCA Board Meeting
12 March 2019

www.britishcoffeeassociation.org

 @BritCoffAssoc

BCA Sword vs Shield



The BCA encourages responsible consumption. Black coffee contains almost zero calories and has no added sugar.

For coffee shop retailers the majority of core products have no added sugar and nutritional information is available in store and online.



BCA has ramped up media work around lobbying government to take No Deal off the table and provide clarity. FDF letter to Michael Gove with BCA signatory.

Chris Stemman, BBC Radio 4: *"The government is playing a high stakes game of poker with the EU and this is having a hugely negative impact on UK businesses."*



4 x consultations initiated – three with DEFRA across DRS, PRN, and postcode lottery of UK recycling. One with Treasury on a plastics tax.

BCA coordinating with FDF and Packaging Federation on two position statements.



Plummeting coffee prices have raised media attention especially around long term resilience of farms.

BCA has input and balanced articles around industry commitment to rural livelihoods and media background.

Press Office

- **20 pieces of coverage secured for the BCA to date**
 - 2017: 60 x coverage pieces
 - 2018: 85 x coverage pieces
- **Key coverage topics:**

BCA commentary on low coffee prices and impact on farmers across national news titles

MailOnline

THOMSON REUTERS
FOUNDATION **NEWS**

BusinessDay

Impact of a 'no deal' Brexit on UK coffee

sky news

 **INDEPENDENT**

BBC Your account
NEWS

FINANCIAL TIMES

**The
Guardian**

BBC
RADIO **4**

FDF Awards 2019

- Submission for 'Bean to Bin and Beyond' and development of UK sustainability goals entered into FDF Awards - Environmental Leadership category
- Awards ceremony held **19th September 2019**



BCA Comms Channels Review

Website

New site live

Opportunities to drive traffic

- Blogs
- Social media
- Member engagement

Twitter

Increased follower numbers by over 50%

Useful tool for engaging stakeholders, members and non-members

Email

Regular and essential tool for communicating with members

Opportunities to drive engagement

- Encourage members to source information via BCA website where possible

LinkedIn

Currently no BCA presence

Presents key opportunity to engage with existing and potential new-members

- Thought leadership from exec
- BCA industry position
- Paid promotion

Opportunity to maximise channel engagement by creating new and compelling shareable content

BCA Industry Event

Key objectives for the industry debate event:

- To provide a thought leadership opportunity for the BCA to drive new membership and engage its current membership
- Maintain the BCA's influencer and stakeholder network
- Maintain the BCA's share of voice on sustainability in 2019

BEAN TO BIN AND BEYOND – THE KEY CHALLENGES FACING UK COFFEE

- A review of the circular coffee economy – progress towards circularity and key trends (TBD)
- The future of recycling in the UK & key outcomes from the Resources & Waste Strategy (WRAP)
- Overcoming the coffee price crisis and ensuring long-term farm sustainability (ICO or Ric Rhinehart)
- Enabling women's rights through the coffee supply chain (International Women's Coffee Alliance)
- Brexit, what's next for UK coffee? (TBD, with Chris Stemman, BCA)

Event Planning

Relevant BCA committees have been engaged:

- Member Services supporting member attendance, non-member invitations and post-event networking
- Sustainability supporting debate topic ideas and speakers

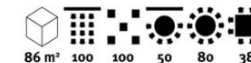
Proposed format – to be discussed
Date: early July 2019
Venue: Central London
Time: 13:30 – 17:30
Format: • Executive Director introduction • 3-4 speaker presentations • Facilitated panel debate • Drinks and networking

Venue options



Conversation Room

A large, stylish room with bold décor, the very name of the Conversation Room could be a talking point for your guests. Conveniently located on the ground floor this room is very versatile and perfect for corporate events.



THE Crystal
A Sustainable Cities Initiative
by Siemens

Royal Botanic Gardens
Kew

Coming Up Next Quarter...

March

Educational Seminar

Trade media engagement,
onsite logistics, social content

Brexit

Position statement, reactive
quotes, interview ready prep

London Coffee Festival

Social content creation and
new member meetings

April

UK Coffee Week

Media alert based on
CEBR economic data

Opportunity for **BCA** to
reconvene a **Brexit**
Working Group

May

Coffee Leader Summit

ED attendance and social
content

Industry debate

Preparations and logistics

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