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**COFFEE ♦  
INDUSTRY  
BOARD ♦ ♦**  
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ANNUAL REPORT
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**FOR THE YEAR  
ENDING ♦ ♦ ♦  
31st JULY, 1960**  
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COFFEE INDUSTRY BOARD,
Central Grading and Finishing Works,
Kingston, Jamaica, W.I.

To the Honourable K. A. Munn, Minister of Agriculture
and Lands.

The Coffee Industry Board has the honour to
submit its report for the year ended on the
31st July, 1960.

W. N. HENRY — Chairman.

F. A. BRISCOE — Secretary.

The Co-operative Societies are serviced by the Jamaica Agricultural Society, whose Officers attend all the regular meetings of the Societies, as also the Chairman and Officers of the Board.

The Co-operative structure has greatly assisted in making the collection and marketing of Coffee efficient and enables members to receive payment within a day or two after supplying their cherry coffee to the Factories.

At the 31st of July, 1960, there were 647 Groups with a membership of 38,736, affiliated to 19 registered Co-operative Societies and 3 Area Councils in the process of registration.

Deliveries of cherry coffee by the members to the different Factories amounted to 272,322 boxes.

There are six (6) Factories operated by the Coffee Industry Board — Aenon Town, Clarendon Park, Trout Hall, Maggotty, Bog Walk and Dover, three (3) owned by Co-operative Societies and serviced by the Jamaica Agricultural Society — Woodhall, Catadupa and Guy's Hill. In the Blue Mountains there are three (3) owned by Cooperative Societies and serviced by the Jamaica Agricultural Society — Langley, Moy Hall and Silver Hill and one (1) privately owned Factory at Mavis Bank.

The Capital surplus and reserves of the registered Co-operative Societies stood at over £57,000 at 31st July, 1960.

CENTRAL GRADING & FINISHING WORKS

Further mechanization and improvements took place during the year. Twenty (20) Electronic Sorting Machines purchased in June 1959, were installed and commenced sorting the 1959/60 Crop in September, 1959. These machines have given satisfactory and efficient service and in maintaining a steady output, the Board was always in a position to make forward sales of the maximum quantity of coffee available. Unfortunately, this ideal situation was never possible when the sorting of Coffee was done manually.

Two (2) additional 'Coffee Dozers' were imported from El Salvador, bringing the total in use to six (6). When wet parchment coffee from the Board's Central Factories is received at the Finishing Works, the 'Coffee Dozers' spread the parchment evenly on the barbecues for sun-drying. The machines also "rows and turns" the Coffee to permit uniform drying. After the Coffee has been dried, the machines are used to push the Coffee into heaps after which it is mechanically loaded into trailers and taken to the Drying Section. An additional acre of concrete barbecue was laid down, thus bringing the total barbecue area to 4½ acres.

Receivals by the Board from the Central and Co-operative Factories and Special Coffee Dealers for the 1959/60 Crop

Distribution of sales through Agents was as follows:—

	BAGS	VALUE	PERCENTAGE OF TOTAL EXPORTS
United Kingdom Agents	6,803 (132 lbs. ea.)	£ 121,852	51.7%
American	2,000	37,568	15.2%
Canadian	350	6,582	2.6%
Local	4,031	72,915	30.5%
	<u>13,184</u>	<u>£238,917</u>	

The destination, quantity and value of the 1959/60 Crop exported by the Board were as follows:—

Destination	Quantity (Bags)	F.O.B. Value
United Kingdom	4,559	£ 83,841
Canada	2,226	41,116
Italy	1,955	35,615
Japan	1,341	24,818
Denmark	770	13,197
Germany	650	11,820
Sweden	500	7,834
Australia	308	5,799
Holland	266	3,955
United States of America	250	4,697
New Zealand	159	2,978
Sardinia	100	1,862
Sicily	100	1,385
	<u>13,184</u>	<u>£238,917</u>

Sales to local roasters amounted to 804,692 lbs., valued at £85,363. The average price realised for the 1959/60 Crop was 2/6½d per lb.; in 1959 it was 2/8d per lb.

EXPORTS

Types of Coffee exported during the year were as follows:—

Green Coffee	Blue Mountain	Roasted	Total
1,745,537 lbs.	191,643 lbs.	116,172 lbs.	2,053,352 lbs.

COFFEE EXPANSION

MINISTRY OF AGRICULTURE AND LANDS:

The Ministry of Agriculture and Lands has established over 150 coffee demonstration plots in all coffee areas and are conducting fertilizer trials. The fertilizer experiments cover —

- (1) newly planted coffee,
 - (2) old unproductive trees cut back to stump,
- and
- (3) well pruned trees.

LOCAL ROASTERS OF COFFEE

In August the Board made it a condition of the Licence granted to Local Roasters of Coffee that all their supplies of raw Coffee must be obtained from the Board. Prior to this they purchased their supplies from Dealers throughout the Island. They were not able to procure uniform grades of coffee, as the Dealers would bulk all types of coffee bought from Growers. Certain irresponsible Dealers even purchased green or stale Cherry rejected by the Factories. The Roasters had no facilities for grading the Coffee with the result that consumers were never assured of any consistency in the finished product. Now local Coffee consumers enjoy a better quality product, and are assured that a blend will remain consistent. In many of the blends Prime Jamaica Washed is used. For the first time accurate statistics are available on the quantity of coffee used locally.

There are now two (2) Firms engaged in the manufacture of Roasted Coffee for local consumption — Acme Products Corporation, and The Coffee Company of Jamaica Ltd. This latter Company is an amalgamation of the Coffee roasting interests of the following —

Lascelles, de Mercado & Co. Ltd.,
Percy Junor, Ltd.,
James A. Caseley Ltd.,
and The Mavis Bank Central Factory Ltd.

LICENSED COFFEE DEALERS AND COFFEE WORKS OPERATORS

The number of Special Coffee Dealers was reduced from five to four and it is now a condition of the Licence that Special Coffee Dealers must deliver all their Coffee to the Board. Previously they were free to sell to Roasters.

There are now 14 licensed Coffee Dealers, in 1958 there were 199.

Coffee Works Operators now number 17, in 1958 there were 34.

WORLD TRENDS IN THE COFFEE TRADE

The World Coffee Industry today faces the problem of increasing production costs, low prices and a steadily mounting surplus. It should be remembered that in 1945 World Coffee production was approximately 30 million bags (132 lbs. each). In 1953 it was roughly 40 million, but in 1960 it was 75 million bags, nearly doubled in seven (7) years.

In 1949 prices started to move upwards and reached the peak in 1954 then the downward cycle commenced and has continued.

				Price per lb. paid by the Board for supplies to Central Fac- tories—(based on 1 box cherry = 10 lbs. clean coffee)
Crop Year	1953/54	2/8½d
"	"	2/5d
"	"	2/5½d
"	"	2/6d
"	"	2/5d
"	"	2/1¾d
"	"	1/9½d

GENERAL

The Board was represented at the first International Seminar on the Development of Agricultural Marketing and Co-operatives in Latin America and the Caribbean Area which was held at the University College of the West Indies from November 2 to 13, 1959.

In June, 1960, the Chairman accompanied by the Secretary visited New York, Toronto, Montreal and London to have discussions with the Board's Agents and to conclude forward sales of the 1960/61 Crop. The opportunity was also taken to visit Hamburg and Rome where discussions were held with Importers and certain marketing arrangements finalised.

We had the pleasure of welcoming many Groups of Coffee Growers from the several Coffee Co-operative Societies. The Board and Staff are always happy to have Growers visiting the Works to observe the various processes which the Coffee must undergo before shipment to World Markets.

We also welcomed the undermentioned Overseas visitors to the Works during the period —

Mr. Gerald E. Schluter,	Director, Edm. Schluter & Co. Ltd., London.
Mr. Ronald Carey,	Director, Woodhouse, Drake & Carey, London.
Mr. P. R. Grace,	Director, Gillespie Bros. & Co. Ltd., London.
Mr. Arnold Fraenkel,	Director, L. Neugass & Co. Inc., New York.
Dr. Albert Viton,	Executive, Food & Agricultural Organisation of the United Nations, Rome.
Mr. Wm. L. Scandrett,	Director, Hayter & Scandrett Ltd., Toronto.

ACKNOWLEDGMENTS

The Board acknowledges with appreciation the co-operation and assistance always willingly given by the —

Ministry of Agriculture and Lands,
Yallahs Valley Land Authority,
Christiana Area Land Authority,
Jamaica Agricultural Society,
J.A.S. Coffee Growers Co-operative Federation
Ltd.,
Co-operative Department,
Lands Department.

HIGHLIGHTS FROM THE WORLD OF COFFEE

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1959

- AUG. 24. At the first meeting of the Coffee Study Group since September, 1958, Committee II was instructed to carry on discussions of proposals for a World-wide Coffee Agreement. Twenty-six countries were represented at the Washington meeting, including one newcomer, Indonesia. The Group was told that the United Kingdom was arranging a meeting of British Africa and other African producers in London, September 3, for the purpose of adopting a joint policy.
- SEPT. 4. At the conclusion of the informal meetings in London, attended by representatives of Britain, Portugal, France, Belgium and Ethiopia, it was said that it was the sense of the meeting that the Coffee Study Group should take measures to increase consumption, promote studies for a long-range solution, and, examine temporary measures to preserve the market's stability.
- SEPT. 22. The fifteen Latin American Coffee producing countries, Portugal, the French Community and the Cameroons, agreed to sign an export quota pact for the period October 1, 1959, to September 30, 1960.
- SEPT. 24. The International Coffee Agreement was signed in Washington by representatives of Latin American Coffee producing countries, Portugal and the French Community. Great Britain and Belgium attached declarations to the Agreement promising co-operation, and definite limitation of exports.

