

Bd Sixty

Change

**Annual Report
of the
Coffee Industry
Board**

For the year ending

31st July 1969

tive Co-operative Societies, 1/4d per box to the Co-operatives to meet their expenses including payment of Coffee Selectors, Group Secretaries, etc., and 1d per box to the J.A.S. Coffee Growers' Federation Ltd., toward the expenses of the Federation. All expenses incurred in transporting Cherry Coffee from the collecting depots to the Factories, as well as the processing and finishing expenses, are met by the Board. The gross price per box paid by the Board over the last five crop years is as follows:—

1964/65	—	22/ 1d
1965/66	—	24/ 7d
1966/67	—	25/ 5d
1967/68	—	25/11d
1968/69	—	25/11d

WALLENFORD ESTATE:

The Board's Estate at Wallendorf in the Blue Mountain produced 35 barrels of premium quality Blue Mountain Coffee compared with 39 barrels during the previous crop. The decline in production was due to unfavourable weather experienced in the area. This coffee was purchased by buyers in Japan. Further expansion of the Coffee Plantation was undertaken during the period.

COFFEE CO-OPERATIVE SOCIETIES:

The majority of Coffee Growers are members of Coffee Groups affiliated to their respective Coffee Co-operative Societies and Area Councils. The organizations are all affiliated to the Jamaica Agricultural Society Coffee Growers' Co-operative Federation Limited which exercises control over them.

There are 19 Co-operative Societies and 3 Area Councils with a total membership of approximately 53,977 Members organised in 649 Groups.

The Factories owned by Co-operative Societies are —

Catadupa
Guy's Hill

and in the Blue Mountain Area —

Moy Hall
Silver Hill
Langley

Deliveries by members of the Co-operatives to the Board's Factories during the present crop amounted to approximately 194,022 boxes and 15,996 boxes to the two Co-operatively owned Factories at Guy's Hill and Catadupa.

Growers supplying coffee to the Catadupa and Guy's Hill Co-operative Factories, receive, through funds made available by the Board, the same advance price per box as paid by the Central Factories and the same Bonus Payment.

The Board also contributes towards the processing expenses of these two Factories.

A privately owned Factory, The Mavis Bank Central Factory Ltd., is operated at Mavis Bank in the Blue Mountains and purchases coffee grown in areas not covered by the Co-operatives.

OUTTURN OF CROP:

Receipts at the Central Grading and Finishing Works from the Central and Co-operative Factories for the crop year amounted to 2,176,855 lbs. of green coffee.

MARKETING

All green coffee — including small quantities of the famous Blue Mountain variety, grown at the Board's Coffee Estate at Wallenford in the Blue Mountains — exported from Jamaica, is processed and shipped by the Board. The principal grade being exported is "Prime Jamaica Washed" coffee which by specification is defined as follows:—

"Prime Jamaica Washed — prepared under uniform conditions from Cherry Coffee delivered to the Board's Central Factories where it is pulped, washed, and then finally transported to and processed at the Central Grading and Finishing Works. This type of Coffee is of excellent appearance, having uniform bold beans, almost free from defects and the roast is good.

Cup Quality — particularly soft, fair body, medium to sharp acidity and free from all off flavours."

Sales were made through the Board's Agents in the United Kingdom, United States of America and Japan, on the basis F.O.B. Kingston.

PRICE:

The overall average price realised from the sale of the 1968/69 crop was 4/2d per lb. compared with 3/9d received for the 1967/68 crop.

~~3/5d~~ The gross price of 25/11d per box paid by the Board is equivalent to ~~3/5d~~ 2/7d per lb. clean coffee, or ~~82~~ 82 per cent of the average price realised.

DESTINATION:

The destination and quantity of coffee exported by the Board during the 1968/69 crop were as follows:—

DESTINATION	BARRELS (250-265 lb. Approx.)	BAGS (132 lb.)
United Kingdom	100	750
Japan	373	5,121
United States of America	10	—

The types of Coffee exported by the Board were:

Prime Jamaica Washed	—	5,871 Bags
High Mountain Supreme	—	432 Barrels
Blue Mountain	—	51 Barrels

The grades sold to Local Coffee Processors were as follows:—

Factory Washed	—	9,710 Bags
High Mountain Supreme	—	304 "
Naturals	—	375 "
		<hr/>
		10,389 Bags (132 lb.)

The Local Trade paid £262,953 for the 10,389 Bags of Coffee purchased as compared with £292,547 for 12,766 Bags purchased during the previous crop.

The Board permits the producers of Blue Mountain Coffee, two Co-operatively owned Factories and one privately owned, to export their production. With the Board's approval, Roasted and Soluble Coffee are also exported by Local Roasters.

A Cess of a 2d per lb. is payable to the Board on all Roasted Coffee exported and 1d per lb. on Blue Mountain Coffee.

The types of Coffee exported during the year were as follows:—

Green Coffee	—	901,739 lb.
Blue Mountain	—	112,662 "
Roasted	—	50,632 "

INTERNATIONAL COFFEE ORGANIZATION

Jamaica joined the ICO in 1967. The Organization was set up by the International Coffee Agreement and comprises coffee producing countries. One of the main purposes of the Agreement is to stabilize the prices of

Coffee on the world market by regulating coffee exports to meet world demand and so establish equilibrium between production and consumption. The Agreement came into force in December 1963. The Organization issues Annual Export Quotas to equal the estimate in the world imports of Coffee. Jamaica's basic quota is set at 25,000 bags per annum.

COFFEE PROCESSORS

All green coffee used by Local Roasters in the preparation of Roasted and Instant Coffee must be obtained from the Board. The following Firms were granted Coffee Works Licences pursuant to the Coffee Industry Regulations 1953 and are engaged in the manufacture of Roasted Coffee —

The Coffee Company of Jamaica Ltd.

Jamaica Standard Products Co. Ltd.

Acme Products Corporation

In addition, The Instant Coffee Company of Jamaica Ltd., is the sole manufacturer of Soluble Coffee in the island. Five thousand eight hundred and twenty-one (5,821) bags (853,650 lbs.) of Robusta and Arabica Coffee suitable for the manufacture of Soluble Coffee and the cheaper brands of Roasted Coffee, were imported for use by the Local Roasting Trade.

LICENSED COFFEE DEALERS AND COFFEE WORKS OPERATORS

Under the Coffee Regulations 1953, all Coffee Dealers and Coffee Works Operators must obtain a Licence from the Board to enable them to deal in, process Coffee, or manufacture any Coffee product. At the end of the year there were two (2) Ordinary Dealers and Twelve (12) Coffee Works Licences granted by the Board. The Board's Officers check all Dealers and Works' Operators to ensure that the terms and conditions of the Licences are rigidly observed.

CONTRIBUTIONS

The Board made a grant of £3,500 to the Jamaica Agricultural Society for Organizational and Educational Work in the Industry and also contributed to the Jamaica Agricultural Society sponsored Champion Farmer Competition and to several other Parish Agricultural Shows during the year.

COFFEE RESUSCITATION AND EXPANSION PROGRAMME

As a result of current low production in the face of considerable market outlets at good prices, the Board in collaboration with the Ministry of Agriculture and Fisheries inaugurated a five year Coffee Resuscitation and Expansion Programme aimed at an annual increase in production to ap-

proximately 650,000 boxes, by the resuscitation of 8,000 acres of existing plantings and by establishing 5,000 acres of new plantings.

Pertinent aspects of the Programme include —

- (a) concentrated attention to farmers participating in the Scheme including training in modern techniques of coffee husbandry;
- (b) subsidies for establishment and maintenance of new plantings;
- (c) subsidies for maintenance of resuscitation acreages;
- (d) fertilizer subsidies at the rate of 33-1/3 per cent, that is, 13-1/3 per cent above the rate approved under Government's Fertilizer Subsidy Scheme;
- (e) pest and disease control measures;
- (f) expedition of credit.

In addition, participating farmers are not required to pay for seedlings nor pest control measures carried out by the Board's Officers.

The estimated direct cost of the Programme over the five year period is £719,000 of which the Coffee Industry Board will be responsible for financing aspects of the Programme estimated to cost £402,500.

The Programme is being administered by the Board.

The Programme came into operation on the 1st of April, 1969. Up to the 31st July, 1969, 992 farmers had been approved for participation, 174,124 seedlings distributed and 166.75 acres of new plantings established.

COFFEE INDUSTRY BOARD PLOTS

The Board has established approximately 60 acres of Coffee on eight (8) plots which are located in some of the principal Coffee growing areas, as follows:—

Aenon Town	—	Clarendon
Greenock	—	St. Ann
Greenvale	—	Manchester
Mears	—	Clarendon

Oxford	—	St. Elizabeth
Park Hall	—	Manchester
Teak Pen	—	Clarendon
Wallenford	—	Portland

These plots are also used to demonstrate to Coffee Growers in adjacent areas, improved methods of cultivation and it is felt that good progress has been made in this respect. Modern cultural methods are adopted on all these plots and the Board hopes that Growers in the respective areas will be fully convinced of the advantages to be gained by adopting modern cultural methods. Groups of Growers periodically visit these plots to observe and study on the spot, the various methods of cultivation.

FIELD STAFF

The Board's Field Staff was increased to meet the requirements of the new Coffee Resuscitation and Expansion Programme. This section is controlled and supervised by an Agronomist and now consists of the following personnel:—

1 Senior Field Officer
17 Field Officers
32 Field Assistants

These Officers are stationed in the main producing areas and provide, free of cost to growers, all the technical assistance required including advice on layout, proper planting methods and pest control.

COFFEE INDUSTRY BOARD SCHOLARSHIPS

The Board awards two agricultural scholarships annually to a son and a daughter of a Coffee Grower. The scholarships are tenable at the Jamaica School of Agriculture for three years.

ACKNOWLEDGMENT

The Board is greatly indebted to many Organizations for the interest, assistance and guidance given in its operations. The willing co-operation and harmonious relationship between the Board and those Organizations have contributed in no small measure to the smooth administration and implementation of the Board's policies in the Industry. The Board also records its sincere appreciation of the loyalty and devotion with which the Officers and Staff at Head Office, the Central Factories and in the Field, carried out their work at times under extremely arduous conditions. The Board is deeply grateful to all Growers for maintaining an interest in and contributing to the success of the industry.

