ARTICLE 25

Promotion and market development

(1) Members recognize the benefits, both to exporting and importing Members, from efforts to promote consumption, improve the quality of the product, and develop markets for coffee, including in exporting Members.

(2) Promotion and market development activities may include information campaigns, research, capacity-building and studies related to coffee production and consumption.

(3) Such activities may be included in the Council's annual work programme or among the project activities of the Organization referred to in Article 28 and may be financed by voluntary contributions from Members, non-members, other organizations and the private sector.

(4) A Committee on Promotion and Market Development shall be established. The Council shall determine its composition and mandate.

ARTICLE 26

Measures related to processed coffee

Members recognize the need of developing countries to broaden the base of their economies through, *inter alia,* industrialization and the export of manufactured products, including the processing of coffee and the export of processed coffee, as referred to in sub-paragraphs (d), (e), (f) and (g) of paragraph (1) of Article 2. In this connection, Members should avoid the adoption of governmental measures which could cause disruption to the coffee sector of other Members.

ARTICLE 27

Mixtures and substitutes

(1) Members shall not maintain any regulations requiring the mixing, processing or using of other products with coffee for commercial resale as coffee. Members shall endeavour to prohibit the sale and advertisement of products under the name of coffee if such products contain less than the equivalent of 95% green coffee as the basic raw material.

(2) The Executive Director shall submit to the Council a periodic report on compliance with the provisions of this Article.

CHAPTER X – PROJECT ACTIVITIES OF THE ORGANIZATION

ARTICLE 28

Development and funding of projects

(1) Members and the Executive Director may submit project proposals which contribute to the achievement of the objectives of this Agreement and one or more of the priority areas for work identified in the strategic action plan approved by the Council pursuant to Article 9.

(2) The Council shall establish procedures and mechanisms for submitting, appraising, approving, prioritizing and funding projects, as well as for their implementation, monitoring and evaluation, and wide dissemination of results.

(3) At each session of the Council the Executive Director shall report on the status of all projects approved by the Council, including those awaiting financing, under implementation, or completed since the previous Council session.

(4) A Committee on Projects shall be established. The Council shall determine its composition and mandate.