

Marketing your membership

Our team



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Upcoming content

Over the remainder of 2026, you can look forward to receiving member-exclusive content, including:

- A guide on how to use tools like our nursery and seed production resources in your supply chain
- A more in-depth marketing guide with evergreen content to promote your membership

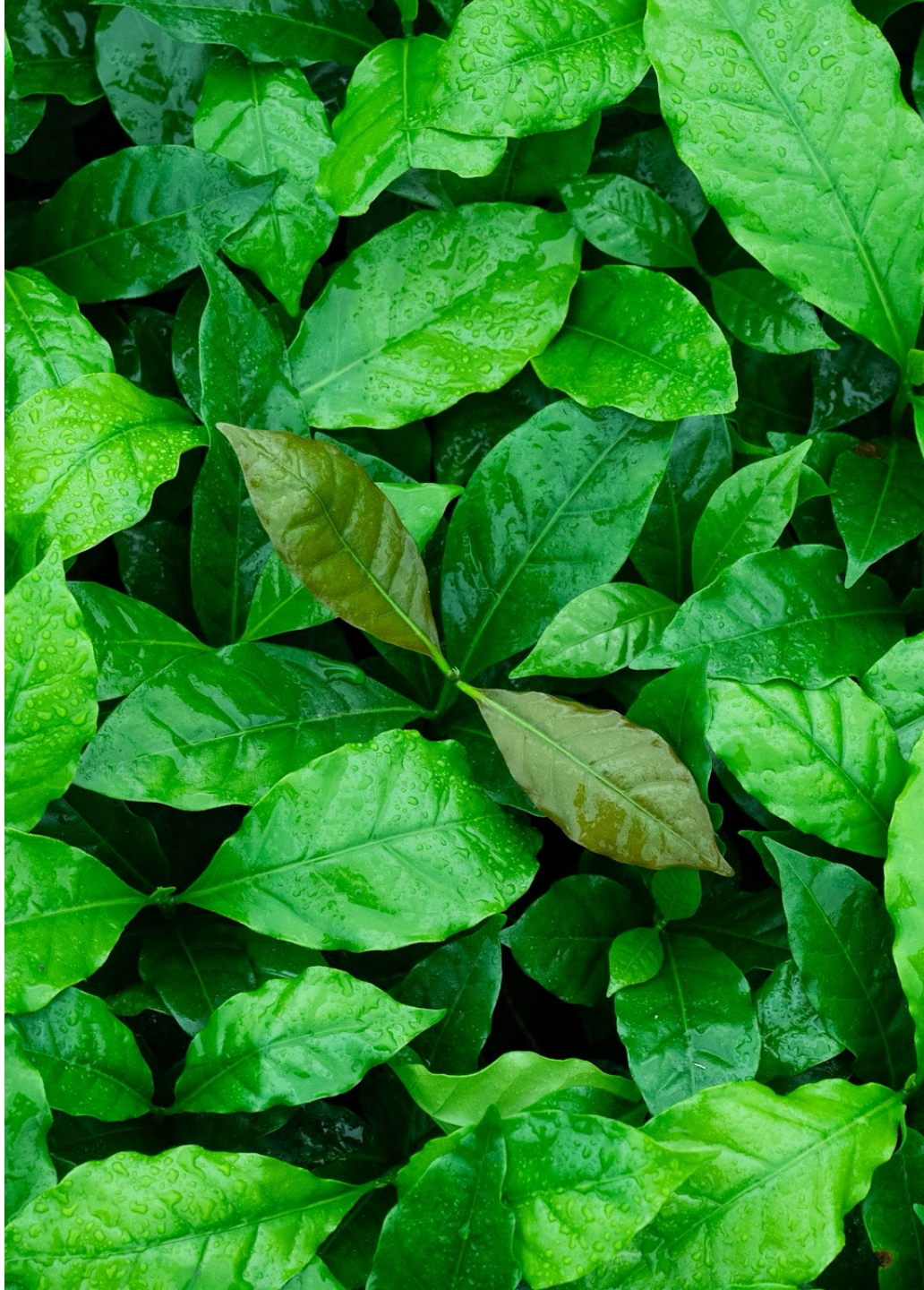
We will also release content kits anchored around:

- Earth day
- International Coffee Day

Depending on its level of investment, your company may have access to these Communications benefits:

- quarterly content kits
- consultation on messaging
- copywriting and editing support

Please contact our team with any questions.



WORLD COFFEE RESEARCH™

What's included

- Key messages
- Storytelling tools and resources
- Campaigns and examples



Key messages

We invest in research to create a brighter future for coffee.

Through WCR, your company is working to:

- Sustain origin diversity and global supply
- Increase coffee's resistance to pests and disease
- Make coffee more climate-resilient and environmentally friendly
- Enhance farmer livelihoods
- Improve coffee's quality and taste

Investment impact

Delivering better trees addresses urgent business + sustainability risks

- Supply assurance and business continuity
- Auditor-approved CSRD/ESG strategy to reduce risk
- Origin diversity, quality, market differentiation

BUSINESS RISK





SUSTAINABILITY RISK

- Climate change adaptation and mitigation strategy
- One key tool to reach Net Zero target
- Farmer livelihood improvement at scale



We invest in research to reduce supply volatility from climate shocks.

Coffee is facing historically high prices due, in part, to origin consolidation and the impact of climatic events.

Weather shocks hit coffee production hard because not enough farmers have highly productive, climate-resilient plants.

WCR member companies are working to change this by investing in research that will ensure stable supplies from diverse origins.

We are creating the future of coffee together

WCR member companies are doing their part to drive science-based solutions to strengthen coffee's resilience and generate opportunity for farmers worldwide.

Through WCR, your company unleashes the power of coffee varieties to secure a diverse and sustainable supply of quality coffee today and for generations to come.



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STORYTELLING TOOLS

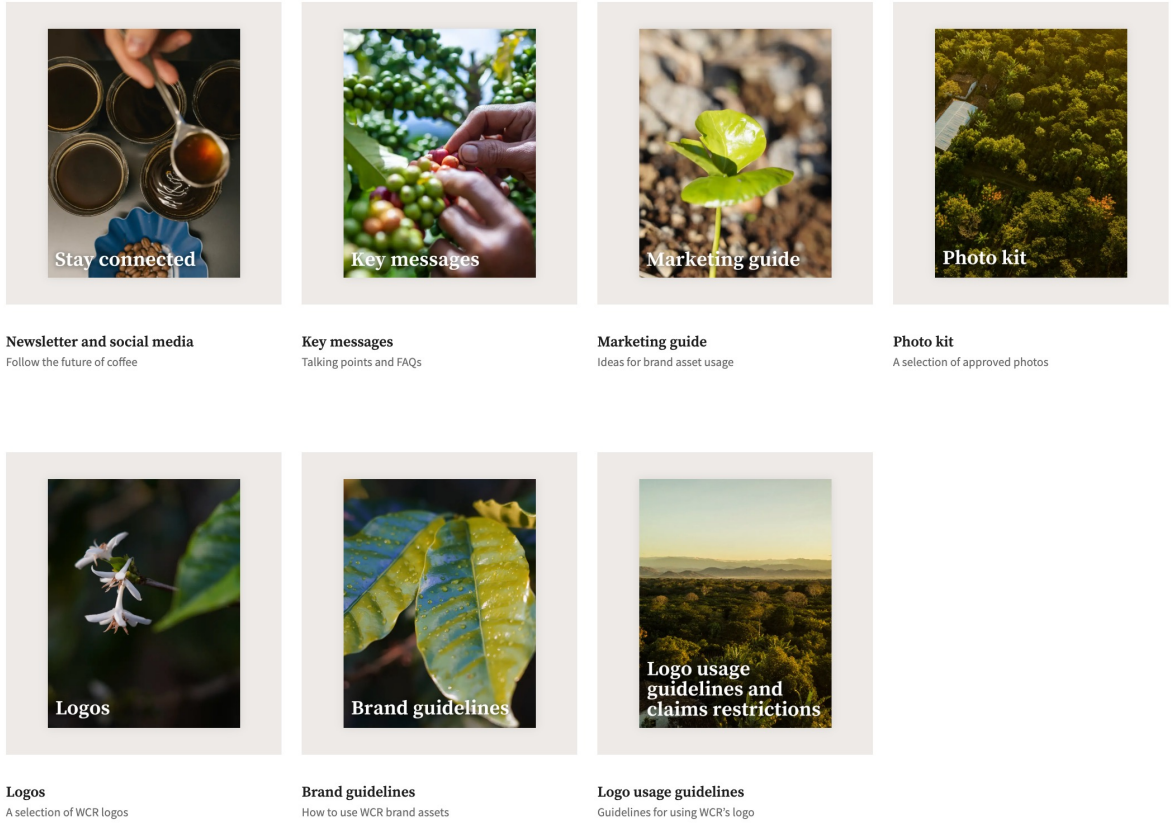
WCR assets, brand stories, social media, and product marketing

Brand assets available via Members Portal

All current members are entitled to use our brand assets in their communications. Promote your membership and highlight our research as something you helped achieve.

All members can access the most up to date brand assets on WCR's Members Portal—sign up today!

https://worldcoffeeresearch.org/members-portal



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BRAND STORIES

Examples from members that have told the story of their support for WCR as part of a strategic sustainability investment portfolio

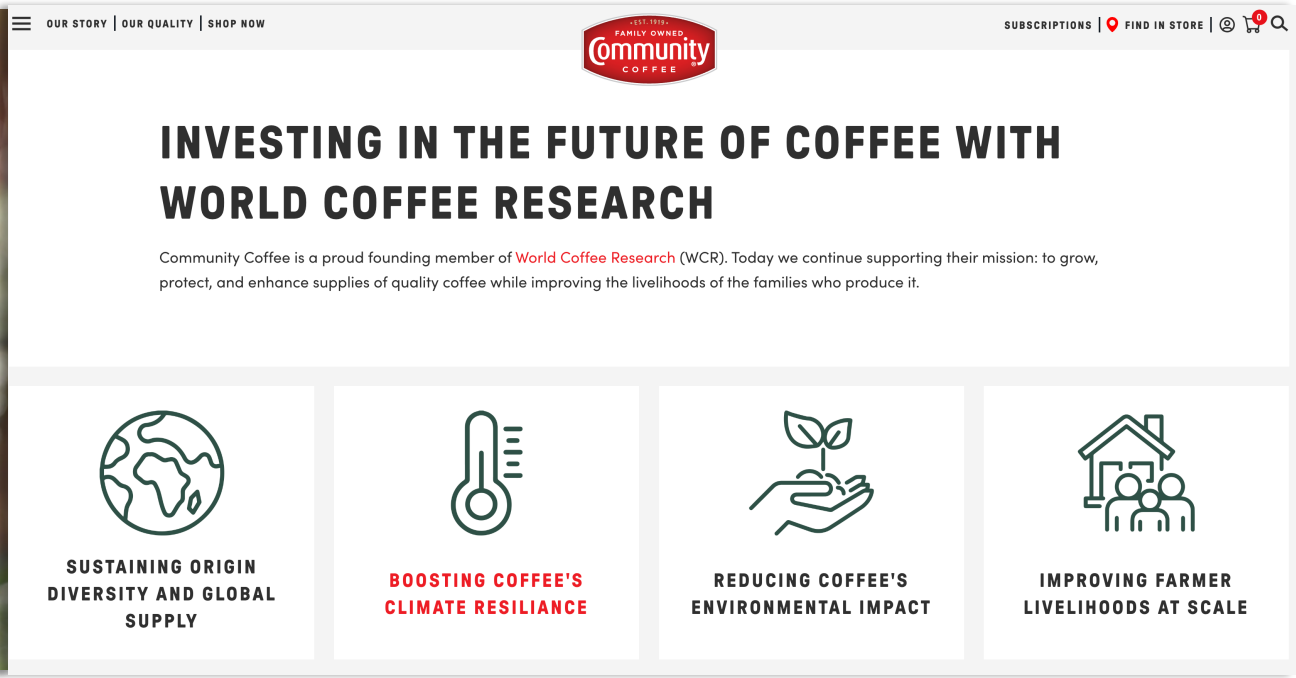
THE J.M. SMUCKER Co

The J.M. Smucker Co., owner of Folgers, Dunkin', and Café Bustelo, featured World Coffee Research in its Corporate Impact Report detailing progress on its "thriving together" agenda. Our partnership is part of The J.M. Smucker Co.'s "Quality Food" commitment, and the role of science in driving their coffee strategy is a key messaging point in their external communications, including reports, press releases and investor calls.



Founding member **Community Coffee** ran a campaign in early 2025 to showcase their investment in World Coffee Research, positioning it within the company's efforts to boost coffee's climate resilience and sustainability. **The campaign—which leaned heavily on the improvement of farmer communities in alignment with the company's brand**—included a landing page, which is home to a video featuring Community Coffee's leaders alongside WCR CEO Vern Long, which was also promoted through a press release.





Finlays
Since 1750

In 2024, B2B Coffee and Tea supplier **Finlays** published an article written by WCR Director of R&D Dr. Tania Humphrey in its annual publication, 1750, as a special feature on sustainability, which credited WCR member companies for their investment in the future of coffee. The company maximized the reach of this piece by placing it within Food & Beverage Outlook later in the year.



Coffee is the world's most in-demand beverage, and its popularity is only rising. In the last year alone, 177 million 60-kilogram bags of coffee were consumed worldwide – a 2.2% increase from the 2022-23 production year and a 4.5% jump from 2019-20.* Even so, coffee's future is somewhat precarious. As global demand soars, coffee farmers and producing countries are struggling to keep up in the face of climate change.

The looming climate crisis poses an existential threat to the world's coffee farmers, consumers, and businesses alike. While it's difficult for most to imagine a world devoid of a morning cup, it is projected that, over the next few years, climatic shifts will lead to reduced quality of coffee, decreased productivity of farms, and increased economic vulnerability of farmers. But, as an agricultural scientist, I am certain that innovation can alter this trajectory and forge a brighter, more sustainable future for coffee.

Extreme weather events are already driving losses to crop yields globally. Even the world's top coffee-producing countries are facing challenges. For instance, in March 2024, Vietnam's agriculture department projected that its national coffee production this year could drop by nearly 20% due to drought, and in April, coffee prices surged on the heels of a heavy rainfall event in Minas Gerais, Brazil that will undoubtedly affect the country's coming harvest year and supply.

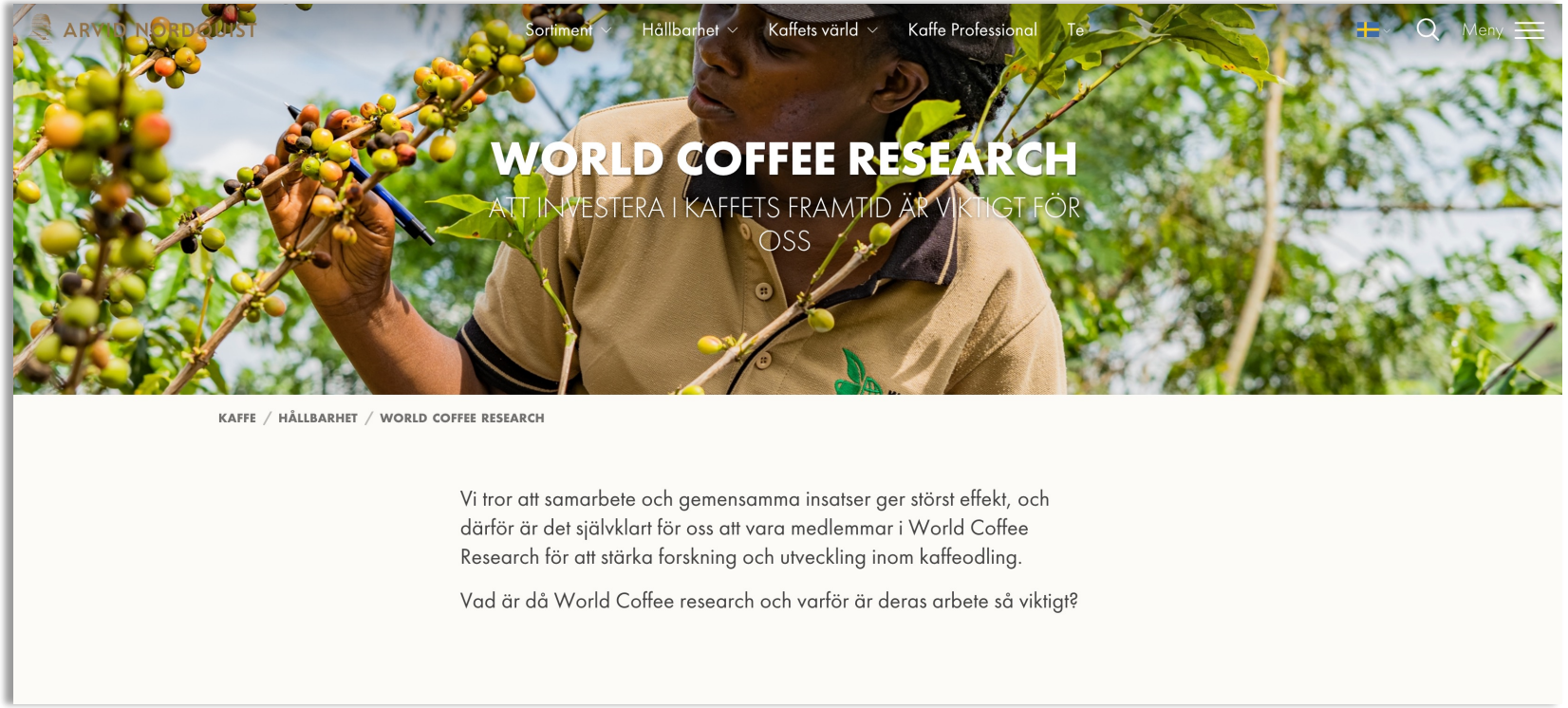
As weather becomes more erratic, unpredictable, and hot, coffee – which is often referred to as a "Goldilocks" crop due to its dependency on specific growing conditions like mid-to-high elevation, defined dry and rainy seasons and moderate, stable temperatures – will inevitably suffer without targeted intervention. It's also likely that climate disruptions will increase the susceptibility of coffee to diseases and pests. The combination of these impacts will accelerate farmers shifting away from coffee growing and toward other crops, resulting in consolidation of production and loss of origin diversity.

At World Coffee Research (WCR), we recognize that agricultural research and development (R&D) has been a precondition for the economic sustainability of farming for most crops for many hundreds of years, as introducing new tools, technology, and knowledge can support producers in overcoming obstacles to productivity and drive lasting change.

"Coffee farmers and producing countries are struggling to keep up in the face of climate change"

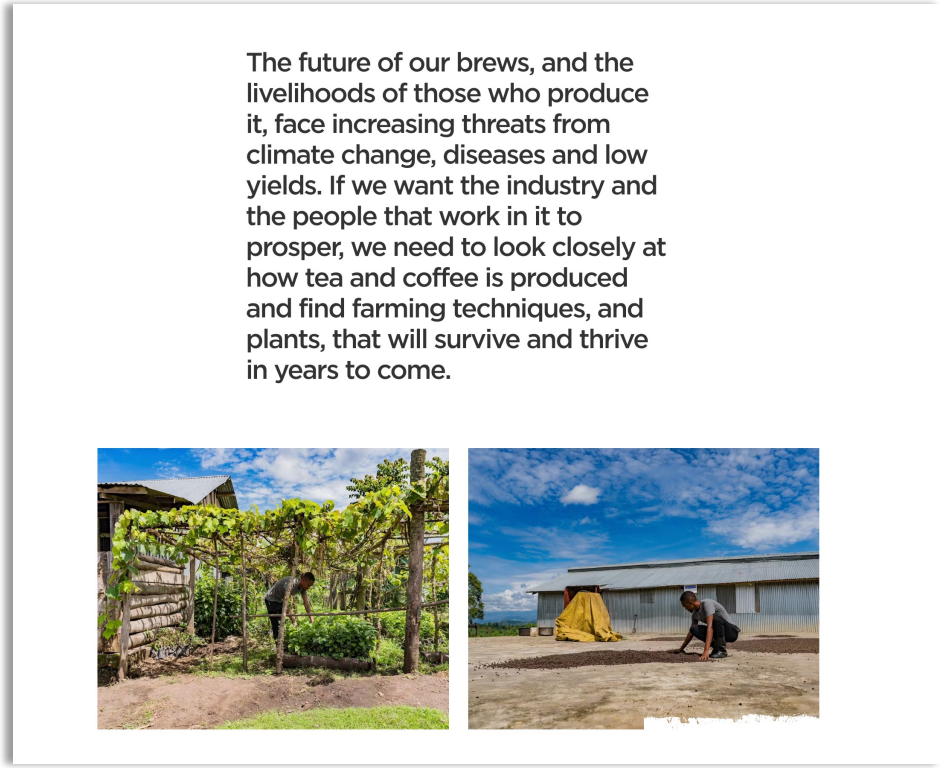
ARVID NORDQUIST

WCR's first Swedish member company Arvid Nordquist features World Coffee Research on a special landing webpage housed within its sustainability page. This page tells the story of the importance of WCR's research and why Arvid Nordquist is partnering with us as members to drive innovation in coffee to generate the greatest impact possible.



Taylors is WCR's largest UK member. **Their sustainability program + communications position their investment in WCR as part of their climate commitments.** Marketing channels include their sustainability impact report + interactive website, web/blog stories, social media, and internal communications channels.





Tchibo

Tchibo published a dialogue between its Sustainability Director Pablo von Waldenfels and WCR's Hanna Neuschwander, focused on the Innovea Breeding Network and Pablo's site visit in Costa Rica.



Irish roastery Calendar Coffee hosts a podcast and featured WCR's Hanna Neuschwander in an episode earlier this year. The episode focused on what WCR is doing to ensure the future of coffee and how companies like Calendar are investing in this vision. The company also promoted this episode on social media.



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SOCIAL MEDIA

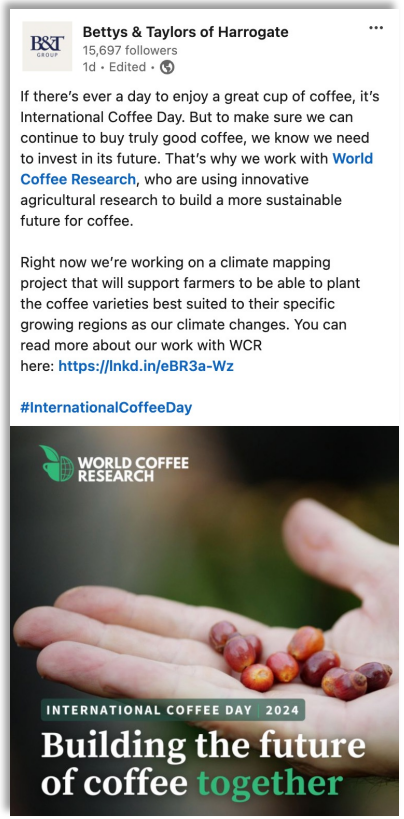
Social media is a low-barrier way for all brands to showcase membership. WCR can collaborate and re-share posts for maximum visibility.

All members investing above the seed level (sprout, seedling, and tree) have access to quarterly content packages that include photos, infographics, sample captions, and more that marketing teams can easily drop into company communications.

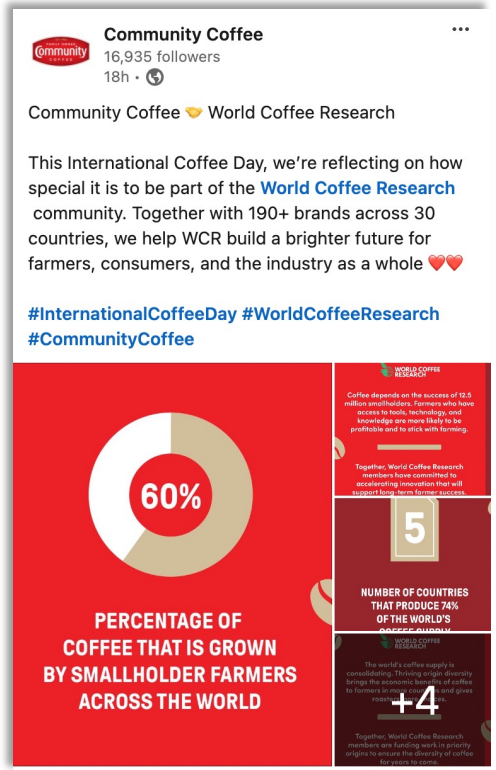
These content packages are stored for access + utilization in the WCR members portal!



Customizable with your company's logo and copy that aligns with your specific brand







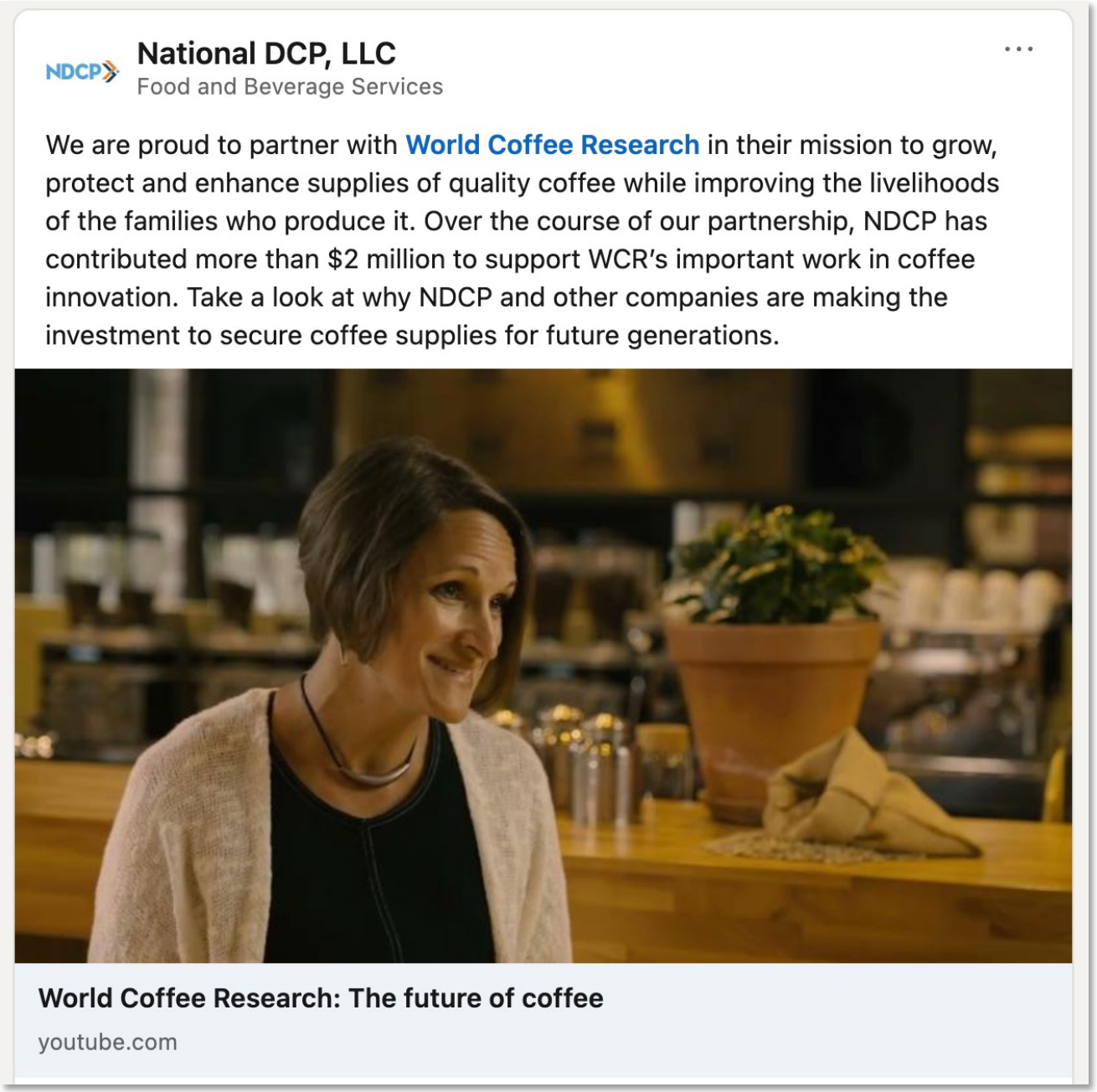


DUNKIN'

NDCP

National DCP shared one of many WCR YouTube videos social media. This video explains why membership to WCR is important and encourages others to invest in our work.

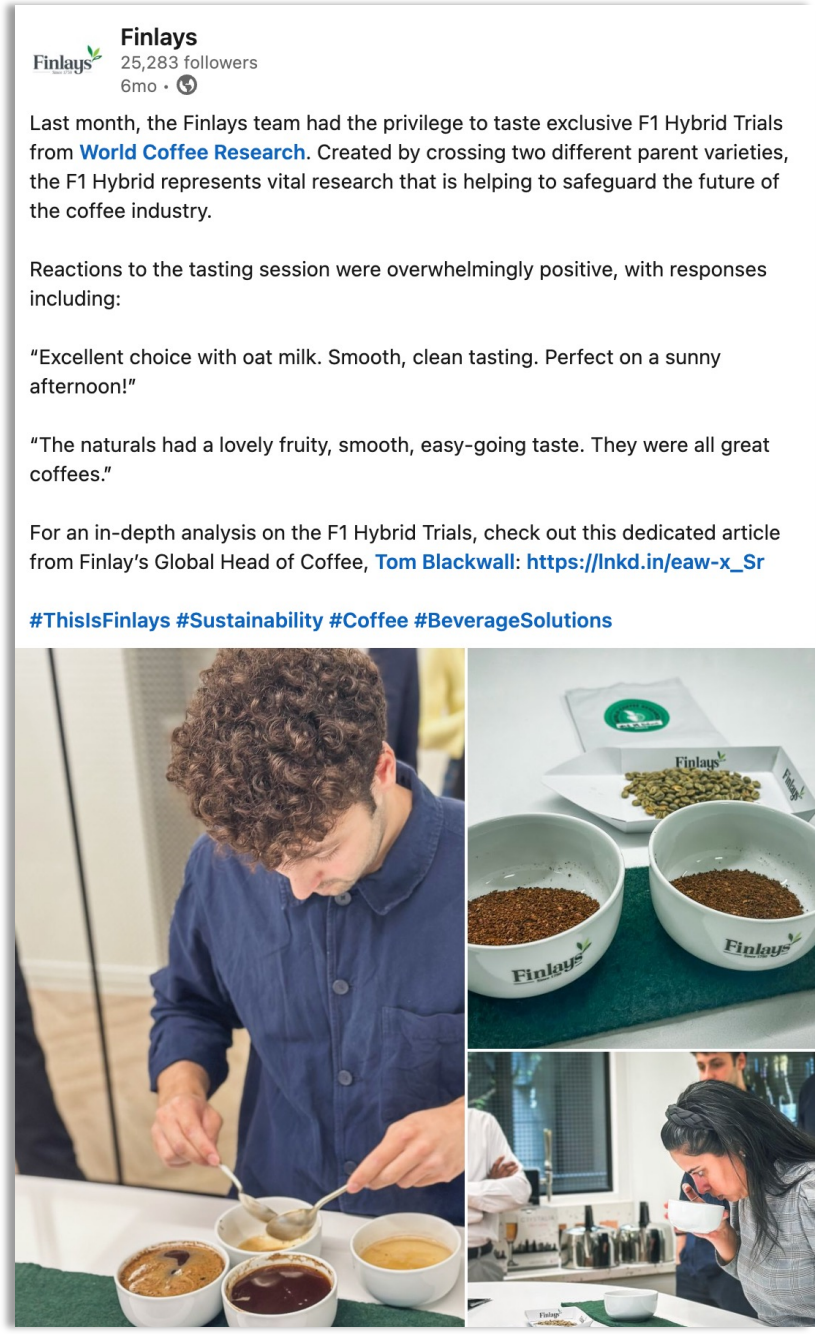
We feature this video and many others on our YouTube channel.



Finlays
Since 1750

This past year, B2B Coffee and Tea supplier **Finlays** participated in a cupping of our F1 hybrids and shared a post on LinkedIn to promote the tasting session and their team's analysis of the trials in a special feature article by the company's Global Head of Coffee.

All companies who have access to these tasting opportunities are also provided with dedicated assets to communicate about their experiences.



Finlays
25,283 followers
6mo •

Last month, the Finlays team had the privilege to taste exclusive F1 Hybrid Trials from **World Coffee Research**. Created by crossing two different parent varieties, the F1 Hybrid represents vital research that is helping to safeguard the future of the coffee industry.

Reactions to the tasting session were overwhelmingly positive, with responses including:

"Excellent choice with oat milk. Smooth, clean tasting. Perfect on a sunny afternoon!"

"The naturals had a lovely fruity, smooth, easy-going taste. They were all great coffees."

For an in-depth analysis on the F1 Hybrid Trials, check out this dedicated article from Finlay's Global Head of Coffee, **Tom Blackwall**: **https://lnkd.in/eaw-x_Sr**

#ThisIsFinlays #Sustainability #Coffee #BeverageSolutions

SCS global SERVICES

Setting the standard for sustainability

This past year, many members joined our team in Costa Rica for our 2024 Member Day. The team at SCS Global Services, among others, shared their experience of member day on social media to promote our work and their company's continued commitment to the future of coffee.

SCS Global Services
31,044 followers
3mo • Edited •

The events related to the coffee sector have begun in **#CostaRica**.
SCS representatives: **Jorge Ramirez Laugerud**, VP of Food and Agriculture, **Liomari Diaz-Martinez**, Operations Manager of C.A.F.E. Practices, and **Berliot Bolaños**, Marketing Manager for EBC and LATAM, actively participated in the **World Coffee Research** (WCR) Member Day, visiting the official **CATIE Oficial** (Tropical Agricultural Research and Higher Education Center) and the **Aquiares Estate Coffee** processing plant.

It was an enriching experience to learn firsthand about the innovative and consistent work of WCR in providing accessible varieties with better adaptation to the global environmental context, the International Coffee Collection, and the concept of high-quality community coffee from Aquiares, among many other lessons and opportunities.

We feel inspired and motivated by the commitment to research and sustainability in the coffee industry!

We thank all the organizers and participants for making this such a meaningful day possible.

#WCR #Sintercafé #CATIE #AquiaresEstate #SustainableCoffee #Innovation #CoffeeCulture #Sustainability #WCR

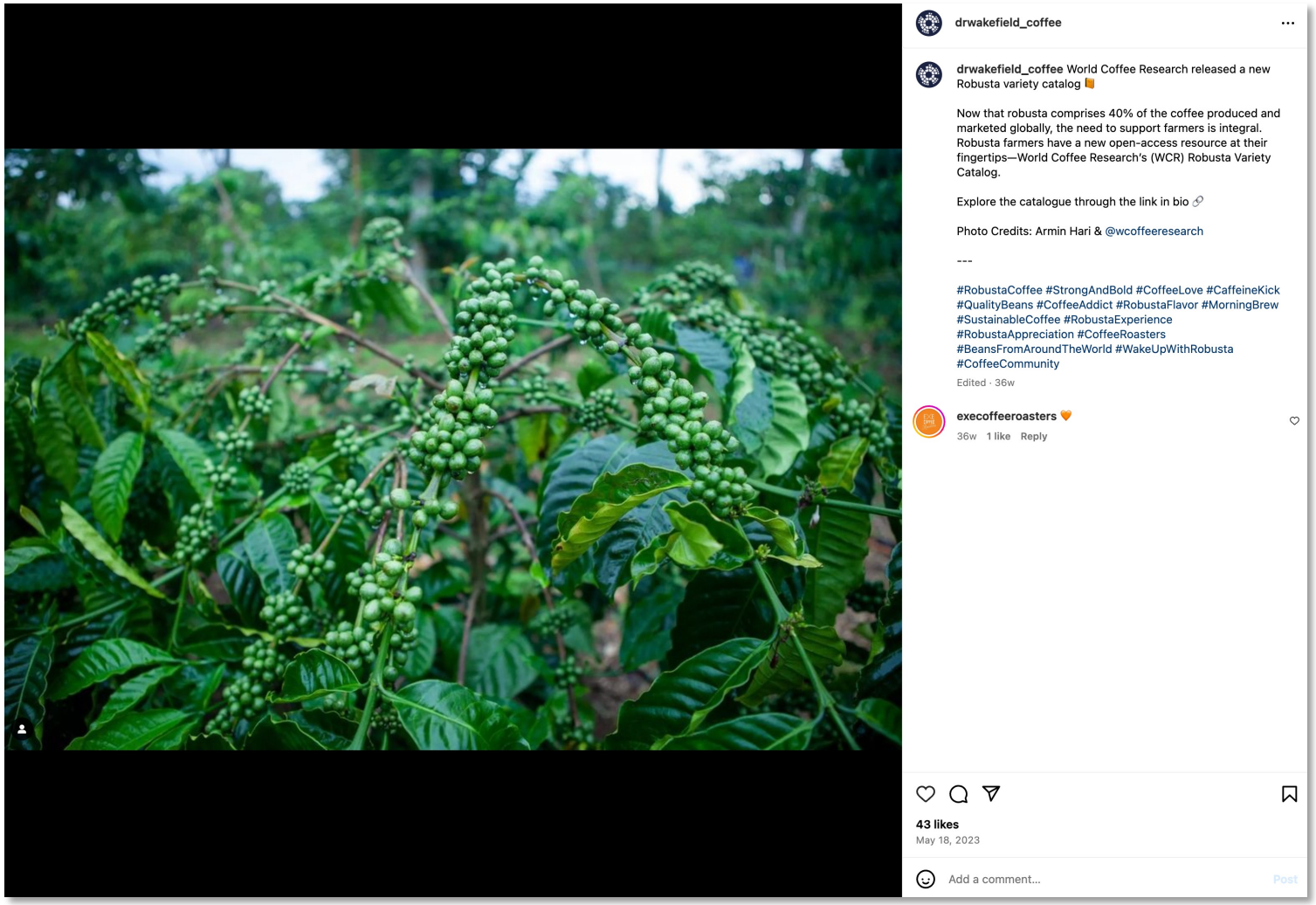


DRWakefield

EST.1970

Last year, DRWakefield Coffee promoted WCR's robusta variety catalog on social media—and built on it with a Q&A-style article focused on robusta.

WCR offers many open-access resources and its own news stories that companies can drop into their own communications.



COVOYA
SPECIALTY COFFEE

Covoya Specialty Coffee celebrated Earth Day by sharing a post about its support of our work. They used copy from WCR's mission statement to help their audience understand what we do and why we do it.



TBD Coffee Co

TBD Coffee Co. published a blog about the future of coffee—including farmers, sustainability, and inflation—featuring WCR.







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PRODUCT MARKETING

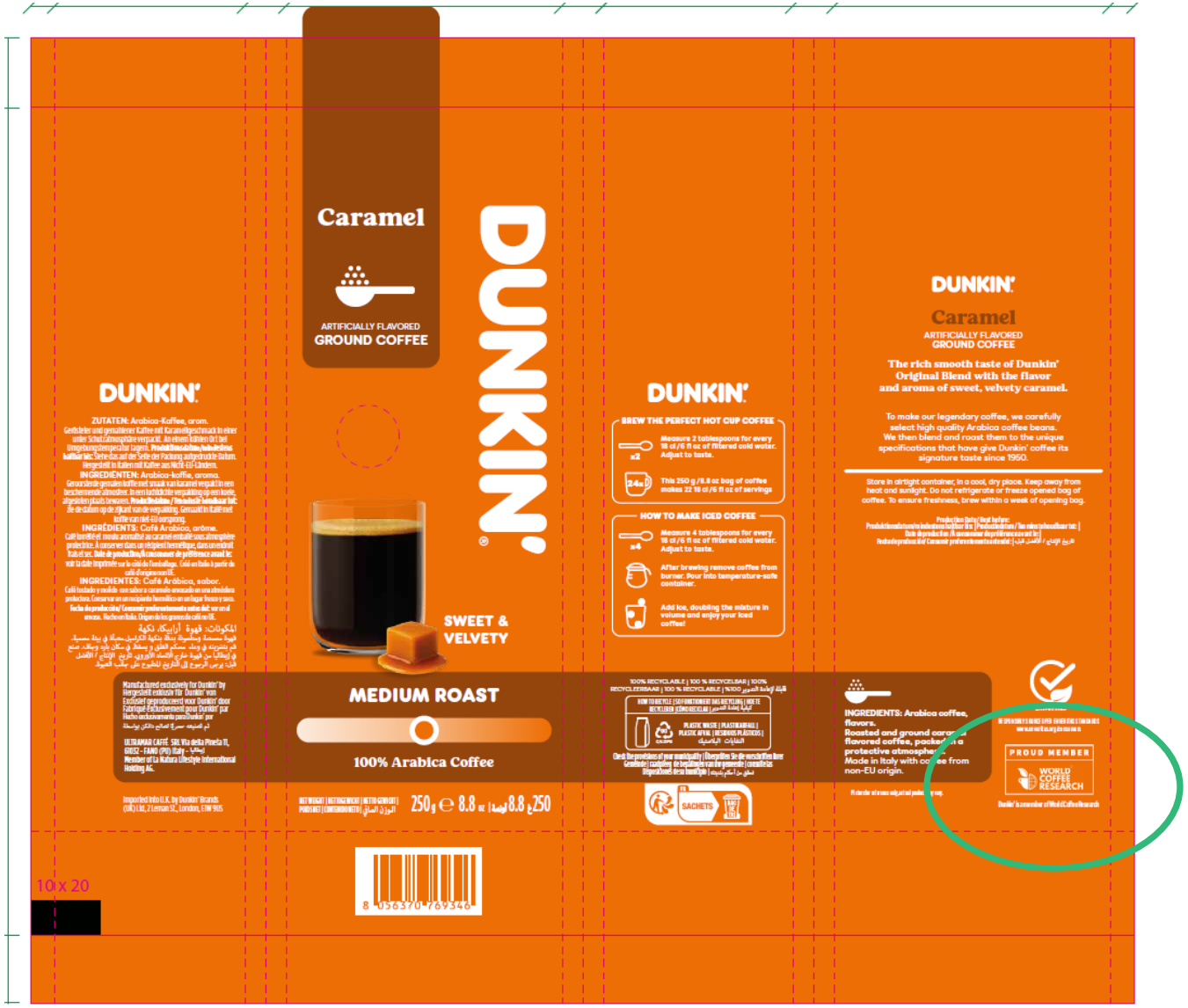
Members have a limited license for use of WCR name + logo, with the opportunity to add logo on pack. Contact us for an additional licensing agreement and design approval.

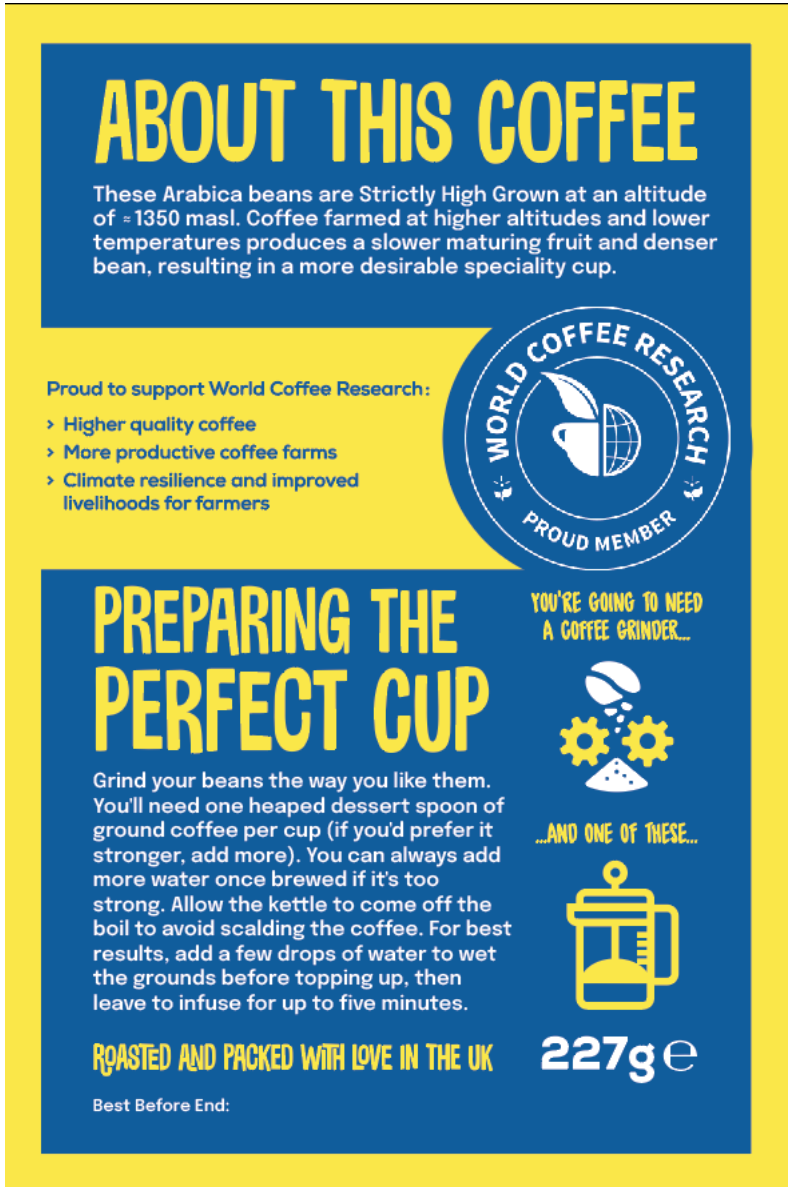
DUNKIN'

Dunkin features the World Coffee Research Proud Member logo on products rolling out on retail shelves in Europe, Africa, and the Middle East. All members have access to the benefit of placing our logo on pack—and we offer several logo options for doing so.

PROUD MEMBER

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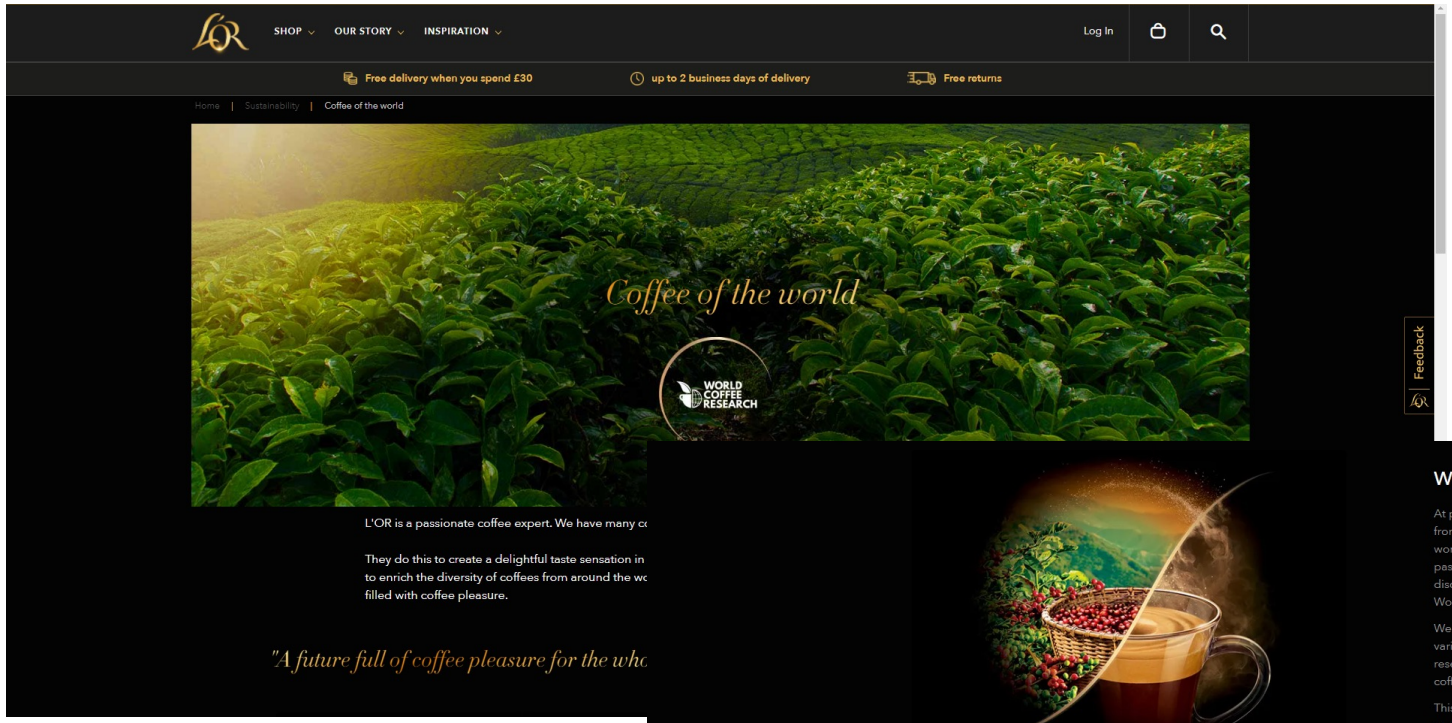


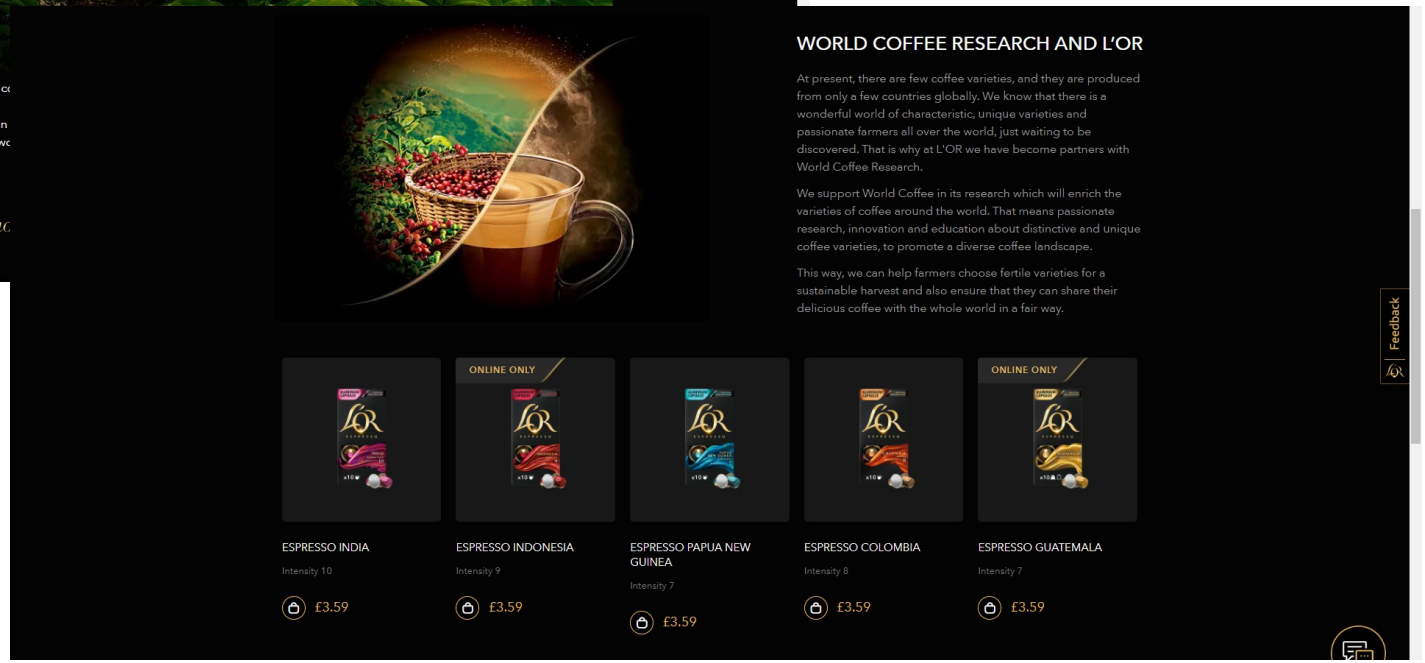
RAW BEAN
PROPER COFFEE

Raw Bean features the World Coffee Research Proud Member logo on its product packaging alongside verbiage that emphasizes our organization's impact.

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PROUD MEMBER

JDE Peet's integrated WCR into the L'OR brand story, **focusing on the role of diverse coffee varieties in ensuring a future filled with coffee pleasure**. Also included support for new product launch, including content for product packaging, story-telling, web and video.





ROAST HOUSE

Roast House Coffee supports WCR through the Checkoff Program, contributing cents for every pound of coffee. The company added the WCR logo to their new product packaging.





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MEDIA PLACEMENT

Pitching stories to trade or mass media, taking an interview, or publishing an advertorial are all ways for brands with robust PR/media plans to expand reach. Contact us for specific media talking points.

Keurig Dr Pepper published a story penned by its Chief Corporate Affairs Officer Monique Oxender in *Politico* to advocate for private and public co-investment in coffee agricultural research and development to ensure the future of coffee and the industry's sustainability.

9.17.2024

A Wake-Up Call on Coffee — The Time to Preserve the Future of Coffee is Now

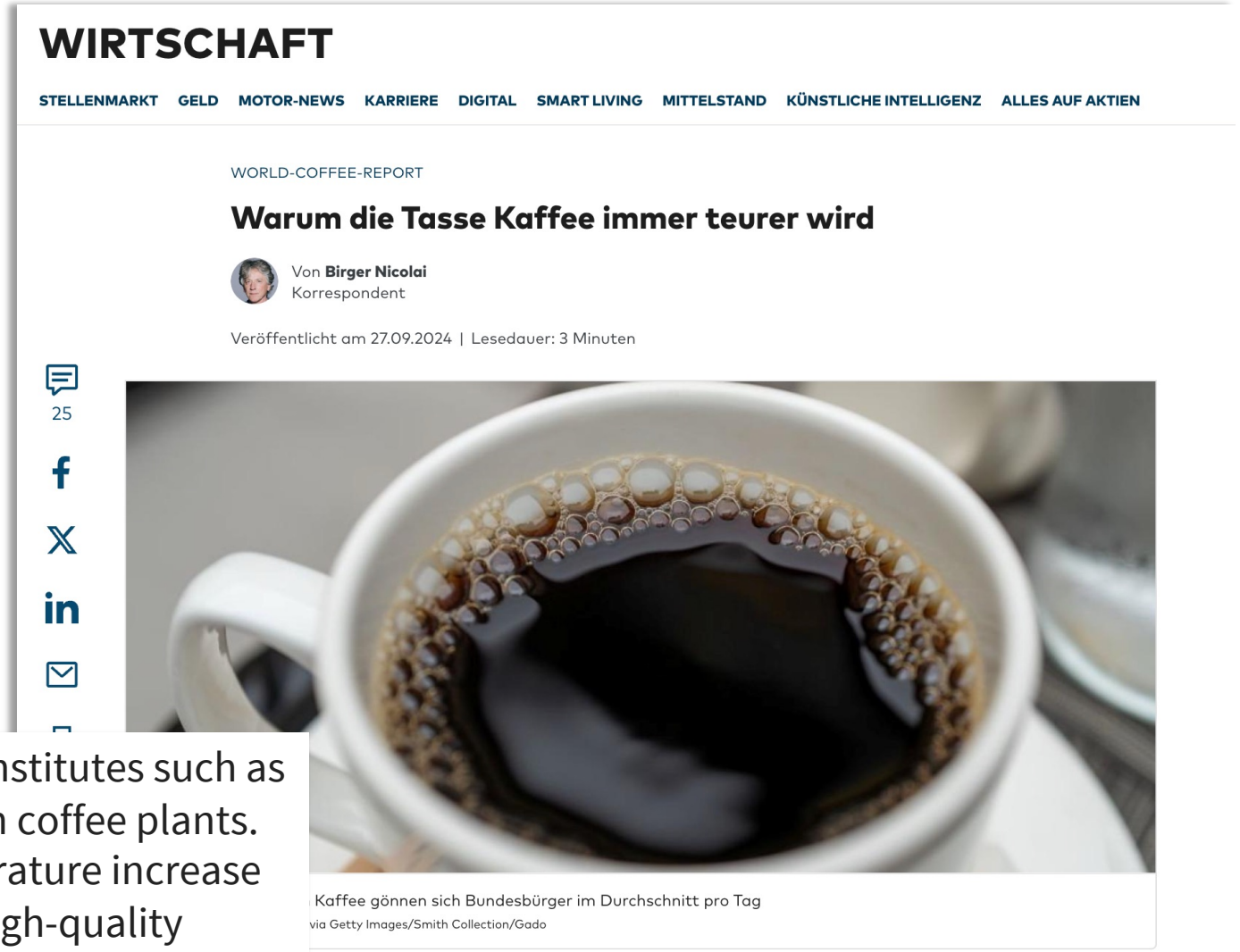
Sponsored by Keurig Dr Pepper

By Monique Oxender, Chief Corporate Affairs Officer



For decades KDP and its predecessors have partnered with organizations such as Root Capital and World Coffee Research (WCR) to take action against this growing problem. We've invested in pre-competitive research and development, and together we are developing cultivars

Thomas Eckel, Owner of the German **Murnauer Kaffeerösterei,** often advocates for WCR's research in interviews with the press.



WIRTSCHAFT

STELLENMARKT GELD MOTOR-NEWS KARRIERE DIGITAL SMART LIVING MITTELSTAND KÜNSTLICHE INTELLIGENZ ALLES AUF AKTIEN

WORLD-COFFEE-REPORT

Warum die Tasse Kaffee immer teurer wird

Von **Birger Nicolai**
Korrespondent

Veröffentlicht am 27.09.2024 | Lesedauer: 3 Minuten

25

Kaffee gönnen sich Bundesbürger im Durchschnitt pro Tag
via Getty Images/Smith Collection/Gado

st das Lieblingsgetränk der Deutschen. Doch der Klimawandel treibt die
er Bohnen. Gleichzeitig steigt die weltweite Nachfrage. Es gibt jedoch
glichkeit, die Kostenexplosion zu verhindern.

In response to the changing growing conditions, institutes such as World Coffee Research are conducting research on coffee plants. "New varieties must be able to cope with a temperature increase of three degrees and then still be able to deliver high-quality quantities," says Thomas Eckel, owner of the Murnau coffee roastery. He regularly visits coffee farmers in Latin America and is a trained "Q-grader." These experts, of which there are only a few dozen worldwide, evaluate coffee varieties.

TAYLORS
OF HARROGATE

Taylors of Harrogate published an advertorial with the UK publication The Telegraph to **tell the story about the empowerment of woman coffee farmers in Uganda and how the work of World Coffee Research complements the work the company is doing** to support these changemakers.



EVEN BETTER FARMING

Climate change has led to growing issues for farmers now battling an increase in droughts, flooding and disease which can have a huge impact on their crop yield, thus affecting their income and livelihood.

It's why Taylors supports World Coffee Research, a non-profit agricultural research organisation, which uses cutting-edge scientific research to develop new climate-resilient coffee varieties while also helping farmers find those farming practices that are best suited to their local climatic and geographic conditions.

Maureen from World Coffee Research with outreach trainer coffee farmer Omar (above) and coffee cherries in Sipi (right)

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SPECIAL CAMPAIGNS

Consider hosting a special campaign or event to feature your investment in WCR, and contributing parts of the proceeds!

PASSENGER

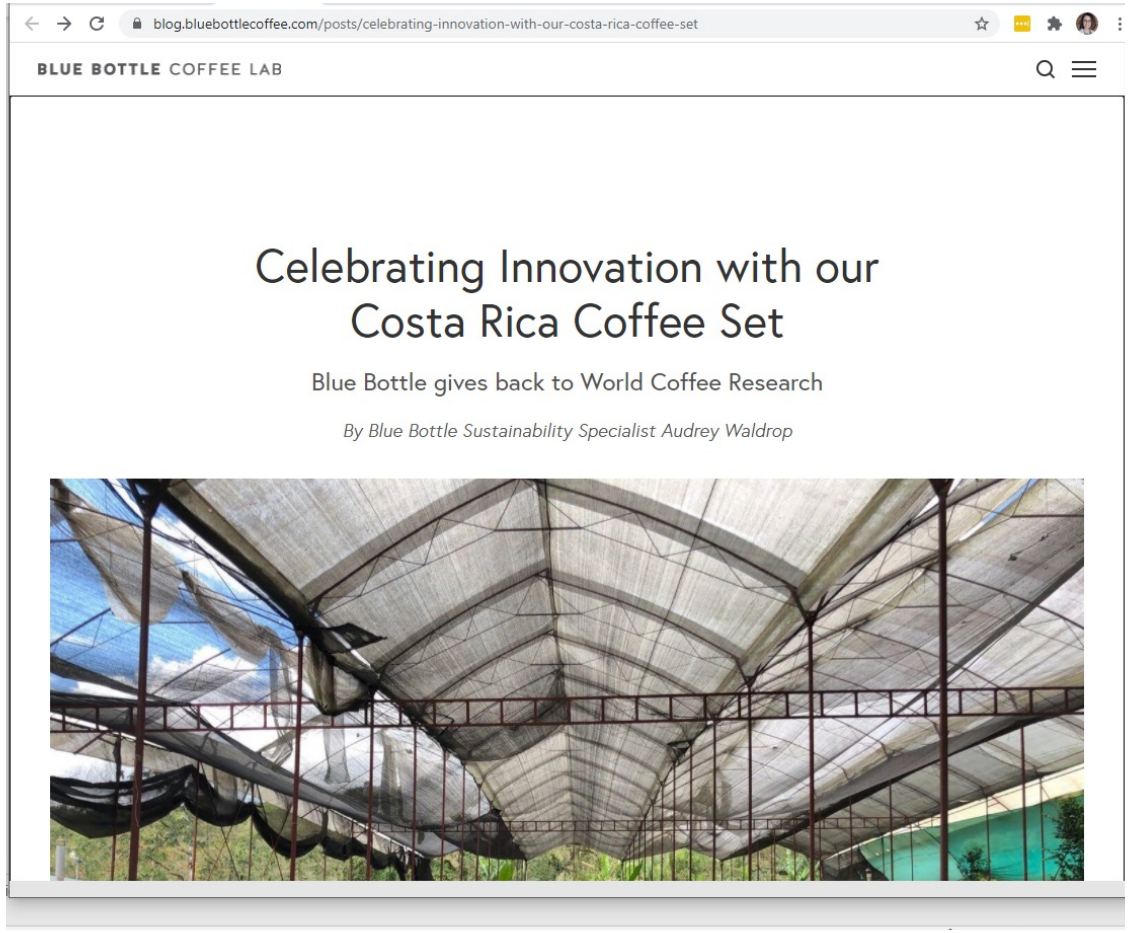
Passenger Coffee recently held a dedicated fundraiser in honor of International Coffee Day to benefit WCR's research and the farmers and families who depend on sustainable coffee production worldwide. The company donated 100% of all drip coffee sales and 10% of all online purchases directly to WCR.



BLUE BOTTLE COFFEE

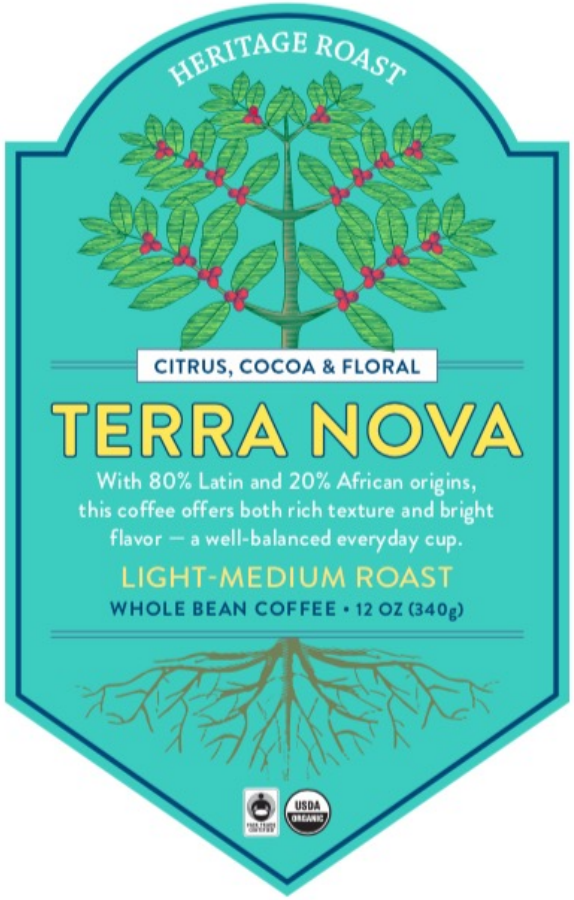
Blue Bottle Coffee donated a portion of proceeds from its Costa Rica Coffee Set to WCR one holiday season. A blog post described WCR's commitment to innovation and new F1 hybrids planted in several locations, including a research farm in Costa Rica.

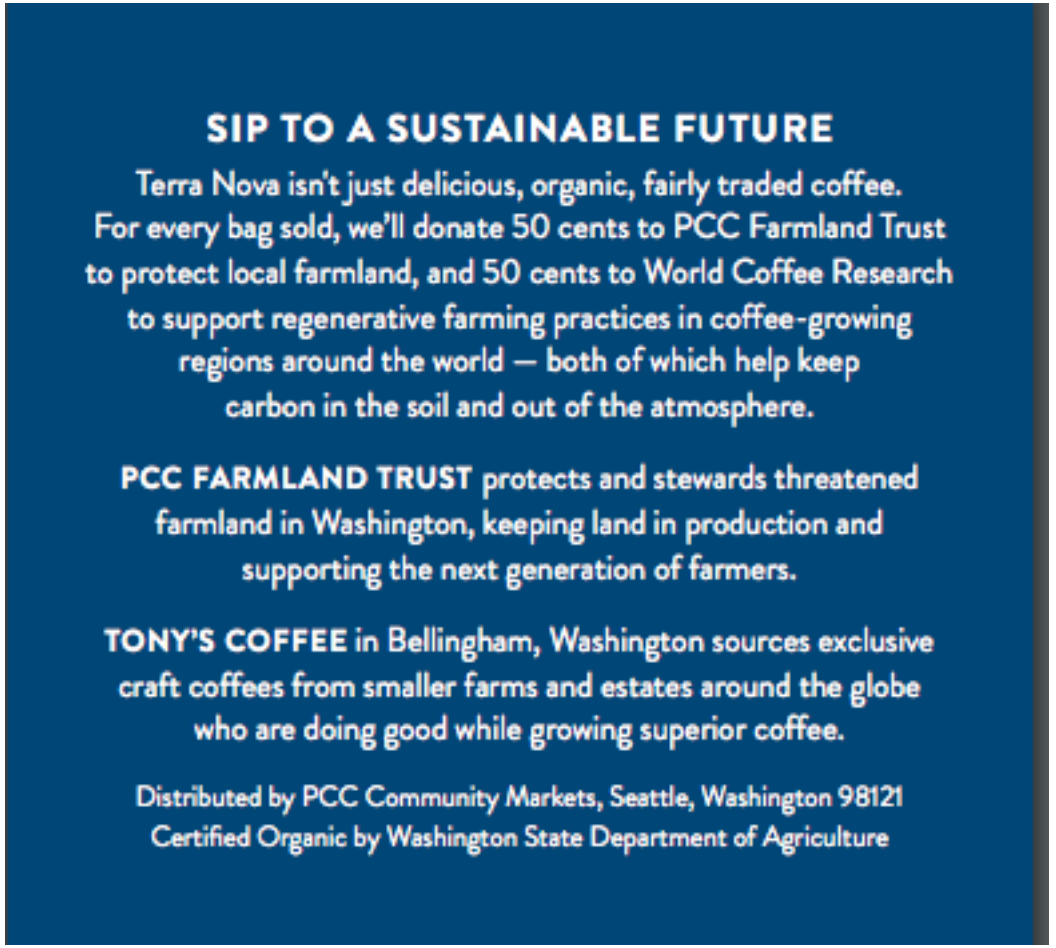




TONY'S COFFEE

Tony's Coffee partnered with PCC grocery stores in Seattle to market a special blend of sustainable coffee, with 50 cents per package returned to WCR. The bag design and in-store signage explained why the company invests in WCR's work.





Camber

Camber Coffee debuted a limited release Benefit Series and featured a complementary Instagram Live session with WCR's Hanna Neuschwander.



Learn more and connect with us!

SIGN UP FOR OUR NEWSLETTER

Scan the QR code to sign up for our newsletter—we send updates on our work straight to your inbox!

SIGN UP FOR THE WCR MEMBER PORTAL

You can access member-exclusive resources and tools for promoting your membership on our new portal. Scan the QR code to register.

/wcoffeeresearch

/worldcoffeeresearch

/world-coffee-research