

World Coffee Research

Robusta breeding program launch content package for members

We invite you to join us in celebrating the official launch of the Innovea Global Coffee Breeding Network's Robusta program! The Innovea network, which we are proud to announce has been named one of [TIME's Best Inventions for 2025](#), is the most ambitious coffee breeding effort in history. The network unites governments and research institutions across Latin America, Africa, and Asia to accelerate the pace of genetic improvement for both *Coffea arabica* and *Coffea canephora* (robusta).

[WCR's robusta breeding began in 2024](#) and earlier this year, the organization harvested seeds from trees created in its first round of crosses and transferred them to a specialized propagation facility where they will be multiplied for distribution to national partners. These crosses combine new and unique combinations of valuable genetics with the goal of generating high-performing, climate-resilient varieties for many robusta-producing countries.

Below, you will find a content package, including images, caption language suitable for social media sharing, media coverage and additional resources for deeper engagement, and instructions on how to use these assets. If you have any questions on implementing these assets, please feel free to reach out to WCR's Industry Communications Manager, Maeve Holler at maeve@worldcoffeeresearch.org.

1

Select a cover photo
and/or videos you like

2

Add your logo to your
selected photos/videos

3

Select a caption and
personalize it to align with
your brand

4

Tag WCR—find us at
@wcoffeeresearch on IG,
X, FB, and LI

5

Share your post on your
social media profile and
WCR will amplify!

Photo and video collateral

You have access to the full collection of photo and video collateral we've created as part of this package. In addition, using the links below, we encourage you to personalize your selected cover photos in story or post format by adding your logo.



Canva templates

- Photos: [Story format](#) | [Post format](#)

Language

You can use the captions below to accompany any of the photos or videos above. We encourage you to personalize the captions to align with your unique brand.

- The Innovea Global Coffee Breeding Network is creating the varieties of the future. **[Company Name]** is proud to support this powerful collaboration across arabica and robusta to ensure a brighter future for our industry.
- Robusta is on the rise, and the Innovea Global Coffee Breeding Network is unlocking its potential. **[Company Name]** is coming together with 200+ brands across nearly 30 countries to support this unprecedented initiative to breed more resilient coffee varieties for both arabica and robusta.
- Robusta breeding is here. **[Company Name]** celebrates World Coffee Research's addition of robusta to its Innovea Global Coffee Breeding Network, which is bringing together 11 national partners in countries producing 40% of global supply to accelerate genetic gain and create a more sustainable future for coffee.
- Robusta is taking root. World Coffee Research is launching a robusta breeding program under its Innovea Global Coffee Breeding Network to drive innovation through large-scale collaboration. **[Company Name]** is proud to invest in this movement to create better coffee varieties for farmers across the world.
- As members of World Coffee Research, **[Company Name]** is excited to announce the expansion of the Innovea Global Coffee Breeding Network to include robusta, which will operate via national partners in Ghana, Vietnam, Rwanda, Uganda, Indonesia, and India, which together produce 84% of total robusta exports globally.
- Congratulations to World Coffee Research for launching its robusta breeding program as a part of the Innovea Global Coffee Breeding Network. **[Company Name]** supports this special worldwide collaboration that is creating the future of coffee—one variety at a time.

Go deeper

We encourage you to share media coverage of WCR or additional resources for your audiences to learn more about Innovea, our work in robusta, and the movement you are contributing to as members. Below, you can find a list of recommended materials to share in combination with copy and visual assets.

Selected news and media

- **Innovea Global Breeding Network named a TIME Best Invention of 2025**
<https://worldcoffeeresearch.org/news/2025/innovea-global-breeding-network-named-a-time-best-invention-of-2025>
- **The Roots of Robusta: Cultivating Growth for a Species Once Overlooked** *by Robert Kawuki and Maeve Holler*
<https://worldcoffeeresearch.org/resources/the-roots-of-robusta-cultivating-growth-for-a-species-once-overlooked>
- **Inside a new experiment to find the climate-proof coffee of the future** *by Jonathon Rosen for Grist*
<https://worldcoffeeresearch.org/resources/inside-a-new-experiment-to-find-the-climate-proof-coffee-of-the-future>

Resources

- **About World Coffee Research**
<https://worldcoffeeresearch.org/resources/about-world-coffee-research>
- **Varieties Catalog**
<https://worldcoffeeresearch.org/resources/coffee-varieties-catalog>

World Coffee Research Brings Robusta into the Innovea Global Breeding Network

Vietnam and Ghana join, expanding network to 11 countries that produce 40% of global supply and accelerating development of climate-resilient, high-performing varieties for farmers worldwide

Manizales, Colombia – November 20, 2025 – Today, World Coffee Research (WCR) announced the expansion of the Innovea Global Coffee Breeding Network to encompass robusta breeding in addition to arabica. The announcement includes the addition of Vietnam and Ghana to the network—two of the five countries currently participating in the robusta program—expanding national partnerships to 11 countries that together produce 40% of the world’s coffee supply.¹

“WCR’s model of collaborative variety development brings together new genetic diversity with a global network design that is focused on speed and cost effectiveness,” says WCR CEO, Dr. Jennifer “Vern” Long. “We know farmers need improved arabica and robusta varieties as soon as possible—to withstand climate change, increase profitability, and ensure sustainable supplies—and we can accelerate progress by working together.”

Innovea is the most ambitious and globally coordinated breeding program in history, bringing together collaborating countries to transform coffee breeding and create enhanced genetics at an unprecedented pace. This partnership among government research institutions in Asia, Latin America, and Africa, is creating and testing a new generation of climate-resilient coffee trees on a global scale. It gives participating countries access to new arabica and robusta genetic materials, modern breeding approaches, and shared tools—all while connecting researchers across vast geographies. This partnership model transforms coffee breeding into a dynamic, collaborative force for innovation. The effort was named one of [TIME’s Best Inventions of 2025](#), recognizing its role in reshaping the future of coffee.

WCR announced the expansion at a global gathering of coffee breeders from fifteen breeding programs around the world hosted by Cenicafé in Colombia. In addition to welcoming Vietnam and Ghana, four existing network countries—India, Indonesia, Rwanda, and Uganda—will now add robusta breeding to their Innovea portfolio. Together, these six countries export 64% of the world’s robusta.

“Vietnam is proud to be the world’s top producer and exporter of robusta coffee, and we are eager to continue to support farmers in that success. This collaboration network provides an excellent opportunity to accelerate the development of varieties that meet farmers’ needs, achieve climate

¹International Coffee Organization, Supply, 2025

resilience, and secure exports for the long term,” says Dr. Ha of the Western Highlands Agriculture and Forestry Science Institute (WASI).

“The Indonesian Coffee and Cocoa Research Institute [ICCRI] is eager to join the Robusta breeding network initiated by WCR to accelerate progress in developing new, high-yielding, and climate-resilient Robusta varieties suitable for Indonesia,” says Dini Astika Sari, Director of ICCRI. “This collaboration with a global partner like WCR will help elevate Indonesia’s coffee sector, driving improved productivity, quality, sustainability, and smallholders’ livelihoods through cutting-edge technologies and inclusive innovation.”

The Innovea Global Coffee Breeding Network is funded by WCR’s 200 member companies in 30 countries, whose collective investment ensures diverse and sustainable supplies of quality coffee today and for generations to come. “There is tremendous, unlocked potential in robusta coffee based on its natural tendency toward higher yield and drought tolerance, and the expansion of the Innovea network will help us better understand how we can harness these qualities. This work will benefit smallholder farmers, help ensure origin diversity, and enable taste profiles we know our consumers crave,” said Jim Trout, Vice President, Coffee R&D, The J.M. Smucker Co. “This initiative is a great reflection of the work of World Coffee Research and a testament to the importance of agricultural research and development, which is one the most powerful tools we have to support a sustainable future for green coffee.”

The trees used to jumpstart Innovea’s robusta breeding include a collection provided by CIRAD, the French agricultural research and international cooperation organization. The WCR breeding team crossed them together in new and unique combinations that will bring a huge infusion of new genetic resources to breeders in many important robusta origins. “Robusta varieties created from this program will bring highly productive and climate resilient trees into supply chains,” says Dr. Tania Humprey, WCR Research Director, “which will create both economic and resilience benefits for farmers and the sector as a whole.”

These new robusta variety candidates are already being propagated for distribution to network participants. Starting in 2027, each partner will receive 1,000 unique new trees from WCR for performance testing and will work collaboratively to identify climate resilient options with a focus on high yield, disease resistance, and enhanced quality.

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World Coffee Research unites the global coffee industry to drive science-based agricultural solutions to urgently secure a diverse and sustainable supply of quality coffee today and for generations to come. worldcoffeeresearch.org