

ANNUAL REPORT 2021

Ensuring the future of coffee



**WORLD COFFEE
RESEARCH**™

Our mission

Grow, protect, and enhance supplies of quality coffee while improving the livelihoods of the families who produce it.

Our strategic aim

Preserve origin diversity in the face of the climate crisis by accelerating innovation for coffee agriculture in multiple, strategically targeted countries.

Our objectives

Drive agricultural innovation to:

- Enhance productivity of climate-resilient farming to support farmer profitability
- Improve quality for different markets
- Strengthen focus country competitiveness to mitigate supply chain risk

ABOUT THIS REPORT

This report covers World Coffee Research activities, highlights, and results for the period from January 1, 2021 to December 31, 2021.

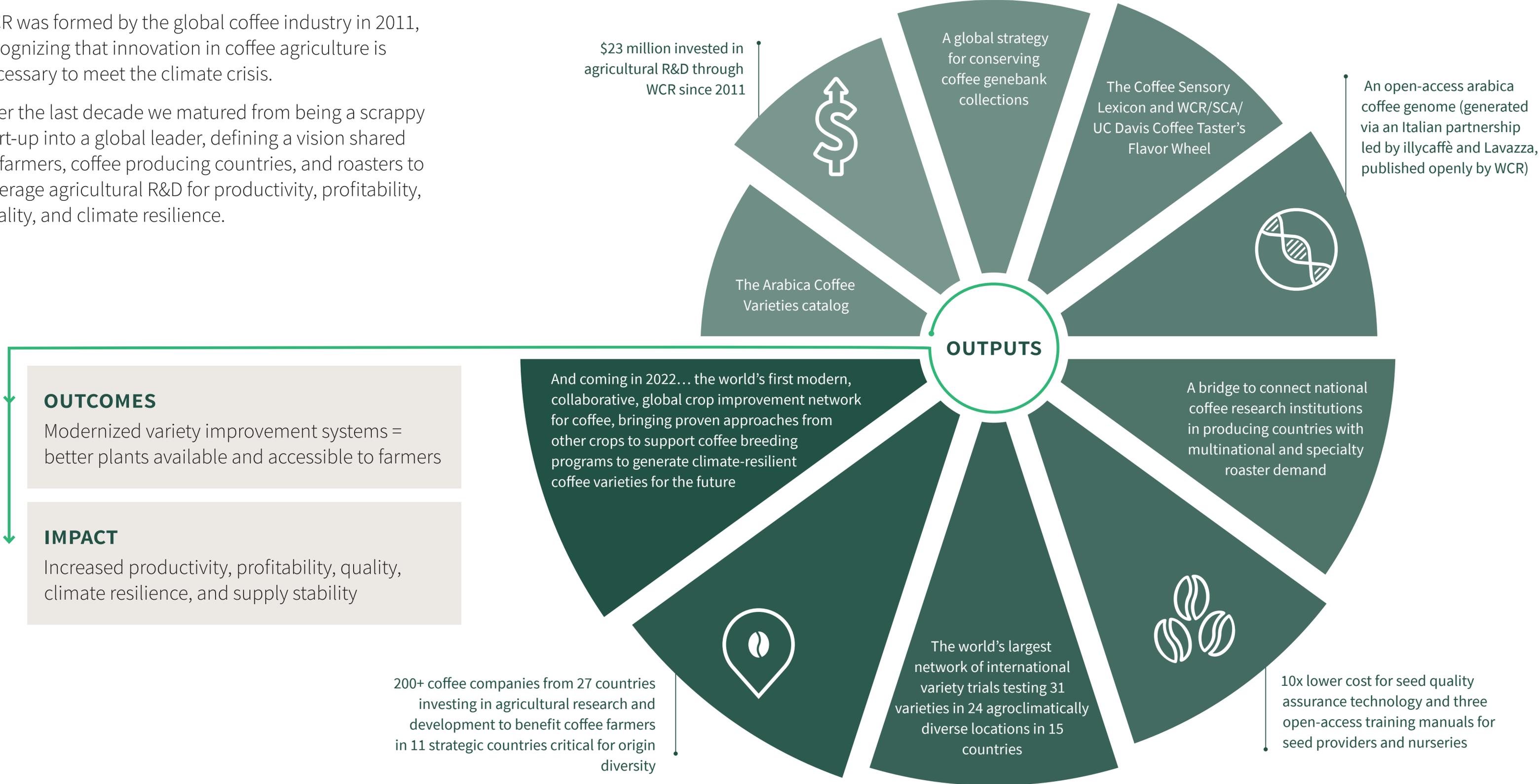
We are **236** coffee companies from **27** countries investing in agricultural research and development to benefit coffee farmers in **11** strategic countries critical for preserving origin diversity.

Celebrating 10 years

WCR was formed by the global coffee industry in 2011, recognizing that innovation in coffee agriculture is necessary to meet the climate crisis.

Over the last decade we matured from being a scrappy start-up into a global leader, defining a vision shared by farmers, coffee producing countries, and roasters to leverage agricultural R&D for productivity, profitability, quality, and climate resilience.

10 things the world didn't have 10 years ago



“ This battle for sustainability must be a pre-competitive one. We need to share resources, efforts, and knowledge collectively to make the overall coffee industry more sustainable and continue to compete for the taste of our coffee rather than for the title of ‘most sustainable’. ”

— Andrea Illy, Chairman, illycaffè



“ One improved variety can mean less plant disease, pesticide use, and deforestation— with more resilience, yield, taste, and profit benefiting more people—than anything else we can do. Not only does Agricultural R&D have the best ROI, investing with peers brings both scale and expertise. ”

— Doug Welsh, Vice President of Coffee and Roastmaster, Peet's



“ To retain quality and origin diversity with stewardship of our natural resources, we need to find scientific solutions to produce coffee on existing acreage with a significant increase in yields. World Coffee Research is our industry's Noah's Ark. ”

— Konrad Brits, CEO, Falcon Coffees



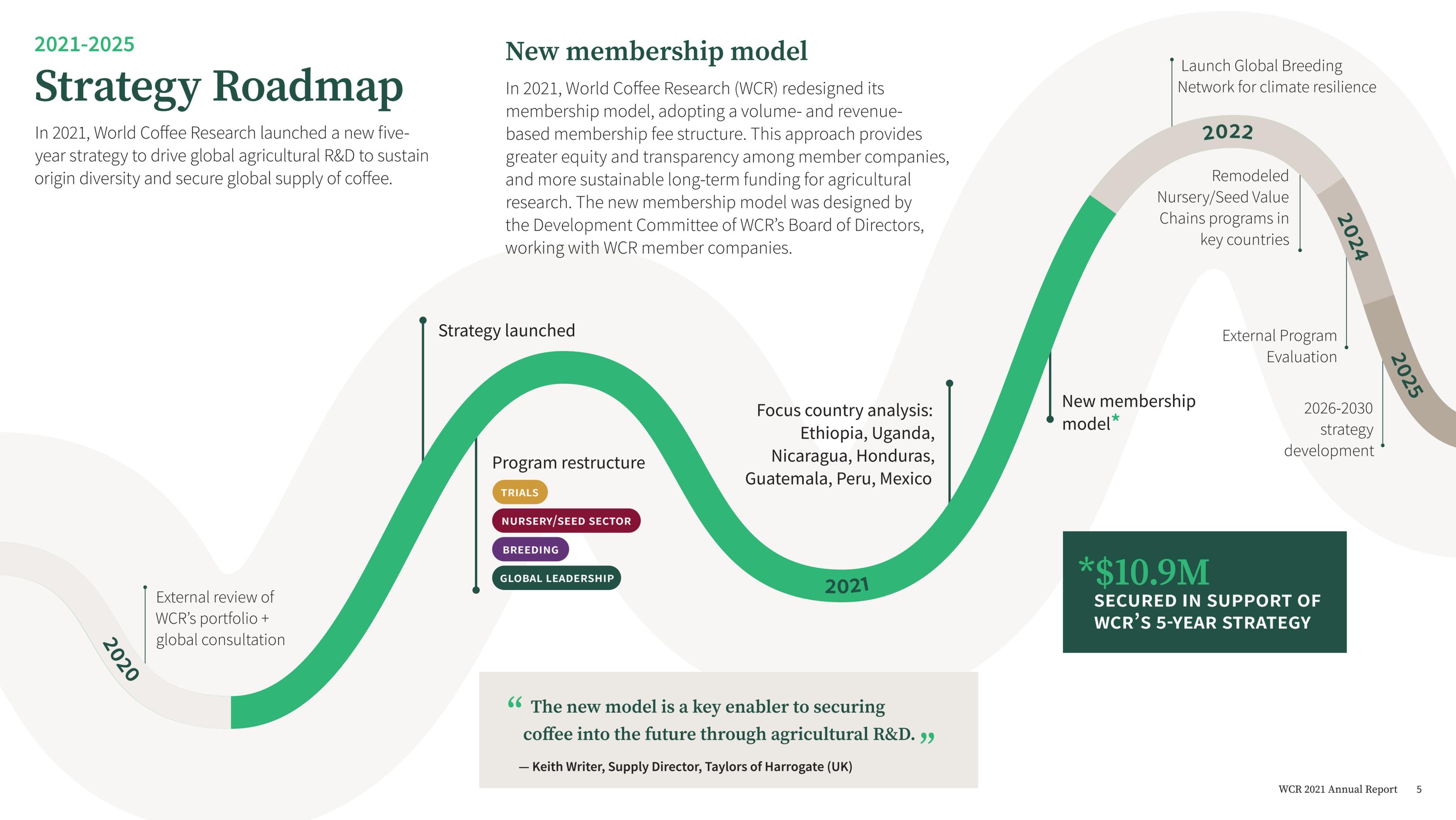
2021-2025

Strategy Roadmap

In 2021, World Coffee Research launched a new five-year strategy to drive global agricultural R&D to sustain origin diversity and secure global supply of coffee.

New membership model

In 2021, World Coffee Research (WCR) redesigned its membership model, adopting a volume- and revenue-based membership fee structure. This approach provides greater equity and transparency among member companies, and more sustainable long-term funding for agricultural research. The new membership model was designed by the Development Committee of WCR's Board of Directors, working with WCR member companies.



2020

External review of WCR's portfolio + global consultation

Strategy launched

Program restructure

- TRIALS
- NURSERY/SEED SECTOR
- BREEDING
- GLOBAL LEADERSHIP

2021

Focus country analysis: Ethiopia, Uganda, Nicaragua, Honduras, Guatemala, Peru, Mexico

New membership model*

2022

Launch Global Breeding Network for climate resilience

Remodeled Nursery/Seed Value Chains programs in key countries

2024

External Program Evaluation

2026-2030 strategy development

2025

***\$10.9M**
SECURED IN SUPPORT OF
WCR'S 5-YEAR STRATEGY

“ The new model is a key enabler to securing coffee into the future through agricultural R&D. ”

— Keith Writer, Supply Director, Taylors of Harrogate (UK)

Where we worked in 2021

WCR's 11 focus countries are critical to global origin diversity. When fewer countries produce more of the world's coffee, it makes it harder to find the unique flavors that coffee drinkers want and coffee businesses rely on, creating significant risk to stability in coffees supplies. Accelerating agricultural innovation across multiple origins forges opportunities for coffee businesses, coffee farmers, coffee nations, and coffee consumers.

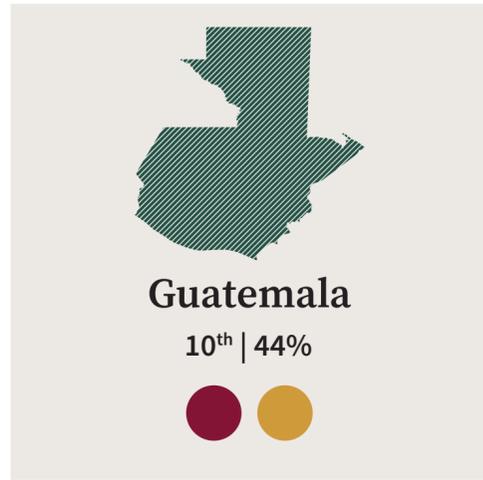
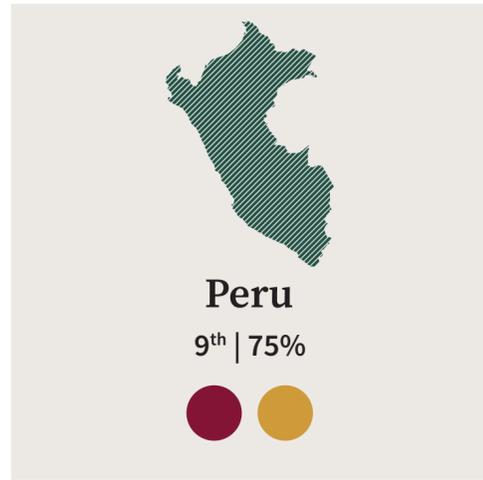
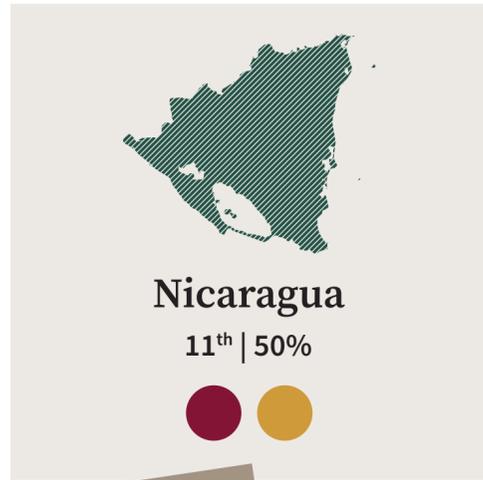
11 Focus Countries
 50% OF THE WORLD'S 12.5 MILLION FAMILY COFFEE FARMS
 —
 30% OF GLOBAL SUPPLY OF COFFEE

LEGEND

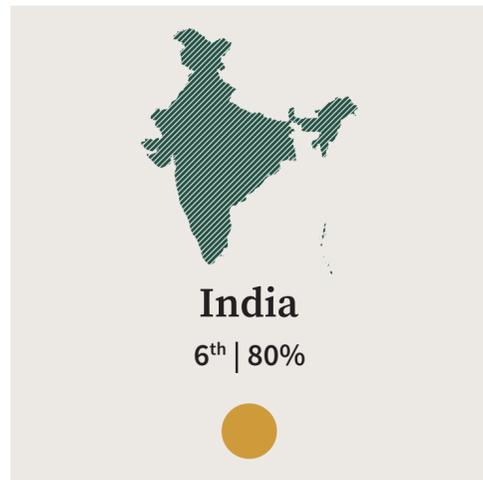
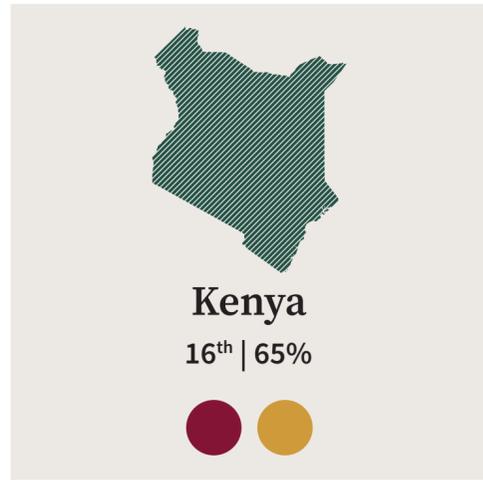
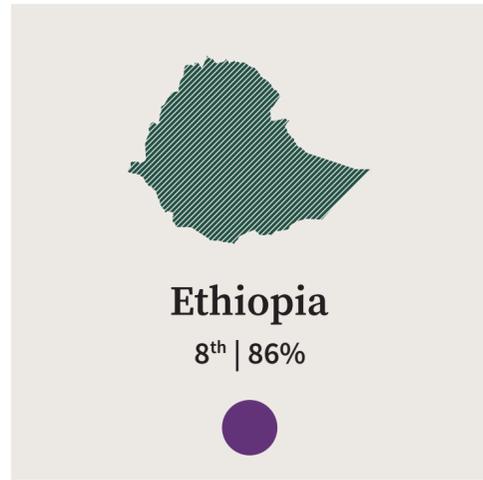
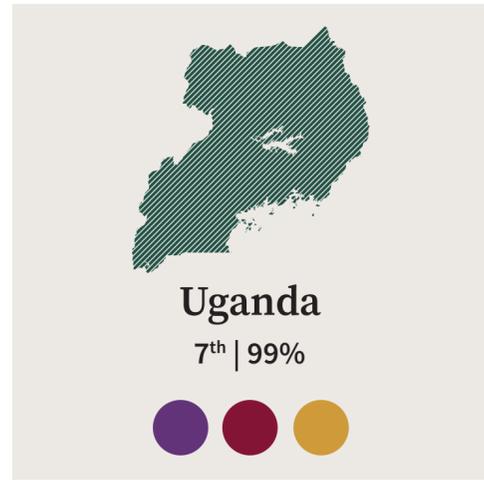
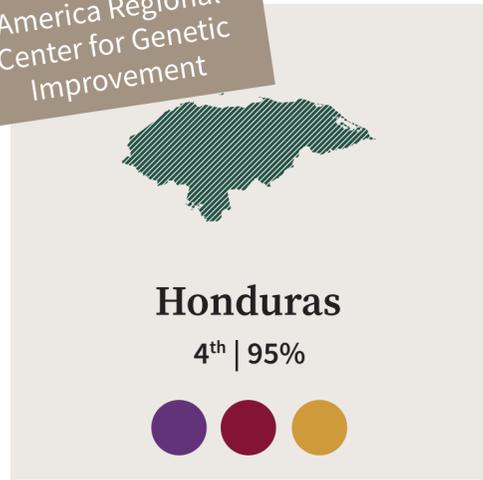
Focus Country
 Global Export Rank | % coffee grown by smallholder farmers

WCR portfolio of activities in country:

TRIALS NURSERY/SEED SECTOR BREEDING



Host of the Latin America Regional Center for Genetic Improvement



El Salvador
 WCR Research Farm @ Flor Amarilla

Rwanda
 Host of the East Africa Regional Breeding Hub

Other places where we worked or collaborated in 2021: Australia, Costa Rica, Democratic Republic of Congo, Hawaii, Laos, Malawi, Philippines, Puerto Rico, Zambia, Zimbabwe

Country Highlights

Ethiopia and Uganda

Ethiopia and Uganda are Africa's leading coffee producers of arabica and robusta, respectively. Together they contain over 30% of the world's smallholder coffee farms. In 2021, WCR signed memoranda of understanding agreements with both countries in support of their goals to improve farmer productivity and profitability through enhanced agricultural research and development.

For the first time in coffee, the two countries undertook a series of breeding program assessments using the Coffee-Breeding Program Assessment Tool (C-BPAT) aimed at discovering ways to innovate and support increasing the rates of genetic gains in coffee research programs. The original Breeding Program Assessment Tool (BPAT) was developed with support from the Bill & Melinda Gates Foundation for food security crops. In 2020, through funding from USAID under the Feed the Future Alliance for Climate Resilient Coffee (ARC) project, WCR partnered with the University of Queensland to adapt the tool for coffee.

The C-BPAT used in Ethiopia and Uganda identified the strengths, gaps, and needs required to turn these breeding programs into high-performing, modernized public programs. From the assessments, detailed roadmaps are being built, which will be used to influence millions of dollars of public sector investment toward the coffee industry's shared priorities with producing country research institutions in 2022 and beyond.



Uganda

- Confirmed long-term partnership in Uganda with National Coffee Research Institute (NaCORI)/ National Agricultural Research Organisation (NARO)
- Conducted Coffee Breeding Program Assessment for Uganda's robusta and arabica breeding programs with University of Queensland
- Assessed Uganda's arabica seed sector with Enveritas
- Began genetic identity testing in arabica seed lots



Ethiopia

- Confirmed long-term partnership with Ethiopian Institute of Agricultural Research (EIAR)
- Conducted Coffee Breeding Program Assessment for Ethiopia's arabica breeding program with University of Queensland
- Ran assessments of Jimma Agricultural Research Center (JARC) research capacity and quality labs
- Forthcoming: Tissue culture lab assessment, seed sector assessment

Program Areas



Breeding

10-30 years to farmer impact

WCR provides global tools and supports key coffee-producing countries to modernize their breeding programs.

- Comprehensive assessments of national breeding programs: **2** (Uganda and Ethiopia)
- Participants involved in the development of global mid-density single nucleotide polymorphism (SNP) genotyping platform, in collaboration with the U.S. Department of Agriculture (USDA) Agricultural Research Service (ARS), InterTek, Diversity Arrays Technology (DArT), and the Excellence in Breeding Platform : **10** organizations in **8** countries
- Planning years for breeding hubs in Latin America and East Africa
- WCR Board of Directors approves moving forward to create a global crop improvement network for coffee to launch 2022, focused on continuous development and distribution, with participating countries, of improved variation through rapid cycle recurrent selection (e.g., first wave of crosses made).



PROGRAM HIGHLIGHTS

Breeding

Introducing the Coffee-Breeding Program Assessment Tool (C-BPAT)

A global tool to support breeding modernization

In order to secure future supplies of coffee, it's critical for breeding programs to increase the rate of genetic gain, which can boost productivity and “pyramid” desirable performance traits. But the public coffee breeding programs that shore up global supply are woefully underfunded and out of date.

In 2020, WCR worked with the University of Queensland to create a first-ever assessment tool for coffee breeding programs to evaluate gaps in their technical and management capacity that limit genetic gain.

The C-BPAT process identifies the strengths, gaps and needs required to turn all breeding programs into high-performing, modernized public programs. It was used for the first time by the breeding programs of Ethiopia and Uganda in 2021. From the assessments, detailed roadmaps are being built, which will be used to influence millions of dollars of public-sector investment toward the coffee industry's shared priorities with producing country research institutions in 2022 and beyond.

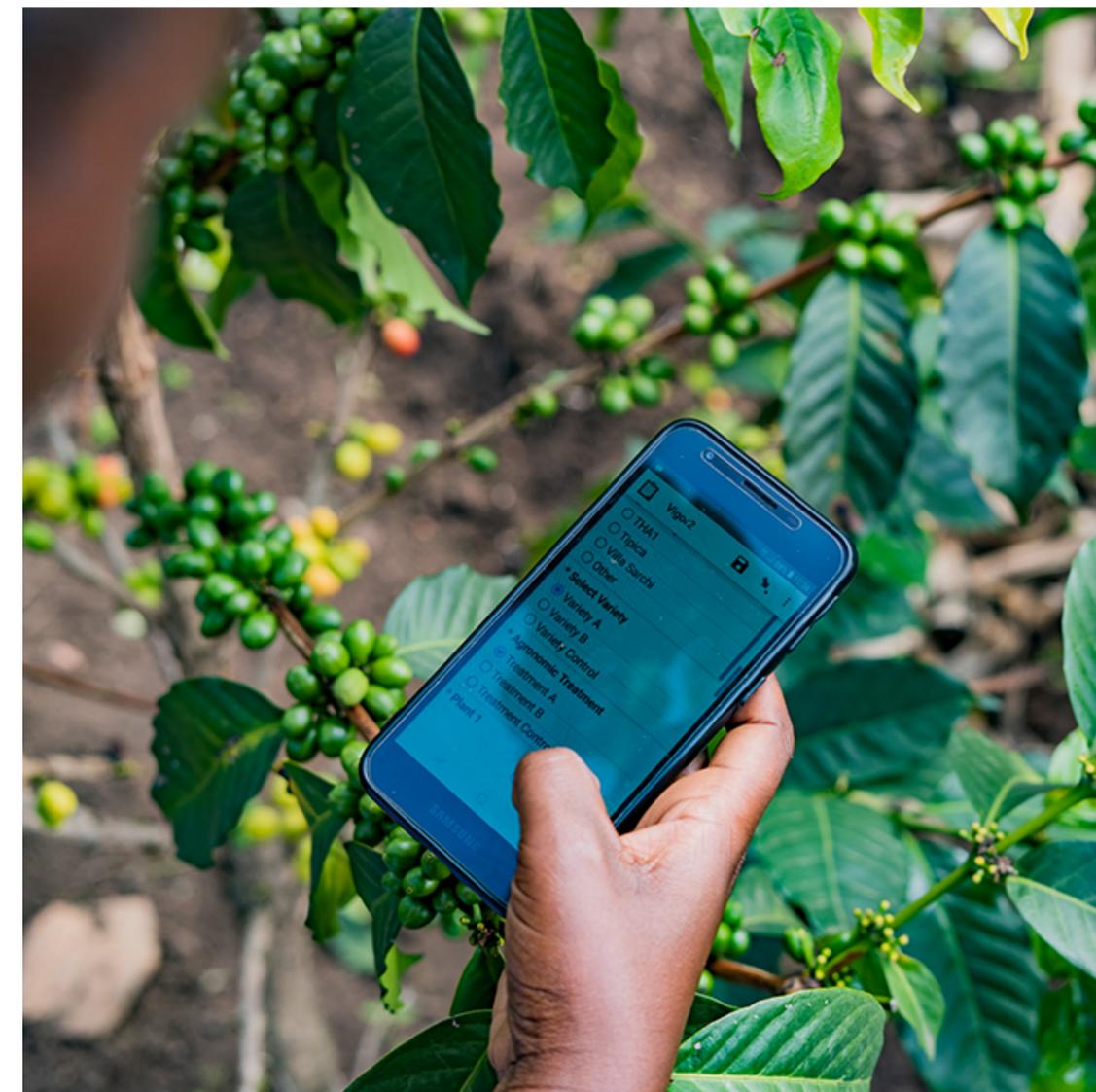
World-class genotyping comes to coffee

Global demand to accelerate modern breeding heats up

In order for coffee breeding programs to take advantage of modern breeding approaches used widely by other crops, coffee breeders need access to basic tools, including a low-cost and robust genotyping platform. But the cost for any individual breeding program to develop and deploy such a tool is prohibitively high.

In 2021, WCR convened 10 institutions in 8 countries to initiate the collaborative development of a low-cost, world-class genotyping platform for coffee. The effort builds on prior work of the Consultative Group on International Agricultural Research (CGIAR) through its Excellence in Breeding (EiB) program to create a streamlined mid-density SNP panel service using DArTag genotyping technology for multiple other crops. By joining together and aggregating demand, coffee breeding programs can achieve a platform that accelerates the production of improved varieties, while remaining cost effective for all.

The platform is tailored for use by coffee breeding programs pursuing genomic selection approaches, but can also be used by researchers for diversity studies, and can complement low-density genotyping services. The service is expected to launch, via Intertek, in 2022.



Trials

5-15 years to farmer impact

WCR operates dozens of trial sites around the world, testing both existing and new varieties in different environments, both on research stations and in farmers' fields.

Our progress

- Coffee companies involved in cupping coffees from WCR field trials: **107**
- Varieties/candidates/accessions cupped: **75**
- F1 hybrid finalist candidates in final year of field testing: **4**
- Top 2 finalists will advance to precommercial trials in 2023
- Farmer field days: **4**
- Farmers attending: **67** (28% female)



PROGRAM HIGHLIGHTS

Trials

International Multilocation Variety Trial (IMLVT)

The world's largest coffee variety trial has its first global cupping!

The IMLVT is the world's largest coffee variety trial with 31 varieties (50,000 plantlets) installed in 27 plots in 17 countries. It was initiated in 2015. In 2021, the IMLVT continued to flourish, with more trial sites reaching maturity and producing harvests, allowing more data on yield and cup quality to be added to the global dataset on variety performance. With a critical mass of trials reaching maturity in 2021, we launched a global investigation into the impact of environmental conditions on cup quality for different varieties. Data will be compiled/analyzed over two years with results in 2023.

- 4 more trial sites reach maturity (total = 10)
- Global cupping: 10 varieties from sites in 6 countries shipped to certified Q graders from 20 coffee companies for comprehensive sensory evaluation included descriptive cupping; samples also undergo chemistry, metabolomics, and near-infrared spectroscopy analysis.

We are also using this unprecedented network to identify the best locations to place future breeding trials. Because trial plots have been placed in a huge number of diverse environments, it's possible to assess which sites are better at discriminating between varieties. For example, some sites face a higher prevalence of coffee leaf rust, or more "rust pressure." These sites more effectively differentiate between varieties that are susceptible to rust or resistant to it. This is critical when you are testing varieties for climate resilience. High performance across extreme environments is a good predictor of climate resilience.

IMLVT Global Cupping

Varieties

BATIAN, IPR103, MUNDO MAYA, PACAMARA, CENTROAMERICANO, MARSELLESA, SL28, SLN6, S.795, Catigua MG2

Participating partners/sites

DRC (INERA, Mulungu station), India (Central Coffee Research Institute, (CCRI), Chikmagalur station), Indonesia (ICCRI, Gambung station), Kenya (KALRO, Ruiru station), Nicaragua (ECOM, La Virgen), Peru (JNC, San Ignacio)

Companies

Caravela Coffee-Australia Pacific, Caravela Coffee-USA, Coffee Libre, EFICO Group, Farmer Brothers, J. M. Smucker Co., JDE Peet's, Keurig Dr Pepper, Lavazza, Melbourne Coffee Merchants, Mercon Specialty, National DCP/Dunkin', Peet's Coffee, Starbucks, Strauss Coffee, Sustainable Harvest Coffee Importers, Taylors of Harrogate, Tchibo, TERAROSA, Westrock Coffee/S&D Coffee and Tea

F1 hybrids trial

Finalists will advance on the basis of high performance; risk study forthcoming

From an original group of 46 hybrid crosses, WCR has identified finalist candidates to advance to pre-commercial testing in Central America on the basis of high field and cup performance.

- The candidates were tested at three sites in Central America from 2016–2021
- In 2021, 58 cuppers and Q graders from 38 companies provided sensory feedback
- In 2022, WCR will conduct a risk assessment to evaluate the risk to family farmers of using F1 hybrid varieties, given the high prevalence of seed saving among smallholders. The results of the risk assessment will influence decisions about if, how, and where to introduce new F1 hybrid varieties in the region.
- The same crosses are being evaluated on a delayed schedule at 3 sites in Rwanda; 2021 results indicate that 20 of the F1 hybrid candidates recorded a yield per tree >3 kg and total quality scores >80.

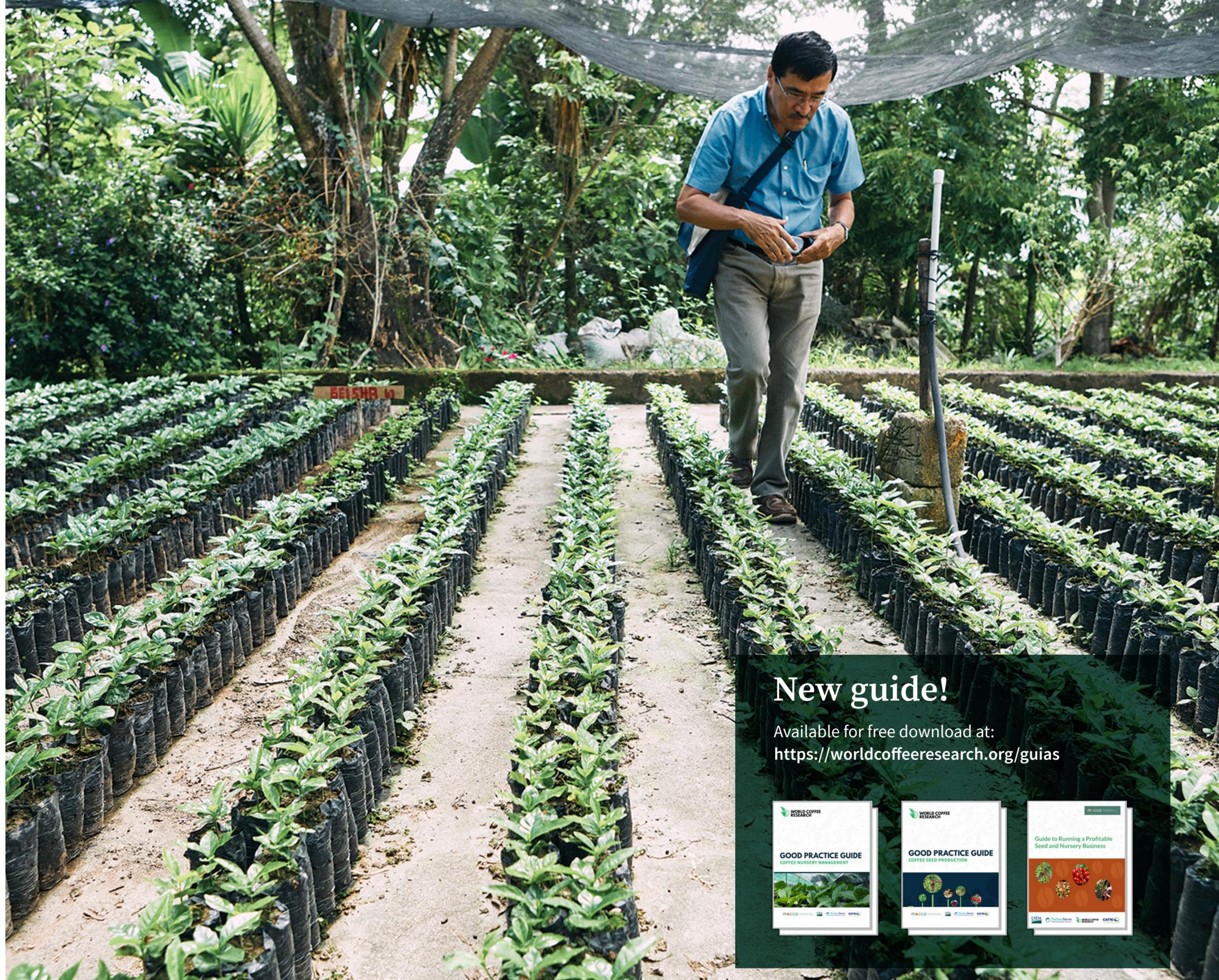
Seed Sector/Nurseries

1-3 years to farmer impact

What started as individual diagnoses and trainings with single nursery operators in 2017 has evolved into a comprehensive approach—tailored for each country—to assessing and addressing bottlenecks to getting better plants into farmers' hands.

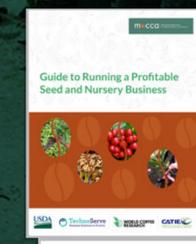
Our progress

- Seed lots tested for genetic purity in Latin America: **139** seed lots
- Varieties tested for genetic purity in Latin America: **15** varieties
- Mother plants capable of producing genetically compliant seed: **115,231**
- Staff trained on good production practices in Latin America: **92** staff at **19** nurseries
- New training guide: Guide to Running a Profitable Seed and Nursery Business
- New training videos
- Expansion of seed sector work to Africa with country analysis of Ugandan arabica seed sector in three areas, conducted by Enveritas: **152** nursery operators, **541** farmers interviewed



New guide!

Available for free download at:
<https://worldcoffeeresearch.org/guias>



Seed Sector/Nurseries

Better plants in Latin America

In 2021, WCR's suite of tools and technologies for professionalizing the coffee seed sector grew.

Development of a new, low-cost genetic testing service to support seed-sector quality assurance for seed producers and nurseries was finalized and deployed in multiple large projects in Latin America.

- Partnerships with the International Development Bank (IDB), the Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA) Program, and the Peru Coffee Alliance for Excellence (CAFE) project led to quality assurance evaluation of 139 seed lots producing 22 varieties in Guatemala, El Salvador, Nicaragua, Honduras, and Peru.
- Expansion of seed sector work from a focus on nurseries and seed lots to the regulatory systems governing seed quality and access. WCR is working with partners including PROMECAFE and TechnoServe to develop national-scale strategies for strengthening coffee seed production quality standards in multiple countries.



- In El Salvador, seed quality testing of 63 seed lots is supporting a Ministry of Agriculture-led national renovation program to increase resilience to climate change, productivity, and income of producers. The renovation initiative in El Salvador, which requires more than 150 million plants over the next 7 to 10 years, will be the first coffee renewal program to use the SNP-based genetic testing tool to support the distribution of genetically pure plants.

Quality assurance evaluation of **139** seed lots producing 15 varieties in Guatemala, El Salvador, Nicaragua, Honduras, and Peru.



Coming to Africa

Supporting coffee transformation through improved seed supply systems

In 2021, WCR piloted a new comprehensive approach to seed sector work, starting in Uganda and Kenya. Both countries are critical coffee suppliers to the world.

What are the barriers to getting better plants to farmers in Uganda?

Uganda has an ambitious national agenda to increase coffee production from 4.3 million bags to 20 million over the next five years. To achieve this, the government is incentivizing planting new coffee trees and is interested in increasing quality control to ensure that farmers are accessing high-quality plants. WCR is supporting the Uganda Coffee Development Authority (UCDA) in these processes. We began by working with Enveritas to conduct analyses of arabica seed sector challenges. The results point to key opportunities to make the current seedling distribution system more efficient for farmers and nurseries, which we will build on in 2022.

- Interviews with 152 nursery operators in the three arabica producing regions of Uganda and 541 farmers in Rwenzori and Mt. Elgon.

- 46% of farmers have not planted seedlings in the past three years; 38% of farmers propagate their own seedlings (despite the fact that seedlings are offered by the government at no or heavily subsidized cost); 35% receive them from government-approved nurseries; 16% obtain them from neighbors.
- Nurseries predominantly produce the SL-14 variety, while farmers predominantly say they prefer the Nyasaland variety.
- The supply of arabica seedlings (approximately 59 million arabica seedlings) is well above demand (estimated 27 million seedlings), resulting in a lack of market for nurseries; most nurseries are not profitable. There is a mismatch between nursery supply and farmer demand for plants, leading farmers to propagate their own using less-than-ideal methods.
- Seedlings are sometimes distributed at the wrong time of year, during the dry season, leading to high plant mortality.
- At least two-thirds of nurseries implement most low-cost good agronomic practices like weeding, but other practices such as soil testing and grafting, which can lead to stronger root systems and drought resilience, are performed by less than 10% of the nurseries. These practices typically involve higher technical skill and are important for achieving higher-quality materials.

Ahead in 2022: Support to purify arabica seed lots and nursery plant material at the 10 largest arabica nurseries in Elgon, Rwenzori, and West Nile; translate and release nursery training videos; release Uganda coffee variety catalog; expand activities to robusta in the Masaka region.



Leveraging our impact

WCR contributes critical agricultural R&D components to coffee development projects around the world. These projects provide a key avenue to ensure that development efforts take into account long-term capacity building through research investment, and ensure the relevance of R&D for smallholder farmers. WCR acts as a bridge, connecting the expertise of the private sector with these projects on the ground. They are a crucial driver of the long-term impact of coffee agricultural R&D.

In 2021, WCR contributed scientific and technical expertise to 9 publicly funded development programs targeting the coffee sector. In total, these projects aim to invest \$144 million dollars in 10 major coffee exporting countries, and to impact 159,433 coffee farmers.

Maximizing Opportunities in Coffee and Cacao in the Americas (MOCCA)

Countries: Guatemala, El Salvador, Honduras, Nicaragua and Peru

Funder: Food for Progress, USDA

Partners: TechnoServe (lead), PROMECAFE, NCIs, NGOs

Target coffee beneficiaries: 60,000 farmers

Total project investment: \$36.4m (for coffee and cacao)

Feed the Future Democratic Republic of the Congo Strengthening Value Chains

Country: Democratic Republic of Congo

Funder: Feed the Future USAID/DRC

Partners: TetraTech (lead), INERA, UCB

Target coffee beneficiaries: 15,000 farmers

Total project investment: \$23m

Philippine Coffee Advancement and Farm Enterprise (PhilCAFE)

Country: Philippines

Funder: Food For Progress, USDA

Partners: ACDI/VOCA (lead), DSSC, CMU

Target coffee beneficiaries: 70,250 people

Total project investment: \$25.45m

Rehabilitating Puerto Rico's Coffee Seed Sector Post Hurricane Maria

Funder: Starbucks Foundation and Fonalledas Foundation

Partners: Puerto Rico Coffee Roasters and Hispanic Foundation

Target coffee beneficiaries: 200

Total project investment: \$583,243

Innovative Technology for the Management of Coffee Nurseries

Country: Mexico

Funder: Interamerican Bank

Partners: Sustainable Harvest (lead)

Target coffee beneficiaries: 2,000

Total project investment: \$2m

Peru Coffee Alliance for Excellence (CAFÉ)

Country: Peru

Funder: USAID/Peru

Partners: Technoserve (lead)

Target coffee beneficiaries: 12,000

Total project investment: \$12.925m

Program for Strengthening the Climate Resilience of Coffee Forests in El Salvador

Country: El Salvador

Funder: Interamerican Development Bank

Leader: Ministry of Agriculture and Livestock (MAG), Salvadoran Coffee Council (CSC)

Target coffee beneficiaries: TBD

Total project investment: \$45m

Global Coffee Genetic Resource Conservation

Country: Global

Funder: USDA/Foreign Agricultural Service

Partners: Crop Trust, NCIs

Total project investment: \$32,971

Strengthening Ethiopian Coffee Sector

Country: Ethiopia

Funder: Feed the Future USDA/Foreign Agricultural Service

Partners: USAID/Ethiopia, EIAR, JARC

Total project investment: \$75,000

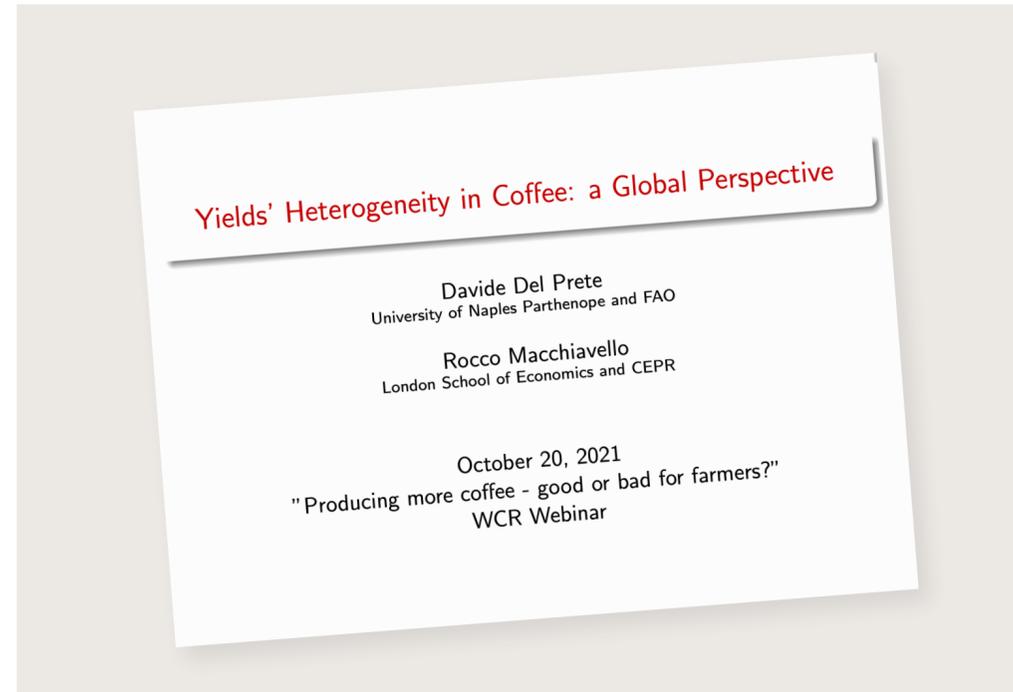
 = LED BY WORLD COFFEE RESEARCH

Global Leadership



The Shade Catalog

Available in both English and Bahasa, the Catalog empowers Indonesian farmers to select shade trees that are good for coffee, support and diversify household incomes, and provide benefits to wildlife and ecosystem services. The Shade Catalog gathers existing data on trees found in coffee landscapes—from the species' main attributes, uses, and benefits to propagation and management tips—and makes it freely accessible to support whole-farm planning. A collaboration between World Coffee Research, Conservation International, and the Smithsonian Migratory Bird Center.

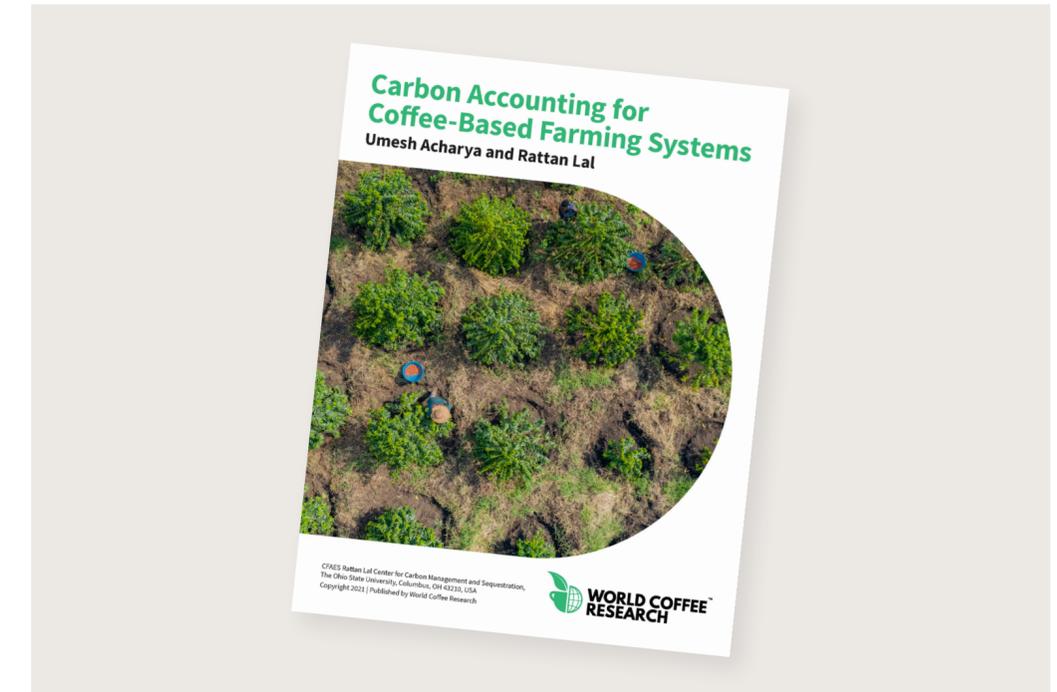


Yields' Heterogeneity in Coffee: A Global Perspective

Dr. Rocco Machiavello, Associate Professor in Management, London School of Economics

Dr. Davide Del Prete, Assistant Professor of Economics, University of Naples Parthenope

Researchers from the London School of Economics and University of Naples Parthenope, using global farmer data from Enveritas, generated an analysis on the price/yield paradox. It explores differences in coffee yields around the world, why measuring the agricultural productivity gap matters, how resource allocations can deliver different outcomes on yield and price, and the impact that increasing yields for the lowest-performing farmers would have on global supply and price.



Carbon Accounting for Coffee-Based Farming Systems

Dr. Umesh Acharya and Dr. Rattan Lal
CFAES Rattan Lal Center for Carbon Management and Sequestration

This white paper, led by World Food Prize Laureate Dr. Rattan Lal, collates and synthesizes information on commonly used tools in estimating the carbon footprint (CFP) of coffee-based farming systems, discusses pros and cons of those tools, reviews recent research on coffee's CFP, and proposes improvements to measure CFP more accurately at the farm level.

Webinars



WCR Presents: Is producing more coffee good or bad for farmers?

Watched by 352 people in 58 countries



WCR Presents: Rethinking Carbon Accounting

Watched by 442 people in 59 countries



WCR Presents: La gran epidemia de roya

Watched by 315 people in 22 countries

Download or watch at worldcoffeeresearch.org/resources

Publications

Frontiers in Sustainable Food Systems

Coffea arabica Survey in South Sudan and Genotypic Comparison with Ex Situ Germplasm Collections from CATIE

Sarada Krishnan, Solene Pruvot-Woehl, Aaron P. Davis, Tim Schilling, Justin Moat, William Solano, Amin Al Hakimi, and Christophe Montagnon

Views: 2,636

Genetic Resources and Crop Evolution

Vulnerability of coffee (Coffea) genetic resources in the United States

Sarada Krishnan, Tracie Matsumoto, Chifumi Nagai, James Falconer, Suzanne Shriner, Jennifer Long, Juan F. Medrano, and Fernando E. Vega

Views: 439



2021 Finances*

Despite the continued economic uncertainty of 2021, WCR closed the year in a strong position. Thanks to conservative expense management and financial support from 241 companies and individuals, we closed 2021 with solid reserves.

Contributions earned[†] from the coffee industry in 2021: \$2,945,000

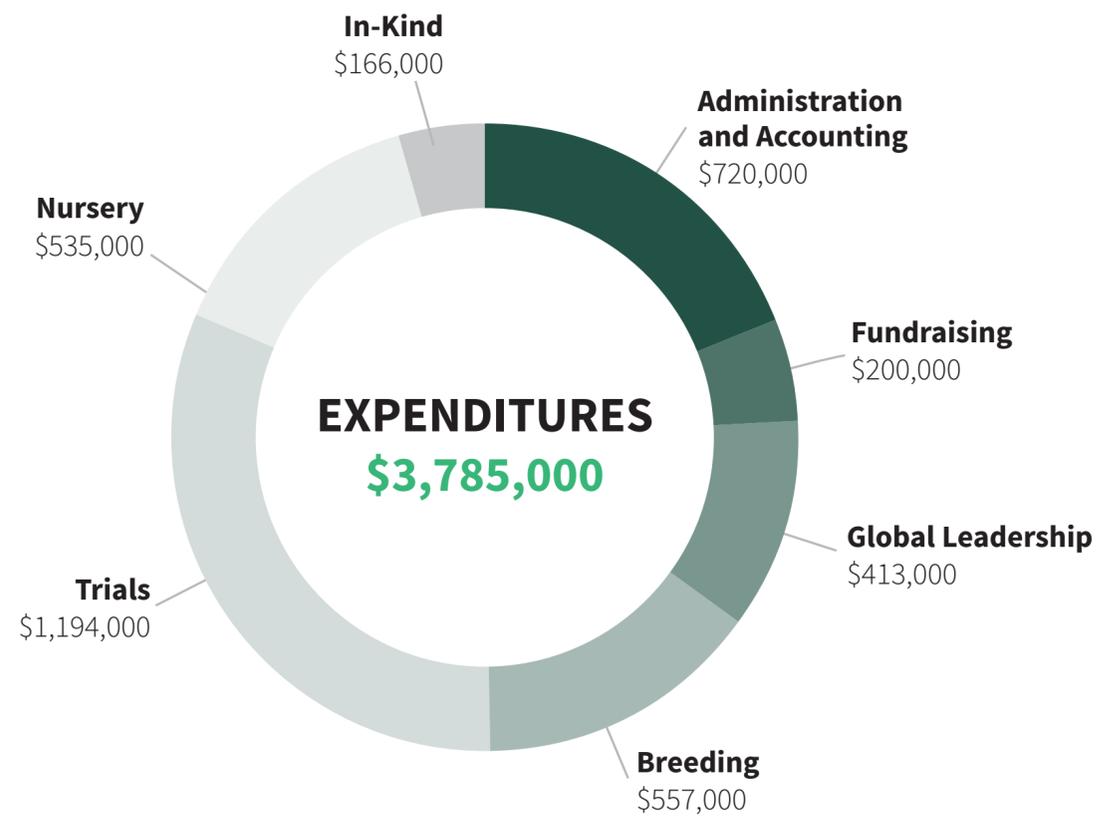
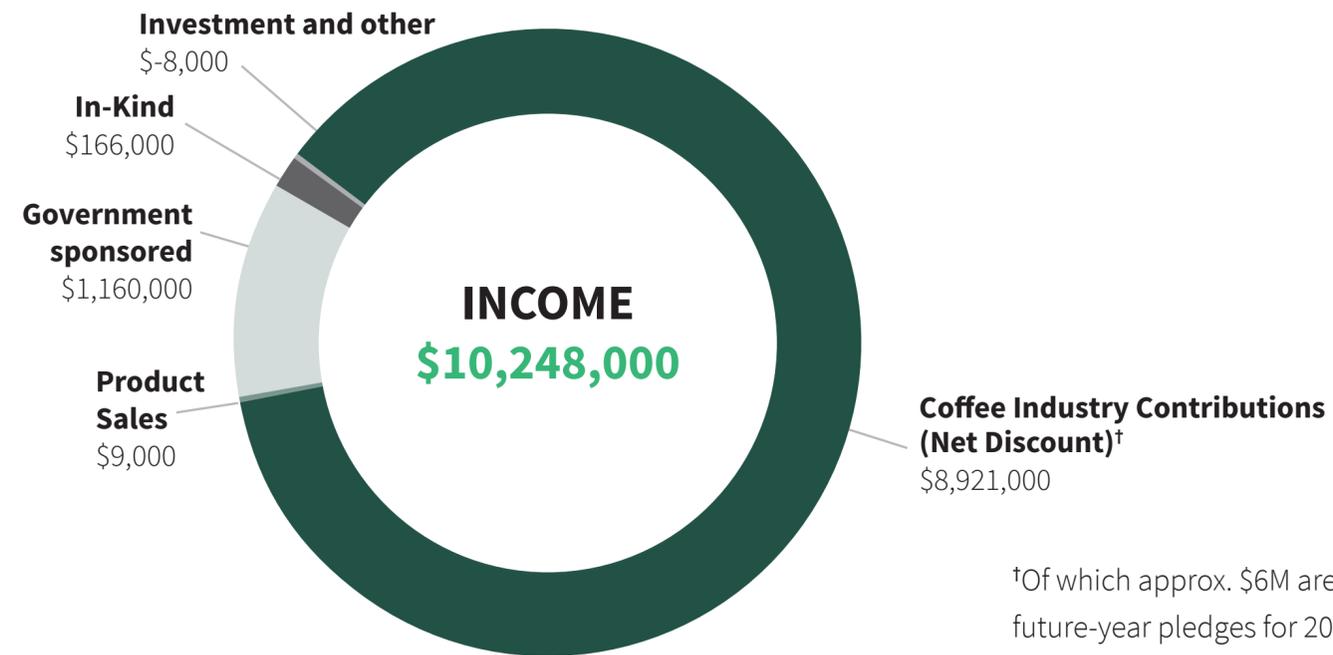
2021 Year-End Financial Position

Cash/Investments:	\$3,550,000	Liabilities:	\$217,000
Pledges Receivable:	\$5,976,000	Net Assets:	\$9,877,000
Other Assets:	\$568,000		

Total Financial Position: \$10,094,000

*Pre-audit figures on an accrual basis

† Earned: For 2021 received revenue, does not include future-year pledged amounts



2021 Members and Contributors

Our members—companies large and small—come together pre-competitively to set a shared global agenda for coffee research. Their participation is a critical foundation for a vibrant and sustainable coffee sector.

In 2021, 241 companies and individuals from 27 countries contributed financially to our work.

\$500,000+



THE J.M. SMUCKER Co

\$200,000-\$499,999



\$100,000-\$199,999



THE STARBUCKS FOUNDATION



FONDAZIONE GIUSEPPE E PERICLE LAVAZZA ONLUS

ALLEGRO COFFEE

\$50,000-\$99,999

- Community Coffee Company
- Foodbuy (Farmer Brothers Artisan Coffee)
- KEY COFFEE
- KEYCOFFEE Y.S. Foundation
- Lavazza Professional
- Tchibo
- Westrock Coffee Company

\$20,000-\$49,999

- Coffee Circle
- EFICO Group
- La Marzocco
- Mercon Coffee Group
- Philz Coffee
- PROBAT
- Royal Cup Coffee
- Workshop Coffee

\$10,000-\$19,999

- Asahi Quality & Innovations
- Caravela Coffee Europe
- Chameleon Cold-Brew
- Clif Bar & Company
- Counter Culture Coffee
- Descamex
- Eight O’Clock Coffee
- F. Gaviña & Sons
- Intelligentsia Coffee
- La Colombe Coffee Roasters
- Lincoln & York Coffee Roasters
- Louis Dreyfus Company
- MiiR
- Reily Foods
- Sucden Coffee
- TKI NovaSource
- Tony’s Coffee

\$5,000-\$9,999

- Ally Coffee
- Bewley’s N.A./Java City
- Blue Bottle Coffee
- Camber Coffee
- Caravela Coffee USA
- Coffee Libre
- Equator Coffees
- InterAmerican Coffee/ Neumann Gruppe USA
- Olam Americas–Specialty Coffee Division
- Origin Coffee Roasters
- Rave Coffee
- SEY COFFEE
- Single O
- Specialty Coffee Association of Japan
- Sucafina Specialty EMEA
- Sustainable Harvest
- TERAROSA (Haksan Co.Ltd)
- The Coffee Source

\$1,000-\$4,999

- Atlas Coffee Importers
- Bäckerei Happ GmbH & Co.
- Barrie House Coffee
- Batdorf and Bronson Coffee Roasters
- Beck Flavors
- Black Oak Coffee Roasters
- Boomtown Coffee
- Brian Gaffney
- Cafcom Trading
- Cafe Virtuoso
- Cafes Lobodis
- Calendar Coffee
- Dark Woods Coffee
- Dear Green
- Driftaway Coffee
- DRWakefield
- Dunn Brothers Coffee Franchising
- Evan Piepenbrink
- Friday Coffee Roasters
- Hacienda La Minita
- Huckleberry Roasters
- Intercontinental Coffee Trading
- Irving Farm New York
- Jones Coffee Roasters
- Kaldi Coffee Farm
- Kaldi’s Coffee
- Limini Coffee
- Marubeni Foods
- Melbourne Coffee Merchants
- Mr. Espresso
- Ofi International -Geneva Branch
- Olam Specialty Coffee-Europe
- Ozo Coffee
- Pacific Espresso
- Raw Bean Limited
- Roast House Coffee

- S. Ishimitsu & Co.
- Small Batch Coffee Roasters
- Solberg & Hansen
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Sweet Maria’s Coffee
- Swiss Water Decaffeinated Coffee Company
- Temple Coffee Roasters
- The Gentlemen Baristas
- The Roastery
- The Seed
- Transcend Coffee
- Union Hand -Roasted Coffee
- Vides58Coffees
- Walker Coffee Trading
- WDF Pte Ltd.



Up to \$999

- 1Cup Coffee Roasters
- Bakito Baki
- Be Brave
- Beanstock Coffee Roasters
- BlendIn Coffee Club
- Blossom Coffee Roasters
- Blume Coffee Traders
- Bodum
- Bolt Coffee Company
- Boon Boona Coffee
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Bridge Coffee Co.
- Brookmill Roastery
- Bulavity
- Camino Real Coffee Roasters
- Caravan Coffee
- Caravan Coffee Roasters
- Caravela Australia Pacific
- Casa Espresso
- Chanji Coffee Firm
- Charlotte Mulliner
- Chouette Torréfacteur Laboratoire
- Clare Thompson/Love Bristol
- Coastal Coffee Traders
- Coffea arabica limited
- Coffee Bros.
- Coffee Editor
- Coffee Factory
- Coffee Friend
- Coffee Medley
- Coffee Nexus
- Coffee Traders
- Coldblow Coffee Company
- Colour Coffee Roasting
- Crankhouse Coffee
- Crop to Cup Coffee
- Cuppers Choice
- Curve Coffee Roasters
- Daniel Mondak
- Darden-Young Farm
- Dave's Koffiebranderij
- Dispatch Coffee
- Dmitrii Kirilin
- ECRE
- Espanola Coffee Roasters
- Excelco Trading
- Exhale Healthy Coffee
- Firsthand Coffee
- FiXX Coffee
- Flat Fox Coffee Company
- Flying M Coffee
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude Coffee Roasters
- Fulcrum Coffee
- Full City Rooster
- Genius Coffee
- Girl with a portafilter
- Greenway Coffee Company
- Halvo Coffee Roasters
- Hardoor Estates
- Heart and Graft Coffee
- Horiguchi Coffee Institute
- Horsham Coffee Roaster
- Ickle Coffee
- Imbibe Coffee Roasters
- Jakub Ditrich
- Jared Gottdiener
- Johann Jacobs Haus
- Jonas Wellington
- Journee Coffee
- Junker's Café-Rösterei
- Kiss the Hippo Roastery
- Kittel Coffee
- Kona Kaffeerösterei
- Kyokuto Fadie Corp.
- Landmark Specialty Coffee
- Lineover Coffee
- List + Beisler
- Lūna Coffee
- Macondo Coffee
- Marco Agustoni
- Marigold Coffee
- Market Lane Coffee
- Melodrip Co.
- Method Coffee Roasters
- Metric
- Monastery Coffee
- MoonGoat Coffee Roasters
- Mundo Novo Coffee
- Mya Bros
- Nathan Page
- Nemesis Coffee
- Nicolas Rivolta
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Osito Coffee
- Pachamama Coffee Cooperative
- Prescott Coffee Roasters
- Primavera Coffee Importers
- Prometheus Coffee Roasters
- Public Coffee House
- Quaffee
- Rabbit Hole Roasters
- Rebel Dog Coffee Company
- Red Cedar Coffee Co.
- Restaurant Au jardin
- Rimini Coffee
- Ringtons
- Ritual Coffee Roasters Tasmania
- River City Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Ross Street Roasting
- Rothfos Corporation
- Saint Henri-Micro Torrefacteur

- Sample Coffee Roasters
- Samuel Liu
- Satoru Coffee
- SCS Global Services
- Shedlight Coffee Roasters
- South Texas Coffee Initiative
- Square One Coffee Roasters
- Startup Coffee Company/ Apex Coffee
- Structure Coffee Roasters
- Swan Song Coffee
- Taf Coffee
- Takewara Coffee
- Tamikka Sims
- Tata Coffee
- The Steam Engine
- Therefore Coffee Roasters
- Travis Horesh
- True Stone Coffee Roasters
- Vagabond Coffee Roasters
- Vessel Roasters
- WB Coffee
- Wesley Hanson
- West Cork Coffee Roastery
- Zen Coffee Roasters
- Zephyr Green Coffee



2021 Checkoff Program Participants

Participating Suppliers - Matching/Contributing

- Atlas Coffee Importers
- Caravela Australia Pacific
- Caravela Coffee Europe
- Caravela Coffee USA
- Crop to Cup Coffee
- Descamex
- DRWakefield
- Excelco Trading
- Falcon Coffees
- Hacienda La Minita
- InterAmerican Coffee USA
- Intercontinental Coffee Trading
- List + Beisler
- Melbourne Coffee Merchants
- Ofi International
- Olam Specialty Coffee - Americas
- Olam Specialty Coffee - Europe
- Osito Coffee
- Primavera Coffee Importers
- Rothfos Corporation
- Sucafina Specialty EMEA
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- The Coffee Source
- Walker Coffee Trading
- Zephyr Green Coffee

Participating Suppliers - Non-Matching

- Algrano
- American Coffee Corporation
- Atlantic Specialty Coffee
- Be Green Trading SA
- Benchmark Coffee Traders
- Bourbon Specialty Coffee
- Cafe Imports
- Cape Horn Coffee Company
- Capricorn Coffee Comercio Internacional
- COFCO International
- Condesa Co. Lab
- Coopfam
- East Africa Coffee Co.
- Expocaccer Cooperativa dos Cafeicultores do Cerrado
- Exportadora de Café Guaxupé
- Gollücke & Rothfos
- Greencof
- InterAmerican Coffee UK
- Kawacom
- La Bastilla Coffee Estates
- Louis Dreyfus Company
- Nordic Approach
- Paragon Coffee Trading Company
- Racafe
- RGC Coffee
- Royal Coffee
- Sucafina Specialty North America
- The Green Coffee Company
- Trabocca
- Volcafe Specialty Coffee



Participating Roasters/Retailers

- 1Cup Coffee Roasters
- Allegro Coffee Company
- Bäckerei Happ
- Barrie House Coffee
- Batdorf and Bronson Coffee Roasters
- Beanstock Coffee Roasters
- Bewley's N.A./Java City
- Black Oak Coffee Roasters
- Blossom Coffee Roasters
- Blue Bottle Coffee
- Blume Coffee Traders
- Bodum
- Bolt Coffee Company
- Boon Boona Coffee
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Cafe Virtuoso
- Calendar Coffee
- Camino Real Coffee Roasters
- Caravan Coffee Roasters
- Casa Espresso
- Chameleon Cold-Brew
- Coffee Bros.
- Coffee by Tate
- Coffee Factory Ltd
- Coldblow Coffee Company
- Colour Coffee Roasting
- Counter Culture Coffee
- Crankhouse Coffee Ltd
- Cuppers Choice
- Curve Coffee Roasters
- Dark Woods Coffee
- Dave's Koffiebranderij
- Dispatch Coffee
- Driftaway Coffee
- Dunn Brothers Coffee Franchising
- ECRE
- Equator Coffees
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude Coffee Roasters
- Full City Rooster
- Greenway Coffee Company
- Heart and Graft Coffee
- Horsham Coffee Roaster
- Huckleberry Roasters
- Imbibe Coffee Roasters
- Intelligentsia Coffee
- Irving Farm New York
- Johann Jacobs Haus
- Jones Coffee Roasters
- Junker's Café-Rösterei
- Kaldi's Coffee
- Kiss the Hippo Coffee
- Kittel Coffee
- Landmark Specialty Coffee
- Limini Coffee
- LUNA Coffee
- Marigold Coffee
- Market Lane Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Mr. Espresso
- National DCP - Dunkin'
- Olisipo Coffee Roasters
- Origin Coffee Roasters
- Ozo Coffee
- Philz Coffee
- Public Coffee House
- Quaffee
- Rabbit Hole Roasters
- Rave Coffee
- Rimini Coffee
- Ringtons Ltd
- River City Coffee
- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Ross Street Roasting
- Saint Henri - Micro Torrefacteur
- Sample Coffee Roasters
- Single O
- Small Batch Coffee Roasters
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Square One Coffee Roasters
- Structure Coffee Roasters
- Taylors of Harrogate
- Temecula Coffee Roasters
- Temple Coffee Roasters
- The Roastery
- Tony's Coffee
- True Stone Coffee Roasters
- Vagabond Coffee Roaster
- West Cork Coffee Roastery
- Workshop Coffee
- Zen Coffee Roasters



Board of Directors

Our board members are some of the most important leaders and thinkers from coffee companies around the world. They work hard behind the scenes to guide our programs.



Doug Welsh
JDE Peet's
Chair



Jim Trout
The J.M. Smucker Company
Vice Chair



Giacomo Celi
Mercon Coffee Group
Secretary



Shawn Hamilton
Counter Culture Coffee
Treasurer



Hope Bagozzi
Tim Hortons



Nanda Bergstein
Tchibo



Mario Cerutti
Lavazza



Kelly Goodejohn
Starbucks Coffee Company



Nadia Hoarau-Mwaura
JDE Peet's



Andrea Illy
illycaffè



Liz Longstreet Darr
National DCP - Dunkin'



Elizabeth McLaughlin
Westrock Coffee Company



James McLaughlin
Intelligentsia Coffee



Monique Oxender
Keurig Dr Pepper



Victoria Salin
Texas A&M (TAMU)



Matt Saurage
Community Coffee Company



Jim Smith
Royal Cup Coffee



Pablo von Waldenfels
Tchibo



Keith Writer
Taylors of Harrogate

Team

Our team executes our ambitious agenda to modernize variety innovation systems to increase supplies of quality coffee and improve farmer livelihoods.

LEADERSHIP

Dr. Jennifer “Vern” Long
CEO



Dr. George Kotch
RESEARCH DIRECTOR

Dr. Kraig Kraft
ASIA & AFRICA DIRECTOR

Salvador Urrutia Loucel
LATIN AMERICAN DIRECTOR

Hanna Neuschwander
STRATEGY & COMMUNICATIONS DIRECTOR

Siaska Vieira de Castro
ADMINISTRATION & FINANCE DIRECTOR

OUR TEAM

Julio Alvarado
Research Technician

Jorge Berny Mier y Teran
Breeding and Technical Manager

Josue Callejas
Sub-Regional Coordinator (North)

Elly Castro
Sub-Regional Coordinator (South)

Kristin Franklin
Contracts and Grants Manager

José María Gómez Vargas
Latin America Program Manager

Koleen Hall
Business Manager US

Jarrold Harris
Finance and Post-Award Manager

Alexa Heinicke
Corporate Partnership Manager

Jean Baptiste Kayigamba
Breeding Hub Technician

Ana Lucia Kolasinski
Accounting Manager

Christiane Masikira Fazili
Congo R&D Agronomist

Jimmy More
Peru Agronomist

Simon Martin Mvuyekure
East Africa Breeding Coordinator

Maureen Namugalu
Uganda Agronomist

Maud Nicolas
Business Manager Europe

Square Nyasulu
Malawi Agronomist

Jose Paiz
Guatemala Coordinator

Solene Pruvot-Woehl
Trial Manager

Nuzul Qudri
Asia Regional Coordinator

Remy Rodriguez
Puerto Rico Agronomist

Sylvain Roulain
Trial Manager

Jean Paul Rugwiro
Rwanda Agronomist

Peter Sinnott
Data Systems Manager

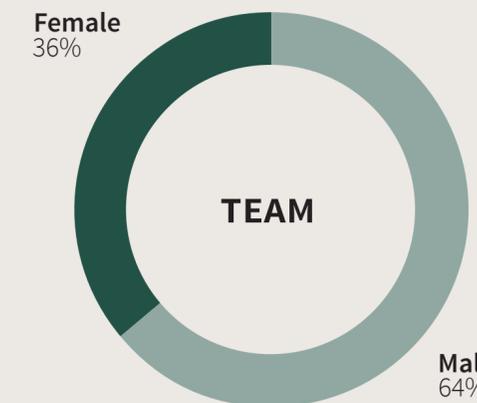
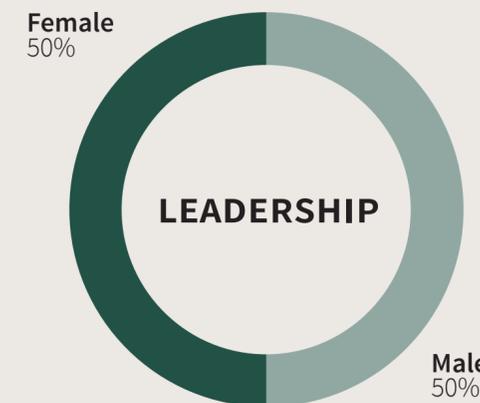
Samuel Thuo Mungai
Kenya Agronomist

Donnel Tiedra
Philippines Agronomist

Emilia Umaña
Nursery Development Program Manager

Jesslin Zeledón
Nicaragua Agronomist

As of July 1, 2021, WCR team members were:



LIVING IN 16 COUNTRIES

Core values

In 2021, WCR adopted new core values to guide our work.

Be collaborative

Contribute in whatever way you can. Understand where silos exist and actively work across them. Always acknowledge the contributions of others. Understand the needs and interests of others—from colleagues to peers to partners—and look for common ground and shared value. Uplift others. Provide mutual support and care to one another.

Be nimble and curious

Look for creative solutions to difficult problems. Recognize that the best solutions come from the open exchange of ideas. Actively pursue diverse perspectives—whether across scientific disciplines, market segments, or geographies. Be willing to change course when the evidence supports it.

Solve problems that matter

Make sure you understand the problem you are trying to solve and can express it to others. Prioritize the most important problems—those that drive our mission forward and move the needle for our members and partners.

Adopt a spirit of kaizen

Look for ways to change for the better. When a problem arises, work not only to correct the problem but to understand and address its root cause. Ask for feedback early to uncover and address potential problems before they calcify.

Embrace accountability

Communicate clearly. Own the outcomes of our work. Uphold commitments to one another and to members and partners. Admit mistakes when they happen. Act with integrity.