


ANNUAL REPORT 2023

Forging the future of coffee





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.



WCR comprises 177 member companies in 29 countries, investing collectively to generate transformational, generational impact on coffee production worldwide.

ABOUT THIS REPORT

This report covers World Coffee Research activities, highlights, and results for the period between January 1, 2023 and December 31, 2023.

Improved varieties catalyze resilience and growth across the coffee sector

We deliver climate-resilient coffee varieties because of their unique potential to enhance sustainability and reduce business risk at the same time.

IMPROVED VARIETIES:

- Improve productivity to stabilize supplies across diverse origins
- Allow smallholder and family farmers to thrive despite climate + disease shocks
- Boost farmer incomes and decrease poverty
- Reduce the need for crop protectants
- Reduce emissions growth from coffee agriculture
- Improve cup quality
- Deliver impact at scale, helping millions of farmers increase prosperity
- Create transformational impact on farming communities





Most farmers
have this...

but
need
this.

Photo credit: Jonas Ferraresso

2023: Knowledge is power



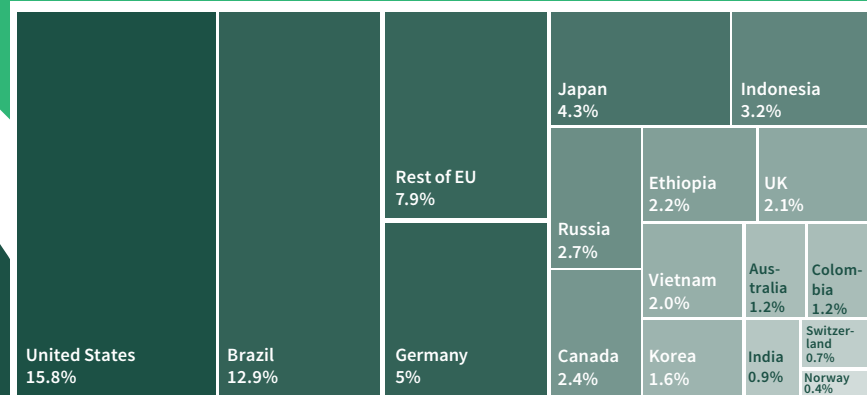
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REPORT



A brighter future for coffee depends on innovation

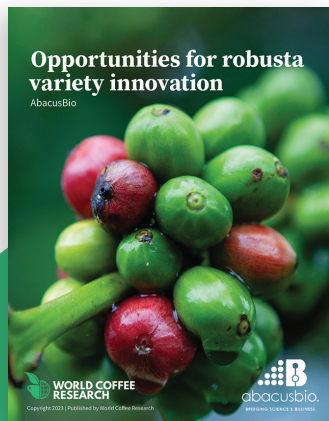
In 2023, WCR defined the global coffee R&D investment gap at \$US452 million/year.

Fair share of R&D investment by consuming countries, based on share of global coffee consumption (average 2018-2022)*



*Remaining world consumption = 33.5%. Data source: International Coffee Organization, 2023

FIND ALL REPORTS AT
worldcoffeeresearch.org



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REPORT



Breeding can fortify global robusta supplies to avert supply shortages

Globally, current levels of investment in robusta research and breeding are not sufficient to meet growing demand for robusta or the evolving quality needs of the market. But national breeding programs are positioning themselves for innovation. A global, collaborative breeding effort could address supply shortages and quality needs.



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REPORT



Improved varieties can decrease climate emissions from farming by up to 32%

Through improved productivity, better coffee varieties can reduce the carbon emissions generated by coffee agriculture, reinforcing the value of investing in breeding to reduce the coffee industry's carbon footprint.

Our work

We work urgently in multiple, strategically targeted countries in Asia, Africa, and Latin America that contain 50% of the world's 12.5 million family coffee farms and generate 30% of global coffee supply. Our collaborative partnerships enable us to elevate shared priorities for agricultural innovation, driving value for everyone from farmers to consumers.

We work across four integrated program areas to put the best coffee varieties into farmers' hands:

BREEDING

TRIALS

NURSERY/SEED SECTOR WORK

GLOBAL LEADERSHIP



Shared public + private investment catalyzes prosperity

The coffee industry and national coffee institutes make foundational investments to bring new varieties to market through breeding, trials, and distribution programs. Public sector investment enhances and speeds progress.

**Our portfolio delivers
better varieties—
faster**

Public sector investments make breeding faster,
better, cheaper + support planting programs to
impact smallholders across the globe

Farmer Access
propagation, scale-up,
+ distribution

Farmers have market-relevant
choices to increase prosperity +
meet global demand

Trials

precommercial
+ agronomic testing

Breeding

+ multi-environment
testing

Industry + national coffee institutes
collaborate on market-tailored new variety
development + local performance testing



Breeding

We deploy modern breeding tools and the power of global collaboration to transform coffee breeding and lay the foundation for the dawn of new opportunities in our industry.



Check out our Innovea video to hear from coffee breeders around the world!

Arabica breeding and the Innovea Global Coffee Breeding Network

In 2022 WCR launched Innovea, the world's first global, collaborative breeding network for arabica, bringing together nine countries to access new variety candidates and modernize their variety improvement systems. Innovea will offer a step change in choice for farmers.

EXPECTED OUTCOMES

- In 2030, 100+ new varieties available for pre-commercial testing
- Climate-resilient varieties reduce farmer risk, meet global coffee production challenges, preserve origin diversity, and incentivize deeper investment in coffee agriculture
- First new arabica varieties released as early as **2036**

ADVANCES IN 2023 INCLUDE

- 5000 novel and genetically unique seeds shipped and germinating in 6 countries in the Innovea network
- 2 breeding factory sites installed
- Global summit of coffee breeders from around the world in Amsterdam





Robusta breeding

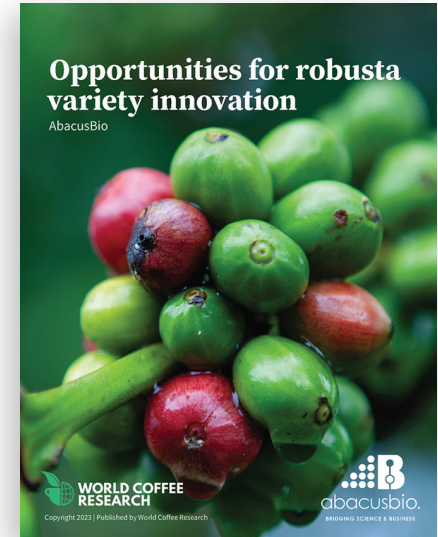
In 2023, WCR began working toward the launch of a global robusta breeding network to parallel the Innovea network. The breeding program begins in 2024. To lay the foundation for this expanded focus on robusta, we also launched a robusta Variety Catalog and published manuals and videos for robusta nursery managers (see pg.15).

EXPECTED OUTCOMES:

- First wave of new robusta varieties released as early as **2039**, created by crossing genetic groups that haven't been crossed together before

ADVANCES IN 2023 INCLUDE:

- Comprehensive study of opportunities for robusta genetic improvement concludes that breeding is the highest return investment at a global scale to sustain and enhance robusta supplies
- Establishment of a breeding collection at WCR Research Farm in El Salvador
- Global summit of robusta coffee breeders from around the world



Download the full report

Trials

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. We integrate global industry feedback on cup quality into performance results.

Global trial networks help national coffee institutes—which are responsible for variety release in most countries—to evaluate and access the best varieties and help farmers and the broader industry be assured that varieties will be resilient to climate change.

F1 hybrids trial

Four finalists are advancing to precommercial trials

From an original group of 46 hybrid crosses, WCR identified four finalist candidates to advance to precommercial testing with trial partners in Latin America. WCR's research trials showed up to 30% yield gains for these varieties.

- Top candidates will be tested in phase II precommercial trials beginning in 2024
- 10,800 plants were multiplied for shipment in 2024



Multiplying copies of F1 hybrid finalists at the CATIE somatic embryogenesis lab in Costa Rica. From a small piece of leaf tissue, up to 10 new plants can be generated.



International Multilocation Variety Trial (IMLVT)

The world's largest coffee variety trial is extended

The IMLVT is the world's largest coffee variety trial with 31 varieties (50,000 plantlets). It is currently installed in 22 sites in 15 countries. It was initiated in 2015.

- In 2023, 6 sites were confirmed for 6-year extension of the trial (through 2029) enabling the collection of yield, disease and quality performance data after rejuvenation pruning. Six mature sites were closed in 2023.
- Completion of first 3-year cycle of cupping data collection in 2023.

The IMLVT site in India shows global varieties being tested under dense shade.



Nurseries

To make higher quality plants available to farmers today, we strengthen seed systems, purify seed lots, and train nursery managers and seed producers in best practices. Expanding comprehensive quality assurance systems for new trees is critical for supporting global coffee supplies and enhancing farmer prosperity.

Since the inception of our nursery programs in 2017, we have trained 434 nurseries on best practices and cleaned 29 seed lots worldwide.



Nearly 400 nursery operators in Uganda were trained on best practices in 2023.



Our progress in 2023

LATIN AMERICA


- **28,540** tree samples from **81** seed lots tested for genetic purity
- **59** seed lots assessed for genetic conformity and **22** seed lots supported for clean-up
- **70** people trained on best practices for seed production

UGANDA

- **10** demonstration robusta nurseries established in Uganda and **393** nursery operators trained on nursery management practices
- **7** arabica seed lots participated in seed-lot clean-up to ensure genetic traceability
- **5** training videos + **1** grafting training manual for robusta extension workers, nursery operators, and farmers; translation of arabica nursery training videos into Luganda and Lugisu
- To date, nearly **50,000** coffee wilt disease-resistant plants (known as “KR-lines”) have been supplied to entrepreneurial farmers in the Greater Masaka region, in partnership with UGACOF/Sucafina. Farmers are establishing micro-nurseries on their land, with the goal of supporting a network of over 2,000 other farmers in Uganda to access these materials

Guatemala highlight

WCR supported Anacafe in Guatemala to use quality assurance tools in seed sources in order to ensure that the national supply of Anacafe 14 trees (a key variety in the country) remains genetically pure.



To confirm the genetic identity of a plant, small leaf samples are taken with a punch hole device and sent to a genetics laboratory in Sweden.



NEW ROBUSTA MANUALS AND TRAINING VIDEOS



Download these resources at
worldcoffeeresearch.org/resources

Global Leadership

More than ever before, WCR engages industry and governments to **invest in innovation**.

Global advocacy to catalyze coffee R&D

In 2023, we determined that coffee faces a \$452 million/year agricultural innovation investment gap, creating new urgency to catalyze increased investment and support for coffee R&D from industry and governments around the world. We expanded advocacy efforts from a focus on the U.S. to include other governments, including Japan, Australia, Canada, Germany, and the EU. In 2023, 41 WCR member companies participated in advocacy efforts in 6 consuming countries.

Leveraging our impact through coffee development projects

Coffee development projects invest heavily to enhance agricultural training and marketing efforts for coffee producing communities worldwide; where possible, WCR contributes relevant technical support to these programs to enhance their long-term impact.

- In 2023, WCR participated in **2 international coffee development projects** in **6 countries** (projects: MOCCA project in Central America; PhilCAFE in the Philippines)
- In total, these projects invest **\$60 million dollars** and target **103,700 farmer beneficiaries**



Resources and knowledge sharing

In 2023, WCR's knowledge products—including the Coffee Varieties Catalog, Sensory Lexicon, nursery manuals and more—were viewed **150,794 times** in **99 countries**.



Download free WCR resources at
worldcoffeeresearch.org/resources

Resources for robusta

ROBUSTAS ADDED TO THE WCR VARIETIES CATALOG!



For the first time ever, robusta varieties have been added to WCR's global coffee catalog! Featuring profiles of 47 robusta varieties commonly cultivated in 8 top robusta producing countries.

DNA fingerprinting database

NEW OPEN-ACCESS TOOL FOR RAPID DNA FINGERPRINTING



A new, open-access resource for building rapid arabica coffee DNA fingerprinting services using SNP markers. This tool has been used to clean up the seed supply from 22 seed lots in Latin America, assuring that high-quality, genetically conforming planting material will be available to nurseries across the region next year.

Addressing potato defect

NEW SUMMARY GUIDE

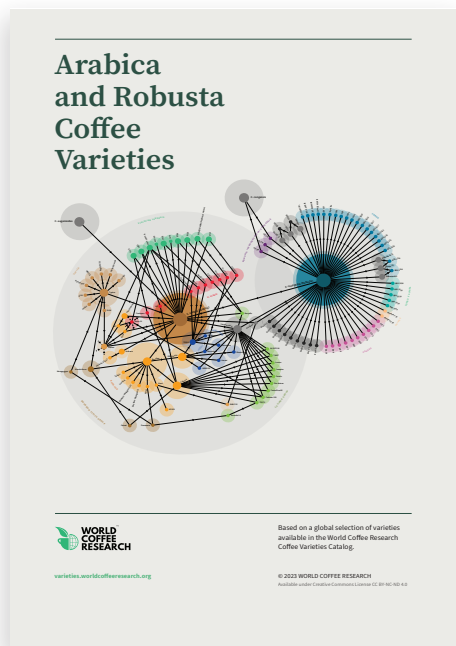


This white paper reviews current knowledge about potato taste defect (PTD)—a damaging quality defect often encountered in coffee from Rwanda, Burundi, Congo, Uganda, and sometimes Tanzania and Kenya. It describes current scholarship on PTD and the practical steps that producers and exporters can take to manage quality for PTD.

NEW IN 2023

VARIETIES POSTER

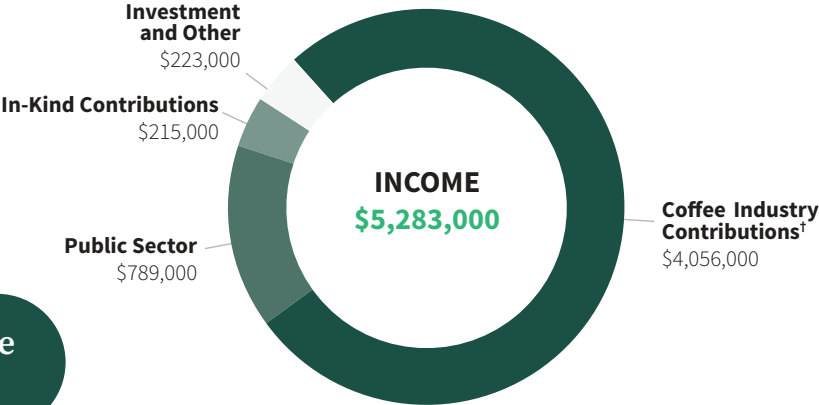
A new downloadable and printable visualization of the genetic relationships between coffee varieties from the WCR Coffee Varieties Catalog



2023 Finances

In 2023, we confirmed the strong commitment of our 177 member companies to securing the future of coffee today and for generations to come. 62 companies and individuals provided additional financial support in 2023.

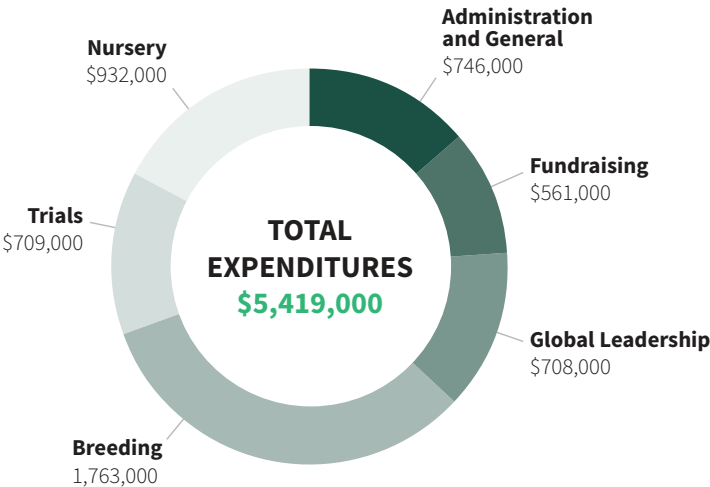
Contributions earned* from the coffee industry in 2023 was **\$4,056,000**



2023 Year-End Financial Position

Cash/Investments:	\$4,434,000
Pledges Receivable:	\$3,033,000
Other Assets:	\$495,000
Liabilities:	\$273,000
Net Assets:	\$7,689,000

Total Financial Position**\$7,962,000**



*Earned: For 2023 earned revenue includes cash received from prior year pledges but excludes future-year pledged amounts
†Of which \$560,000 are future-year pledges

2023 Members and Contributors

Our members—companies large and small—come together to collectively invest in a shared global agenda for coffee research. Their participation is a critical foundation for a vibrant and sustainable coffee sector.

In 2023, WCR had 177 member companies from 29 countries

MEMBERSHIP TIERS

- Coffee Blossom 🌱🌱🌱🌱🌱
- Coffee Tree 🌱🌱🌱🌱
- Seedling 🌱🌱🌱
- Sprout 🌱🌱
- Seed 🌱



COFFEE BLOSSOM



COFFEE TREE



SEEDLING

- Allegro Coffee Company
- Eight O'Clock Coffee
- Community Coffee Company
- Philz Coffee
- Strauss Commodities



SPROUT

- Barrie House Coffee
- Black Oak Coffee Roasters
- Blue Bottle Coffee
- Bulavity
- Cafcom
- Caravela Coffee
- Coffee Bros.
- Coffein Compagnie
- Counter Culture Coffee
- Covoya Specialty Coffee
- Crankhouse Coffee Ltd
- De'Longhi
- Dutch Bros Coffee
- Fulcrum Coffee
- Intelligentsia Coffee
- Kaldi Coffee Farm Online Store
- Lincoln & York
- Madcap Coffee Company
- Marubeni Foods-Specialty
- Mercon Coffee Group
- Ome by Spacebar Coffee
- Origin Coffee Roasters
- Ozo Coffee Roasters
- Pacific Espresso
- PROBAT Inc.
- Rave Coffee
- Rumble Coffee Roasters
- Sarutahiko Coffee
- SEY
- Sucafina N.V.
- Sucden Coffee
- Sweet Maria's Coffee
- Union Hand-Roasted Coffee



SEED

- 7000 Coffee Trees
- Alpaca Coffee Roasters
- Apex Coffee
- Asahi Quality & Innovations
- Atlas Coffee Importers
- Bäckerei Happ
- Bagavathi Coffee
- Beck Flavors
- Bell Lane Coffee
- Bewley's North America/Java City
- Blossom Coffee Roasters
- Bodum Roasting
- Boomtown Coffee
- Boon Boona Coffee
- Brewpoint Coffee
- Bridge Coffee Co.
- Bun Coffee Byron Bay
- BUNA
- Cafe Imports
- Cafe Virtuoso
- CafeTracker
- Camber Coffee
- Caravan Coffee
- Chouette Torréfacteur Laboratoire
- Coastal Coffee Traders
- Coffee Libre
- Coffee Nexus
- Coffee Unified
- Coffeebar
- Covoya Specialty Coffee
- CuBa BIOTEC
- Cultivar Coffee South Africa
- Cup North
- CUPRIMA
- Curve Coffee Roasters
- Dancing Goats Coffee
- Dark Woods Coffee
- Dear Green Coffee Roasters
- Descafeinadores Mexicanos (DESCAMEX)
- Dispatch Coffee
- Driftaway Coffee
- DRWakefield
- Dunn Brothers Coffee
- ECRE
- Equator Coffees
- Espanola Coffee Roasters
- Established Coffee
- Excelco Trading
- Exhale Coffee
- Fadie Sasaguri Roastery Corporation
- Falcon Coffees Peru
- Firsthand Coffee
- FiXX Coffee
- Forecast Coffee Company
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude Coffee Roasters
- Friday Coffee Roasters
- Fuglen Coffee Roasters Oslo
- Fuglen Coffee Roasters Tokyo
- Good Good Coffee
- Honey Coffee
- Horiguchi Coffee Research Institute
- Huckleberry Roasters
- Imbibe Coffee Roasters
- Instituto Regional del Café (IRC)
- InterAmerican Coffee/Neumann Gruppe USA
- Intercontinental Coffee Trading
- Irving Farm New York
- Jones Coffee Roasters
- Kaldi's Coffee
- KIM House Roaster
- Kiss the Hippo Coffee
- Kua Coffee
- La Colombe Coffee Roasters
- Limini Coffee
- List + Beisler
- Market Lane Coffee
- Melbourne Coffee Merchants
- Metric Coffee Co.
- Moplaco Trading
- Mr. Espresso
- Murnauer Kaffeerösterei
- Myracle Kitchen
- Nemesis Coffee Roasting
- Nylon Coffee

SEED CONTINUED

- Peak Coffee Co
- Peekskill Coffee
- Philippine Coffee and Barista Institute
- Prometheus Coffee Roasters
- Raw Bean Limited
- Red Cedar Coffee Co.
- RGC Coffee
- Rimini Coffee
- Ringtons
- Rio Coffee
- Riposo Coffee Roasters
- Roast House Coffee
- Ross Street Roasting Co.
- Roundtable Coffee Works
- S. Ishimitsu & Co.
- Samadool Coffee
- Satoru Coffee
- SCS Global Services
- Single O
- Small Planes Coffee
- Solberg & Hansen
- South India Coffee Company
- South Texas Coffee Initiative
- Stitch Coffee
- Sucafina NA
- Supremo Coffee
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- Taf Coffee
- TBD Coffee Co
- TCPL Beverages and Foods Limited
- Temecula Coffee Roasters
- Temple Coffee Roasters
- TERAROSA (Haksan Co.Ltd)
- The Coffee Source
- This Side Up Coffees
- Tony's Coffee
- Trabocca
- True Stone Coffee Roasters
- Vides58Coffees
- Walker Coffee Trading
- Workshop Coffee

IN 2023, 62 COMPANIES AND INDIVIDUALS PROVIDED ADDITIONAL FINANCIAL SUPPORT

- 1Cup Coffee Roasters
- 363 Creative Co Pty Ltd
- 7th Ave Roastery
- Beanstock Coffee Roasters, Inc.
- Blume Coffee Traders
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brian Gaffney
- Cafe de Leche
- Calendar Coffee
- Camino Real Coffee Roasters
- Chameleon Cold-Brew
- Coldblow Coffee Company
- Collaborative Coffee Source - North America
- Colour Coffee Roasting Ltd
- Condesa Co. Lab
- Crop to Cup Coffee
- Falcon Coffees Ltd.
- Full City Roaster
- Genuine Origin
- Greenway Coffee Company
- Hacienda La Minita
- Heart and Graft Coffee Ltd
- Horsham Coffee Roaster LTD
- International Coffee Traders
- Jared Gottdiener
- Johann Jacobs Haus GmbH
- Jonas Wellington
- Kittel Coffee
- Kona Kaffeerösterei
- Landmark Specialty Coffee

- Marigold Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Nicolas Rivolta
- North Fork Coffee Roasters
- Olam International Limited
- Olisipo Coffee Roasters
- Osito Coffee
- Parabola Brands
- Primavera Green Coffee B. V.
- Primavera Green Coffee LLC
- Prufrock Coffee
- Quaffee
- River City Coffee Ltd
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Saint Henri - Micro Torrefacteur
- Sample Coffee
- Samuel Liu
- Specialty Coffee Association
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Square One Coffee Roasters
- St Paul Roastery
- Structure Coffee Roasters
- The Roastery
- Torque Coffees
- Travis Horesh
- Vagabond Coffee Roasters
- West Cork Coffee Roastery Ltd
- Wonderstate Coffee

Special thanks also to Aquiares Hong Kong, which hosted a fundraiser for WCR in 2023.

2023 Checkoff Program Participants

MATCHING/CONTRIBUTING SUPPLIERS

- Atlas Coffee Importers
- Cafe Imports
- Caravela Australia Pacific
- Caravela Coffee USA
- Caravela Limited
- Coffee Unified
- Condesa Co. Lab
- Covoya Ltd.
- Covoya Specialty Coffee
- Crop to Cup Coffee
- CUPRIMA
- Descafeinadores Mexicanos (DESCAMEX)
- DRWakefield
- Excelco Trading
- Hacienda La Minita
- InterAmerican Coffee USA
- Intercontinental Coffee Trading
- List + Beisler
- Melbourne Coffee Merchants
- Olam International
- Primavera Green Coffee B.V.
- Primavera Green Coffee LLC
- RGC Coffee
- Sucafina N.V.
- Sucafina NA
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- The Coffee Source
- Trabocca
- Walker Coffee Trading

NON-MATCHING SUPPLIERS

- Agroindustrias Unidas de Mexico (AMSA)
- Atlantic Specialty Coffee
- Be Green Trading
- Bourbon Specialty Coffee
- Cape Horn Coffee Company
- Collaborative Coffee Source
- Coopfam
- East Africa Coffee Co.
- ECOM - Kawacom
- Expocaccer Cooperativa dos Cafeicultores do Cerrado
- Falcon Coffees
- Gollücke & Rothfos
- Greencof
- InterAmerican UK
- La Bastilla Coffee Estates
- Mercon Specialty Coffee
- Paragon Coffee Trading Company
- Racafe
- Royal Coffee
- Sucafina Australia
- Volcafe Specialty Coffee
- Volcafe UK





ROASTERS/RETAILERS

- 1Cup Coffee Roasters
- Allegro Coffee Company
- Bäckerei Happ
- Barrie House Coffee
- Beanstock Coffee Roasters
- Bewley's North America/Java City
- Black Oak Coffee Roasters
- Blume Coffee Traders
- Bodum Roasting
- Bolt Coffee Company
- Boxcar Coffee Roasters
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- Fortitude Coffee Roasters
- Full City Roaster
- Greenway Coffee Company
- Heart and Graft Coffee
- Horsham Coffee Roaster
- Huckleberry Roasters
- Intelligentsia Coffee
- Irving Farm New York
- Johann Jacobs Haus
- Kaldi's Coffee
- Kittel Coffee
- Kona Kaffeerösterei
- La Colombe Coffee Roasters
- Landmark Specialty Coffee
- Limini Coffee
- Market Lane Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Mr. Espresso
- National DCP
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Origin Coffee Roasters
- Philz Coffee
- Quaffee
- Rave Coffee
- Rimini Coffee
- Ringtons
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- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Roundtable Coffee Works
- Saint Henri - Micro Torrefacteur
- Small Planes Coffee
- Spyhouse Coffee Roasting Co.
- Square One Coffee Roasters
- Stitch Coffee
- Structure Coffee Roasters
- Taylors of Harrogate
- Temecula Coffee Roasters
- Temple Coffee Roasters
- The Roastery
- True Stone Coffee Roasters
- Vagabond Coffee Roasters
- West Cork Coffee Roastery

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.



Jim Trout
The J.M. Smucker Co.
Chair



James McLaughlin
Intelligentsia Coffee
Vice Chair



Giacomo Celi
Mercon
Secretary



Shawn Hamilton
Klatch Coffee
Treasurer



Hope Bagozzi
Tim Hortons



David Brussa
illycaffè S.p.A.



Katie Carguilo
Counter Culture



Mario Cerutti
Lavazza



Kelly Goodejohn
Starbucks Coffee Company



Nadia Hoarau-Mwaura
JDE Peet's



Harrison Leger
National DCP



Mark Howell
Community Coffee Company



Monique Oxender
Keurig Dr Pepper



Victoria Salin
Texas A&M (TAMU)



Pablo von Waldenfels
Tchibo



Keith Writer
Taylors of Harrogate

Additional board committee members:

Eve Bartnik (Swiss Water Decaffeinated Coffee Company), **Philippe Casas** (JDE Peet's), **Keith Flury** (Sucden), **Ingo Lantz** (Tchibo), **Ellen Nielsen** (PROBAT), **Gloria Pellegrino** (Lavazza), **Corrado Piscanec** (illycaffè S.p.A), **Matt Saurage** (Community Coffee Company), **Fionula Scanlan** (Taylors of Harrogate), **Jim Smith** (Royal Cup Coffee), **Luca Turello** (illycaffè S.p.A.), **Joe Vaughan** (The J.M. Smucker Co.)

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. Tania Humphrey
RESEARCH DIRECTOR

Dr. Kraig Kraft
ASIA & AFRICA DIRECTOR

Salvador Urrutia Loucel
LATIN AMERICAN DIRECTOR

Hanna Neuschwander
STRATEGY & COMMUNICATIONS DIRECTOR

Liam Cummins
FINANCE DIRECTOR

Siaska Castro
PEOPLE & ADMINISTRATION DIRECTOR



OUR TEAM

Julio Alvarado
Regional Breeding, Trialing
and Quality Assistant

Dr. Jorge Berny Mier y Teran
Research Scientist – Plant
Breeding and Genomics

Dr. Santos Barrera Lemus
Research Scientist – Plant
Breeding and Genomics

Elly Castro
Regional Project Manager
Latin America

Neil Franje
Country Agronomist
Philippines

Kristin Franklin
Contracts and
Grants Manager

José María Gómez Vargas
Global Project
Administration &
Learning Manager

Koleen Hall
Business Manager US

Jarrod Harris
Finance and
Post-Award Manager

Joshua Harris
Accounting Manager

Alexa Heinicke
Senior Corporate
Membership Manager

Maeve Holler
Communications Manager

Dr. Robert Kawuki
Research Scientist and
Scientific Partnership
Manager

Jean Baptiste Kayigamba
Breeding Hub Technician

Catherine Mumba Maina,
Global Variety Trials & Project
Manager

Jimmy More
Country Project Manager
Peru

Dr. Simon Martin Mvuyekure
Breeding Hub Advisor

Maureen Namugala
Country Project Manager
Uganda

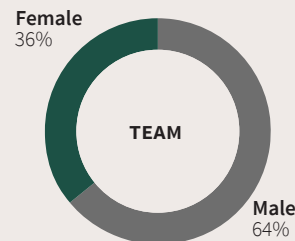
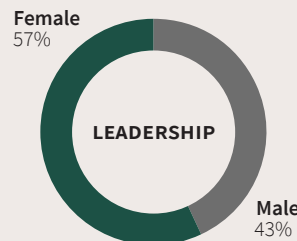
Maud Nicolas
Executive Administration
and Membership Manager

Nuzul Qudri
Regional Project Manager
Asia

Emilia Umaña
Nursery Development
Program Manager

Jesslin Zeledón
Project Specialist

On December 31, 2023, WCR team members were:



“We **are** the coffee sector. We need to come together.”

— Nadia Hoarau-Mwaura

JDE PEET'S

Hear why 170+ companies in 29 countries worldwide invest together in agricultural innovation for the coffee sector.



WATCH THE VIDEO

