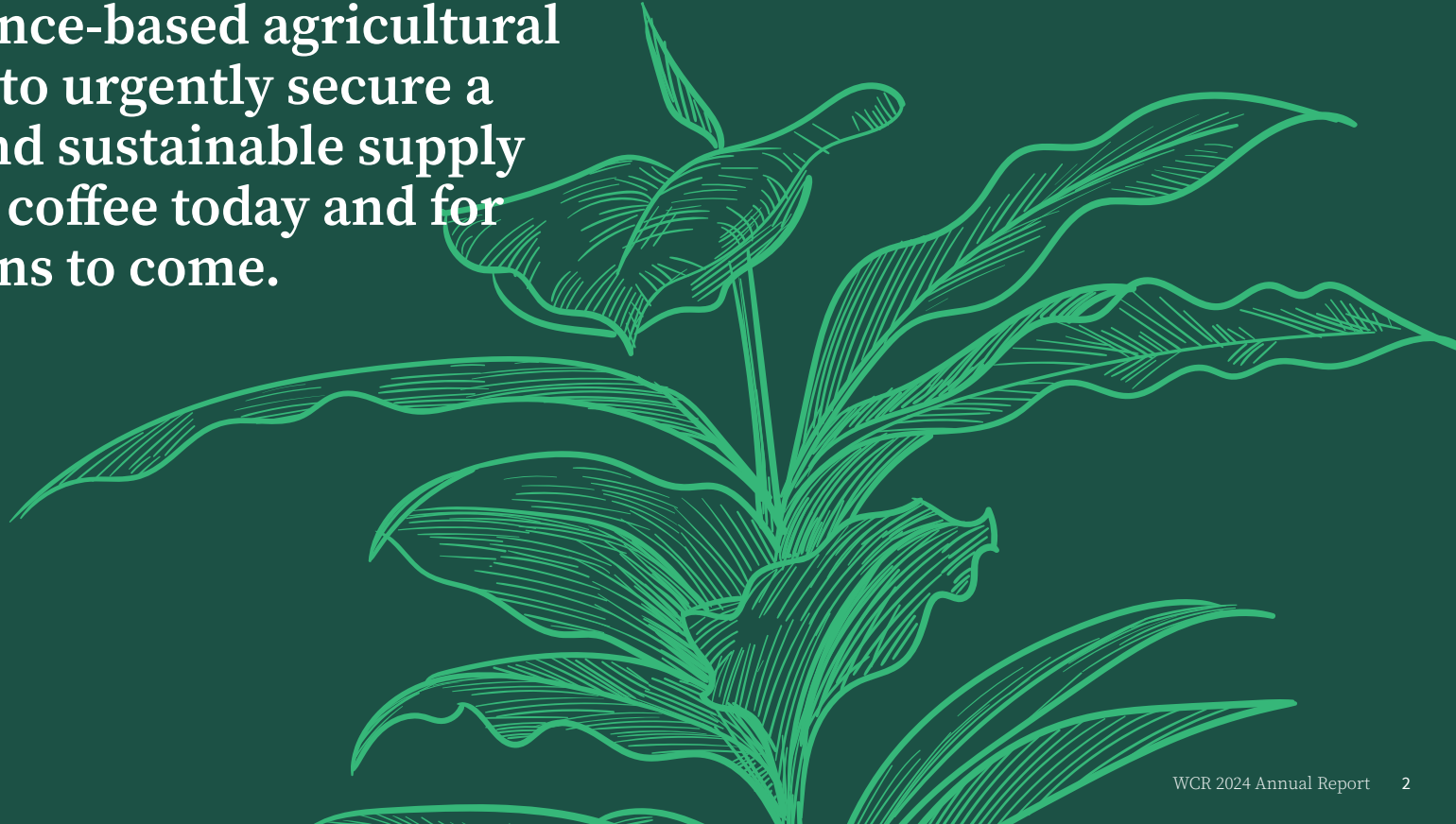


ANNUAL REPORT 2024

Creating 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 200+ member companies in 29 countries investing collectively to create the next generation of climate-resilient coffee varieties that will transform coffee production worldwide.

Our aim is to preserve origin diversity by creating, testing, and delivering better varieties to farmers around the world. We work in collaborative partnerships in coffee regions around the world across four integrated program areas—breeding, trials, nursery/seed sector work, and global advocacy—to achieve our mission of enhancing supplies of quality coffee while improving the livelihoods of the families who produce it.

ABOUT THIS REPORT

This report covers World Coffee Research activities, highlights, and results for the period between January 1, 2024 and December 31, 2024.



From the CEO

THE FUTURE OF COFFEE HAS NEVER BEEN CLOSER

Over the past decade, we cultivated trusted global partnerships that are now accelerating the development of climate-resilient, high-performing coffee varieties and deliver them into farmers' fields.

The value and importance of this work has never been clearer. Over the last year, the industry has faced historic high coffee prices, revealing the fragility of global supply in the face of increasing consolidation and the rise of synchronous climate shocks. This vulnerability emerges, in part, because there simply aren't enough good options of better varieties for farmers to grow.

I am proud that our industry is working to change that. In 2024, we secured multi-year commitments totaling \$10 million from WCR's 200+ member companies in 29 countries. Our global coffee breeding networks for arabica and robusta include the participation of 11 countries that together export 43% of the world's coffee. These networks are creating the next generation of coffee varieties that will ensure stable supplies from diverse origins and are on track to deliver 100 improved arabica varieties by 2030, with robusta to follow.

Thankfully, there is also a growing consensus among consuming country governments that supporting global agricultural R&D for coffee is a priority. In 2024, the ICO, UNIDO, and G7 countries moved to explore a global investment vehicle that would benefit coffee research among other priorities.

I am more confident than ever that the future is bright. WCR's model of global, collaborative, industry-driven coffee variety development will deliver economic benefits to coffee farmers, stabilize export revenues for coffee countries, and ensure access to high-quality beans for roasters, retailers, and coffee drinkers around the world.

Coffee has the potential to thrive in the face of climate change because of the sustained commitment of WCR member companies and our partner governments to accelerating innovation in agriculture. Together, we are creating a resilient future for coffee.



A stylized, handwritten signature of Vern Long in black ink.

— Dr. Vern Long, CEO
WORLD COFFEE RESEARCH

2024 Highlights

TURNING VISION INTO REALITY



Innovea's genetic materials—the most diverse group of high-performing arabica breeding materials ever created—were successfully and legally transferred across international borders and are now growing in seven countries.



Vietnam, Uganda, and Ghana are the first countries to join our growing robusta breeding network, and the first robusta crosses to generate new high-performing genetics were made.



In **Peru** and **Uganda**, new seedlots are established to expedite the movement of improved varieties into farmers' hands. These lots prioritize quality control to ensure healthy, genetically pure seed is available to nurseries in key coffee regions.



Making the case to unleash the mighty power of tiny seeds

Driving investment to coffee's "missing middle"

Half the world's coffee trees need to be replaced in the coming decade. But creating better trees through breeding won't matter if farmers can't access them. Most farmers in most countries struggle to access better plants, in part because coffee lacks functional seed systems—coffee's "missing middle."

One of our most important achievements in 2024 was driving increased awareness of the need for greater investment in coffee seed systems. Individual companies and entire countries invest in renovation programs. In order to maximize the impact of these investments, it's critical to ensure that the trees going to farmers through these programs are the right trees and are healthy. Strengthening the systems that move new trees to farmers ensures that the promise offered by better trees is realized.

Starting in 2030, an unprecedented number of climate-resilient new trees will begin flowing out of WCR's breeding programs. Current seed systems have never handled the scale of innovation that is coming. Getting these better varieties into the hands of farmers will depend on scaling up co-investment from the coffee industry and the public sector, as well as improving variety distribution regulations and policies and enhancing access to financing. Together, public and private investment can ensure a sustainable future for coffee and the people who rely on it for a living.

WHAT IS A SEED SYSTEM?

A seed system is a network of organizations and institutions that propagate, distribute, and regulate seeds and planting material. For example, in the "formal" coffee seed system, nurseries obtain seeds from seed lot owners; nurseries then grow seeds into seedlings to sell to farmers. Another important component of a seed system is the "informal" seed system, in which farmers save their own seed.

Investing in seed supply chains ensures that better trees reach as many farmers as possible



CREATE • TEST

Better trees, faster using modern breeding

**Functional seed supply chains:
Coffee's missing middle**

With greater investment in seed systems we can ensure that the promise offered by better trees—higher productivity and profitability for farmers, secure exports, and high quality in the cup—is realized.

RELEASE • PROPAGATE • DELIVER

Functional seed supply chains bring healthy new varieties to farmers through traceable, quality-controlled seed production, propagation, and nursery distribution.

TRAIN • PROVIDE AGRONOMIC INPUTS

Impact Reality
without quality control and functional seed systems

Impact Opportunity

Training and agronomic packages support farmers to succeed with new varieties.

Breeding

In our arabica and robusta breeding programs, WCR's world-class scientists are using modern genomics tools and the power of a global scale of collaboration to speed up breeding timelines and bring farmers better options for what to plant in their fields.

Innoeva arabica trees move to the field

New genetics installed in the field in seven countries

In 2024, seven countries successfully installed the first Innoeva Global Arabica Breeding Network tree populations in their research fields (this includes 6 network partner countries, and WCR's research farm in El Salvador; two additional countries will be planted in 2025). These trees contain a diversity of high-performing genetics never available to countries before now. The materials are the foundation for developing varieties that are market-tailored to meet future production challenges like climate change and the preservation of origin diversity. Big data on the genetics and performance of each individual tree will be aggregated over six years to determine which trees are selected for variety release and further breeding.



UGANDA



PERU



COSTA RICA

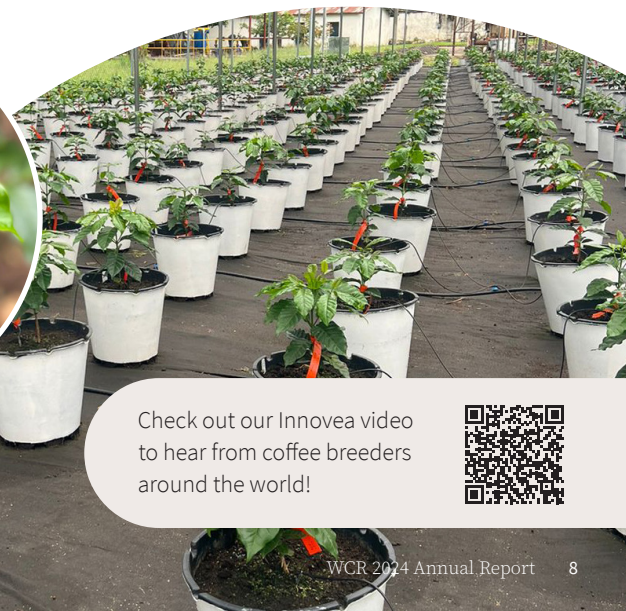


RWANDA

Coffee breeding gets a speed boost

Delivering seed-propagatable varieties in 8 years instead of 20

In 2024, we launched a first-of-its-kind **speed breeding program** for coffee. The program contains WCR's own Innoeva arabica varieties-in-development, grown in carefully controlled conditions and using sophisticated genomics tools that accelerate the breeding timeline from the standard 20-30 years to just 8 years. The 100 best trees from this population will be released for commercial testing starting in 2030.



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



Robusta breeding network takes shape

Vietnam, Uganda, and Ghana are first to join

In 2024, three major robusta producing countries—Vietnam, Uganda, and Ghana, which together produce 48% of the world's robusta—were the first countries to join a new robusta breeding network, which will formally launch in 2025. This network, modelled on our Innovea arabica program, will be a collaborative, global breeding effort to accelerate the delivery of improved robusta varieties for farmers and ensure long-term exports of Robusta coffee. Partners in the network will receive enhanced genetics from WCR—1,000 variety candidates to start—and will work collaboratively to identify climate-resilient options with a focus on high yield, disease resistance, and enhanced quality tailored for individual country markets.

- First 3 countries join network
- 44 cross combinations made between different genetic groups—creating a total of 1,000 unique genotypes—using unique material provided by CIRAD



“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 collaborative robusta breeding network provides an excellent opportunity to accelerate the development of varieties that meet farmers’ needs, achieve climate resilience, and secure exports for the long term.”

—DR. PHAN VIET HA

Western Highlands Agriculture
& Forestry Science Institute (WASI)

Trials

WCR operates many trial sites around the world, testing both existing and new varieties. These sites help us understand how variety performance varies in different environments, and provide a testing ground to refine our breeding approach.

WCR F1 hybrids trial

Trees shipped to Peru, Guatemala, and Costa Rica for precommercial trials

After research trials in three countries established their potential, four candidate WCR F1 hybrid varieties arrived in Peru, Guatemala, and Costa Rica for larger pre-commercial trials with farmers, cooperatives, and one national coffee institute, supported by WCR member companies. Over 10,000 seedlings were shipped to participating trial partners; the trees will be installed in the field in 2025.



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 commercial arabica varieties; it was established in 2015 and grew to reach 22 sites in 15 countries. Beginning in 2024, the trial moved into a new, more focused phase. Six mature sites were closed and seven original sites have been confirmed for 6-year extension of the trial through 2029, enabling the collection of yield, disease, and quality performance data after rejuvenation pruning.

EXTENDED TRIAL SITES AND PARTNERS:



Indonesia



India



Peru



Nicaragua



Kenya



Rwanda



Malawi



Seed Systems/ Nurseries

We work to make better plants available and accessible to farmers by strengthening seed systems and seed supply chains, creating quality assurance tools, establishing high-quality seed lots, and training nurseries. Now is a critical time to prepare coffee seed systems for the innovation that is coming over the next decade.

Increasing farmer options in Peru

In collaboration with eight Peruvian organizations, WCR is working to establish 10 new, genetically verified seed lots to increase the availability of two high-performing varieties for farmers—IPR107 and Paraneima. In 2024, seeds for the new lots were sourced and germinated in nurseries and trees will be installed in 2025. The varieties demonstrated superior yields and coffee leaf rust resistance in Peru through WCR's IMLVT trial (see p. 11). The new seed lots will produce enough seed to grow 4 million trees annually as early as 2028.



These seeds germinating in Peru will become mother trees for new seed lots.



Seed lots and 90,000 trees in Uganda

WCR is working with partners across Uganda to scale up propagation of improved planting material and increase access to high quality varieties.

- Moved 90,000 disease-resistant trees into farmers' hands in collaboration with the Uganda Ministry of Agriculture, Animal Industries and Fisheries (MAAIF)'s Coffee Department (formerly the Uganda Coffee Development Authority, UCDA), and UGACOF. These trees were produced by 10 new farmer-led Robusta nurseries, which together will be able to deliver 100,000 high quality trees each year.
- Established 10 new arabica seedlots, together capable of producing 50,000 high-quality trees each year for local smallholder farmers.
- Trained more than 100 arabica nursery operators and seed producers across three coffee regions to ensure high quality trees get into the hands of more farmers in Uganda, a country that is rapidly planting more coffee.
- Convened national stakeholders and assisted the development of a roadmap of priority activities to enhance the quality of seeds and plants in the country to support Uganda's national ambition to quadruple output, in collaboration with Uganda's National Agricultural Research Organisation (NARO).

Honduras and Guatemala

The performance of a variety can only be guaranteed in the long term if it is consistently propagated through high quality seed. In 2024, WCR supported partners in Honduras and Guatemala to eliminate genetic contamination points from commercial seed lots, with the support and involvement of each country's national coffee institute. After extensive sample collection and DNA testing, all plants that are not true-to-type are destroyed, ensuring high quality foundation seed for the future.

- Honduras: 13,160 samples collected from 8 seed lots (varieties: Lempira, Parainema, Anacafe 14 and Catigua MG2).
- Guatemala: 7,520 samples (Anacafe 14) collected from seedlings still in a nursery; only the individuals that are true-to-type will be used to establish a foundation seed lot for Guatemalan farmers

These assessments build on past work to assess the genetic conformity of seed lots in the region. In total, WCR has assessed 239 seed lots in Honduras, Guatemala, Nicaragua, El Salvador, and Peru since 2020.

Thank you to our partners, IHCAFE and Anacafe, for their collaboration in this work.

Global Leadership

Global advocacy to catalyze coffee R&D investment

In 2024, we continued to expand our efforts to engage the industry and governments to invest in innovation. Thanks to that work, there is a growing consensus in our sector that supporting agricultural R&D is necessary to secure supplies, stabilize export revenues, and enhance farmer livelihoods.

HOW ADVOCACY WORKS

WCR conducts analysis + creates educational materials about the need for investment in coffee R&D

WCR member companies and partners are activated to educate and advocate with government officials in their countries on behalf of coffee

Our wins in 2024

- The United States Department of Agriculture committed to developing a joint coffee R&D strategy with the U.S. coffee industry to prioritize research imperative for genetic improvement, regional adaptation, and production improvements
- **G7** countries name coffee as a priority value chain for sustainable agriculture investments and name research as a key priority. To that end, they endorse the creation of a public-private partnerships initiative for sustainable, resilient, circular and regenerative value chains of coffee, to be led collaboratively with **ICO**, **UNIDO**, and others.
- **12** WCR member companies and our partner trade associations around the world continue to actively participate in advocacy efforts with their governments in the United States, Japan, Germany, and the United Kingdom



In 2024, WCR supported efforts to elevate coffee as a priority crop among G7 countries, and helped trade associations and member companies educate our partners in government about the need for coffee R&D investment.



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 2024, WCR continued its participation in the 7-year MOCCA project, which has invested **\$60 million** in five countries in Latin America, benefiting **79,300 coffee farmers**. MOCCA (Maximizing Opportunities for Coffee and Cacao in the Americas) is funded by the US Department of Agriculture Food for Progress program.

- Through the CheckCAFE quality assurance program, 28 nurseries from five Latin American countries have been able to offer 4.7 million seedlings to farmers
- 45 people trained on best practices for traceability in nursery production
- 20,185 tree samples tested from 50 seed lots tested for genetic purity
- 41 seed lots assessed for genetic conformity and 9 for seed lots supported for clean-up

Resources and knowledge sharing

In 2024, WCR's knowledge products—including the Coffee Varieties Catalog, Sensory Lexicon, nursery manuals and more—were viewed by **222,000** people, hailing from **every country** in the world.



Download free WCR resources at
worldcoffeeresearch.org/resources

2024 Finances*

In 2024, WCR confirmed the strong commitment of our 203 member companies to securing the future of coffee today and for generations to come. 55 companies and individuals provided additional financial support in 2024.

Received **\$10M** in industry funding commitment for 2025-2027**

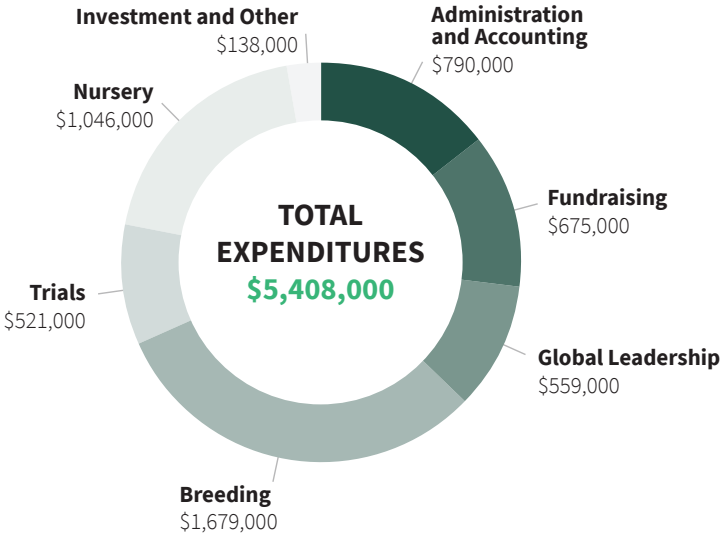
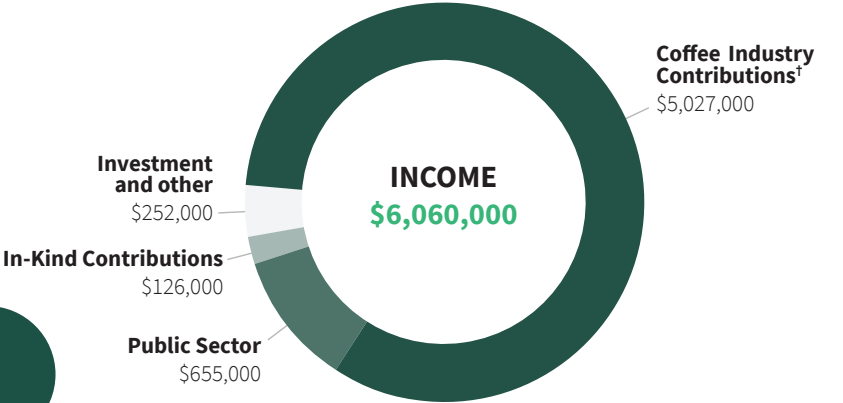
In 2024, WCR received 3 year pledge commitments from the coffee industry totaling **\$7,141,000** for the period of 2025-2027.

2024 Year-End Financial Position

Cash/Investments:	\$4,767,000
Pledges Receivable:	\$7,313,000
Other Assets:	\$490,000
Liabilities:	\$116,000
Net Assets:	\$12,454,000

Total Financial Position\$12,570,000

*Pre-audit figures as reported to management
**Earned: For 2024 earned revenue includes cash received from prior year pledges but excludes future-year pledged amounts



2024 Members and Contributors

Our members—companies large and small—invest collaboratively and set a shared global agenda for coffee research. Their participation is a critical foundation for a vibrant and sustainable coffee sector.

In 2024, WCR had 203 member companies from 29 countries

MEMBERSHIP TIERS

Coffee Blossom 🌿🌿🌿🌿🌿🌿

Coffee Tree 🌿🌿🌿🌿🌿

Seedling 🌿🌿🌿🌿

Sprout 🌿🌿🌿

Seed 🌿🌿

Cherry 🌿

COFFEE BLOSSOM



COFFEE TREE



SEEDLING





SPROUT

- Allegro Coffee Company
- Arvid Nordquist HAB
- Blue Bottle Coffee
- Bulavity
- Cafcom
- Calendar Coffee
- Caravela Coffee USA
- Coffee Bros.
- Coffein Compagnie
- Counter Culture Coffee
- Craft House Coffee
- Dark Woods Coffee Ltd.
- De'Longhi
- Dutch Bros Coffee
- ECRE (formerly Collective Roasting Solutions)
- Finlays
- Intelligentsia Coffee
- Kaldi Coffee Farm Online Store
- KIM House Roaster
- Lincoln & York Ltd.
- Little Waves
- Coffee Roasters
- Marubeni Foods
- Melbourne Coffee Merchants
- Ome by Spacebar Coffee
- Ozo Coffee Roasters
- Pacific Espresso
- Passenger Coffee & Tea
- Philz Coffee
- PROBAT Inc.
- Roast House Coffee
- Rumble Coffee Roasters
- Sarutahiko Coffee Inc.
- Stitch Coffee
- Sucafina Specialty NA
- Sustainable Harvest
- Sweet Maria's Coffee Inc.
- Temecula Coffee Roasters
- Temple Coffee Roasters
- Toa Coffee Co. Ltd
- Union Hand-Roasted Coffee



SEED

- AREA 51 Coffee Roasters
- Asahi Quality & Innovations Ltd.
- Atlas Coffee Importers
- Bäckerei Happ
- Bagavathi Organogenic Molecular Mineralised Coffee
- Barrie House Coffee Company, LLC
- Bell Lane Coffee
- Black Oak Coffee Roasters
- Black Subtle Notes Coffee
- Blossom Coffee Roasters
- Bodum
- Bontain Coffee Co.
- Boomtown Coffee
- Bridge Coffee Co.
- BUNA
- Cafe Imports Fulfillment
- CafeTracker
- Camber Coffee
- Caravan Coffee
- Ceremony Coffee Roasters
- Chouette Torréfacteur Laboratoire
- Coffee Libre
- Coffee Nexus Ltd.
- Coffee Unified
- Coffeebar
- Covoya Ltd.
- Covoya Specialty Coffee
- Crankhouse Coffee Ltd
- CuBa BIOTEC
- CUPRIMA
- Curve Coffee Roasters
- Dear Green Coffee Roasters
- Demus S.p.A.
- DESCAFEINADORES MEXICANOS, SA DE CV
- Driftaway
- DRWakefield
- Equator Coffees
- Espanola Coffee Roasters
- Excelco Trading
- Exhale Coffee
- Fadie Sasaguri Roastery Corporation
- Falcon Coffees Peru
- FiXX Coffee
- Forecast Coffee Company
- Fort Findlay Coffee & Doughnut Shoppe
- Fortitude
- Friday Coffee Roasters
- Fuglen Coffee Roasters Oslo
- Fulcrum Coffee
- Horiguchi Coffee Research Institute
- Huckleberry Roasters
- I & M Smith
- Imbibe Coffee Roasters
- InterAmerican Coffee/ Neumann Gruppe USA
- Intercontinental Coffee Trading
- IO Coffee
- Irving Farm New York
- Izaki Coffee Co. Ltd.
- Java City
- Jones Coffee Roasters
- Kaldi's Coffee
- Kelachandra Coffee
- Kerchanshe Trading PLC
- Kiss the Hippo Coffee
- Klatch Coffee
- Kua Coffee
- Kurasu LLC
- La Baia Coffee Supply
- Limini Coffee
- List + Beisler GmbH
- Madcap Coffee Company
- Market Lane Coffee
- Metric Coffee
- Moplaco Trading PLC
- Mr. Espresso
- Murnauer Kaffeerösterei
- Nylon Coffee
- One Village Coffee
- Origin Coffee Lab
- Origin Coffee Roasters
- Peekskill Coffee
- Philippine Coffee and Barista Institute, Inc.
- Prometheus Coffee Roasters
- Rave Coffee
- Raw Bean Limited
- Red Bank Coffee Roasters
- RGC Coffee

- Rimini Coffee
- Ringtons
- Riposo Coffee Roasters
- Roundtable Coffee Works
- S. Ishimitsu & Co.
- Samadool Coffee
- Satoru Coffee
- SC Foods., Co. Ltd
- SCS Global Services
- Single O
- Solberg & Hansen AS
- South India Coffee Company
- South Texas Coffee Initiative
- Specialty Grade Coffee

- Sucafina N.V. UK Ltd
- Supremo Coffee
- Swiss Water Decaffeinated Coffee Company
- Taf Coffee
- TBD Coffee Co
- TERAROSA (Haksan Co.Ltd)
- This Side Up Coffees
- Tony's Coffee
- Trabocca
- True Stone Coffee Roasters
- Vides58 Coffees
- Walker Coffee Trading
- Whittard of Chelsea
- Wonderstate Coffee

- Hessian Coffee Limited
- High Vibration Coffee
- Hound House Coffee
- Laila Jade Coffee Company
- Mahogany Queen Coffee
- MOMA - MOLESCI & MATESCI
- Monster Buck Coffee
- Nemesis Coffee Roasting
- Nincomsoup Ltd
- OutIn
- Polyplants
- River Coffee Roasters

- Roastwolf
- Sailors Coffee Company
- SipSation Coffee Co.
- Steim
- StoneX Specialty Coffee
- The Heavenly Coffee Company Ltd
- The Old Captain
- The Pawfect Brew
- The Tired Teacher Coffee Co.
- Tobias Coffee
- Wonder Waves Coffee
- Wrangler Coffee Company

- Dancing Goats Coffee
- Dispatch Coffee
- Dunn Brothers Coffee
- Firsthand Coffee
- Full City Rooster
- Brian Gaffney
- Good Good Coffee
- Jared Gottdiener
- Greenway Coffee Company
- Heart and Graft Coffee Ltd
- Horsham Coffee Roaster LTD
- Johann Jacobs Haus GmbH
- Junker's Café-Rösterei
- Kittel Coffee
- La Colombe Coffee Roasters
- Landmark Specialty Coffee
- Samuel Liu
- Monastery Coffee
- MoonGoat Coffee Roasters
- North Fork Coffee Roasters

- Olam International Limited
- Olisipo Coffee Roasters
- Parabola Brands
- Primavera Green Coffee LLC
- Red Cedar Coffee Co.
- River City Coffee Ltd
- Nicolas Rivolta
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Royal Cup Coffee
- Small Planes Coffee
- Spyhouse Coffee Roasting Co.
- Square Mile Coffee Roasters
- Square One Coffee Roasters
- St Paul Roastery
- Structure Coffee Roasters
- The Roastery
- Vagabond Coffee Roasters
- Jonas Wellington
- West Cork Coffee Roastery Ltd

IN 2024, 55 COMPANIES AND INDIVIDUALS PROVIDED ADDITIONAL FINANCIAL SUPPORT

- 7th Ave Roastery
- Beanstock Coffee Roasters, Inc.
- Blume Coffee Traders
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Cafe de Leche
- Camino Real Coffee Roasters

- Caravela Limited
- Coffee by Tate
- Coldblow Coffee Company
- Collaborative Coffee Source-North America
- Colour Coffee Roasting Ltd
- Condesa Co. Lab
- Crop to Cup Coffee

CHERRY



- Bettr Coffee
- Black Kat Cafe Company
- Coffee (Aside)
- Coffee Crops Labs
- Cup of Courage Coffee

- Cwtch Coffee
- Driply
- Exchange Alley Coffee House (EACH)
- Green Coffee Collective
- Harbor Coffee LLC

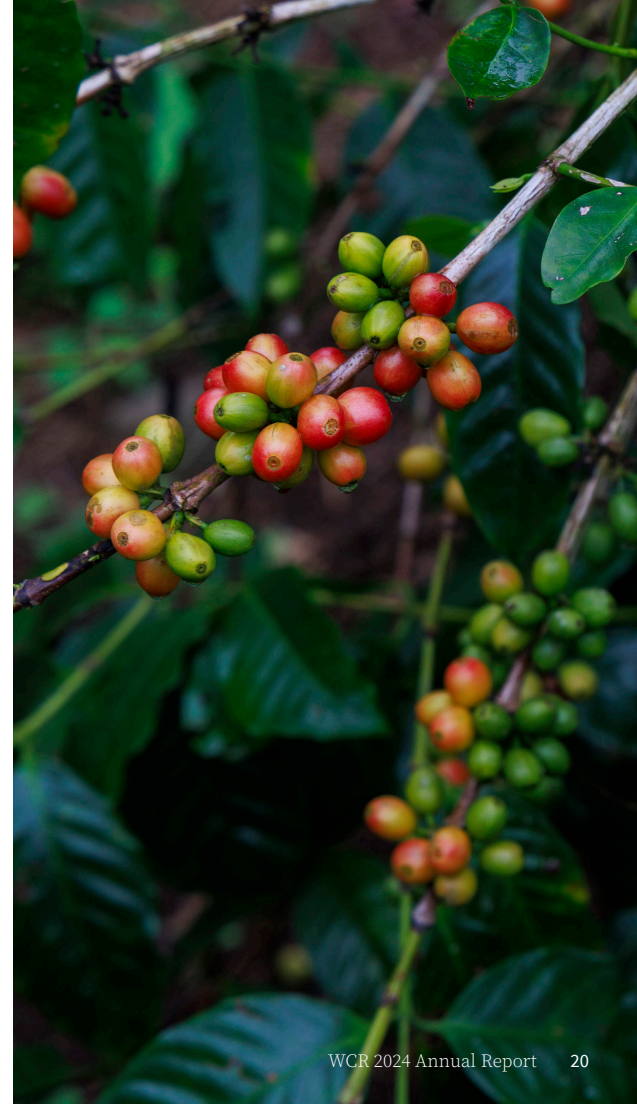
2024 Checkoff Program Participants

MATCHING/CONTRIBUTING SUPPLIERS

- Atlas Coffee Importers
- Cafe Imports
- Caravela Coffee USA
- Caravela Limited
- Coffee Unified
- Collaborative Coffee Source-North America
- Condesa Co. Lab
- Covoya Ltd.
- Covoya Specialty Coffee
- Crop to Cup Coffee
- CUPRIMA
- DESCAFEINADORES MEXICANOS, SA DE CV
- DRWakefield
- Excelco Trading
- InterAmerican Coffee/Neumann Gruppe USA
- Intercontinental Coffee Trading
- List + Beisler GmbH
- Melbourne Coffee Merchants
- Olam International Limited
- Primavera Green Coffee LLC
- RGC Coffee
- Sucafina N.V. UK Ltd
- Sucafina Specialty NA
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- Trabocca
- Walker Coffee Trading

NON-MATCHING SUPPLIERS

- Agroindustrias Unidas de Mexico (AMSA)
- Atlantic Specialty Coffee, Inc.
- Be Green Trading SA
- Bourbon Specialty Coffee
- Cape Horn Coffee Company
- Caravela Coffee Australia Pacific
- Cargill International SA (CISA)
- Coffee Resources Inc.
- Coopfam
- East Africa Coffee Co. LLP
- ECOM Agroindustrial Corp-Kawacom
- Expocacer Cooperativa dos Cafeicultores do Cerrado Ltda.
- Falcon Coffees Ltd.
- Gollücke & Rothfos
- Greencof B.V.
- Hacienda La Minita
- InterAmerican/Neumann Gruppe
- La Bastilla Coffee Estates, Corp.
- Origin Coffee Lab
- Paragon Coffee Trading Company
- Racafe
- Royal Coffee
- The Coffee Source, LLC
- Volcafe Specialty Coffee Corp.
- Volcafe Switzerland Ltd.



Creating the future of coffee

WATCH THE VIDEO



“Our company and our 200+ fellow WCR member companies are proud to be investing in the future of coffee. As a family-owned American company for over 105 years, Community Coffee understands the critical importance of investing in agricultural innovation to protect the future of our business, advance prosperity for farmers, and deliver sustainability and quality for our customers.”

—MATT SAURAGE

Chairman and fourth generation owner,
Community Coffee

“If we want to secure a long-term supply of good quality coffee, we need the support of science to help us develop the varieties of the future. WCR created its breeding networks because roasters know we can’t wait another day.”

—PABLO VON WALDENFELS

Director of Corporate Responsibility,
Tchibo

“At KDP, we welcome fair competition for a place on America’s kitchen tables based on our coffee’s quality, taste and aroma. But there’s one thing we cannot afford to compete over: the future of coffee itself.”

—MONIQUE OXENDER

Chief Corporate Affairs Officer,
Keurig Dr Pepper

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 strategically guide our organization.



James T. McLaughlin, Jr.
Intelligentsia Coffee
Chair



Pablo von Waldenfels
Tchibo
Vice Chair



Giacomo Celi
Sucafina SA
Secretary



Shawn Hamilton
Klatch Coffee
Treasurer



Hope Bagozzi
Tim Hortons



David Brussa
illycaffè S.p.A.



Katie Carguilo
Counter Culture Coffee



Mario Cerutti
Lavazza Group



Roberto Alonso Vega Alfaro
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)



Yutaka Shibata
KEY Coffee



Jim Trout
The J.M. Smucker Co.



Keith Writer
Taylors of Harrogate

Additional board committee members:

Eve Bartnik (Swiss Water Decaffeinated Coffee Inc.), **Philippe Casas** (JDE Peet's), **Keith Flury** (Sudcen), **Dr. Ingo Lantz** (Tchibo), **Ellen Nielsen** (PROBAT), **Gloria Pellegrino** (Lavazza Group), **Corrado Piscanec** (illycaffè S.p.A.), **Leon Sanchez** (Sucafina SA), **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
GLOBAL PARTNERSHIPS DIRECTOR

Salvador Urrutia Loucel
LATIN AMERICAN DIRECTOR

Liam Cummins
FINANCE DIRECTOR

Siaska Vieira de Castro
PEOPLE & ADMINISTRATION DIRECTOR

Alexa Heinicke
DIRECTOR INDUSTRY
MEMBERSHIP & DEVELOPMENT



OUR TEAM

Julio Alvarado
Regional Breeding, Trialing
and Quality Assistant

Josue Arevalo Alvarenga
Research Technician

Dr. Veronica Belchior
Research Scientist –
Coffee Quality

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

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

Elly Castro
Senior Research Technician

Kristin Franklin
Contracts and
Grants Manager

José María Gómez Vargas
Senior Manager
Administration

Koleen Hall
Business Manager

Jarrod Harris
Finance and Post-Award
Manager

Joshua Harris
Accounting Manager

Maeve Holler
Industry Communications
Manager

Dr. Robert Kawuki
Research Scientist – Plant
Breeding and Genomics

Jean Baptiste Kayigamba
Research Technician

Catherine Mumba Maina
Global Project Manager

Jimmy More
Project Manager Peru

Nick Muir
Breeding Manager

Simon Martin Mvuyekure
WCR Breeding Liaison

Maureen Namugalu
Project Manager Uganda

Hanna Neuschwander
Senior Advisor
Communications

Maud Nicolas
Executive Administration
and Membership Manager

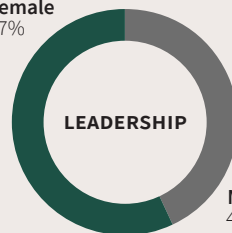
Nuzul Qudri
Project Manager Indonesia

Emilia Umaña
Senior Manager
Nursery Program

Jesslin Zeledón
Project Manager
Central America

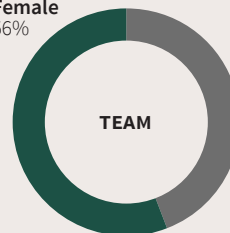
On December 31, 2024, WCR team members were:

Female
57%



LEADERSHIP

Female
56%



TEAM



LIVING IN
16 COUNTRIES

**In 2024, WCR member
companies renewed a
\$10 million commitment
to worldwide coffee
breeding and seed sector
strengthening programs.**

SCAN TO BECOME A MEMBER

