



**WORLD COFFEE™
RESEARCH**

ANNUAL REPORT 2025

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. All of our work advances our mission to enhance 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, 2025 and December 31, 2025.

The future of coffee is arriving

The entire coffee sector is built from the harvest of the plant itself. When we get the plant right, everything else multiplies.

WCR is a nonprofit agricultural research organization, composed of 194 member companies in 30 countries. Our members invest collectively to create the next generation of climate-resilient coffee varieties that will transform coffee production worldwide. Together, we are building what our \$200B industry has never had before: a shared global breeding system that produces climate-resilient, high-quality coffee varieties for the future.





With better trees in the ground, coffee writes its own future

Science in service of supply

We convene to create. With our partners, we are securing origin diversity by creating, testing, and delivering better varieties to farmers around the world.

- Best-in-class breeding approaches, tailored for coffee
- Elite plant genetics to secure production, disease resistance, and quality in the cup

Together with origin countries

11 countries—which normally compete with each other in export markets—work shoulder to shoulder with us, embedding our breeding trials into their national research systems.

- Ensures varieties are locally relevant and scientifically validated
- Smooths approval and release pathways required for varieties to reach farmers

Demand-led, industry-driven

Through collaborative investment in WCR, the coffee industry drives our research.

- We are accountable to our member companies
- Our breeding program is demand-led, ensuring that we deliver plants farmers want to grow and coffee roasters want to buy

From the CEO

THE BEST COFFEE IN THE WORLD HASN'T BEEN GROWN YET. IT'S COMING SOON.

Our members and partners make it happen, and will help us define what comes next.

Our member companies built something unprecedented when they created World Coffee Research—a global, collaborative organization that is creating the genetic infrastructure of our \$200+ billion industry. Genetics are the foundation of coffee's future; the next generation of climate-resilient, high-quality varieties advancing through this system will expand what coffee agriculture can deliver.

The collaborative, networked nature of WCR's work is unparalleled. Governments who historically did not share directly with each other contributed their unique genetics and scientific knowhow to a single shared pool. Companies that compete in the marketplace banded together and contributed patient capital to drive the work forward, understanding that tree breeding operates on 10-15 year cycles. This innovative coopetition model (cooperation x competition) has delivered: Our elite genetics are in research fields on four continents.

In the coming years, WCR will explore what it takes to scale up and deploy these trees to farmers' fields. We will continue innovating. We are using the same collaborative spirit that built the global genetics pipeline to design a model capable of ensuring last-mile distribution to farmers, and sustain the research in perpetuity. We are excited to collaborate further with our members and partners as we explore what's possible. Better plants are coming. We'll be ready.



—Dr. Vern Long, CEO
WORLD COFFEE RESEARCH



Breeding

In our breeding programs, WCR's world-class scientists are using modern data-centered approaches and the power of global collaboration to speed up breeding timelines and bring better trees to farmers' fields.



INNOVEA GLOBAL BREEDING NETWORK EXPANDS

Innovea is the most ambitious and globally coordinated coffee breeding program in history, bringing together collaborating countries to transform coffee breeding and create enhanced genetics at an unprecedented pace.

In 2025, the network expanded to include *Coffea canephora* (robusta) breeding, and added new national partners Vietnam and Ghana.

- Of 11 partner countries in the network, six are now participating in the Innovea robusta breeding effort: Vietnam, Ghana, India, Indonesia, Rwanda, and Uganda. Together, these countries produce 64% of the world's robusta.
- The robusta breeding program delivers a huge infusion of new and unique genetic materials—many different *C. canephora* genetic groups, including a collection provided by French research institute CIRAD, were combined to generate the first robusta breeding population. Propagation of these trees began in 2025; starting in 2027, each robusta partner will receive 1,000 unique new trees from WCR to identify productive, climate resilient, high quality options.
- The future of arabica coffee genetics are in the soil in seven countries— Innovea arabica trial sites were installed in 2025 in the following countries: Costa Rica, El Salvador, Kenya, Mexico, Peru, Rwanda, Uganda.



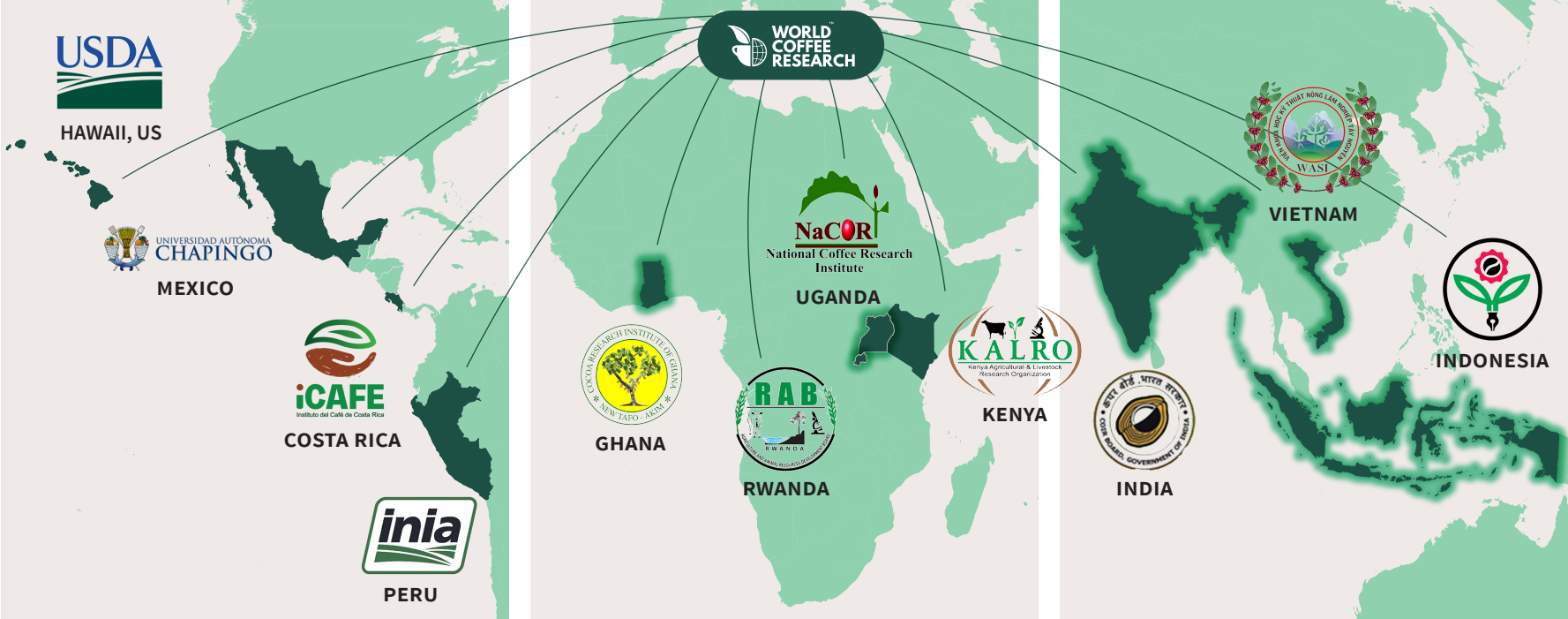
11 countries make up the Innovea network

Participating countries produce 40% of the world's supply of coffee.



Innoeva now includes robusta breeding

Now including robusta:



The most powerful network in coffee

Expert review: WCR breeding approach is a “radical” step forward

In early 2025, WCR’s board of directors commissioned a panel of global breeding experts to review WCR’s breeding programs, with a goal of ensuring our program’s technical and operational quality. The panel made it clear—WCR’s programs set a new bar for coffee breeding.

“WCR moves coffee breeding into the era of data-driven and demand-led breeding ... to maximize genetic gains in yield, disease resistance and quality traits.”

External panel members:

Dr. Paola Barba, *SunWorld*

Dr. Mark Dieters, *University of Queensland*

Dr. Leena Tripathi, *IITA*

“These new WCR breeding initiatives represent very significant (radical) changes in the breeding of the world’s two most important coffee species, leveraging support of industry, to implement modern plant breeding methods and bringing together participants from across the value chains.”

A Time Best Invention of 2025

Our Innovea Global Coffee Breeding Network was named a TIME Best Invention of 2025, recognizing its role in reshaping the future of coffee.



Tools to make breeding faster, better, cheaper

Addressing breeding bottlenecks to deliver varieties faster

WCR partners with leading institutions worldwide to accelerate timelines for delivering new varieties. In 2025 we launched the first of many partnerships to develop tools that will increase the precision, speed, and cost-effectiveness of high-performing breeding programs. These innovations are designed to help shrink the traditional 30-year breeding timeline down to just 8 years. In 2025:

- We initiated collaboration with Cenicafé, one of the world's leading national coffee research institutions, and the U.S. Department of Agriculture Tropical Agricultural Research Station (USDA TARS) in Puerto Rico to pool data and develop low-cost genetic markers for the world's most economically devastating coffee disease—coffee Leaf Rust (CLR)
- More to come: In 2026, we will expand this work with new funding and new partnerships covering other key diseases including Coffee Berry Disease (CBD), Coffee Fruit Rot (CFR), and Coffee Berry Borer (CBB) as well as tools to help evaluate coffee quality.



These tools arm breeders with rapid screening methods to identify high-performing, disease-resistant plant candidates early in the process, reducing the need for decades of expensive field testing. Once the markers are developed and validated (2025-2028), they will be publicly released through scholarly publication to support the modernization of breeding programs worldwide and shore up global supply through shared, science-based innovation.



Trials

WCR and our partners operate 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.

International Multilocation Variety Trial (IMLVT)

Reaping the fruits of the the world's largest coffee variety trial

The IMLVT demonstrates how collaboration powers impact. When it launched in 2015, it was little more than an idea and some packets of seed: 11 breeding programs agreed to share 31 high-performing arabica varieties for testing around the world. A decade later, we can see the trial's bountiful impact—a model for how agricultural science must evolve to meet the demands of a changing world.



Learn more about IMLVT and its impact

Five things the IMLVT gave us in the first 10 years



DEFINING THE 2050 PROBLEM

In 2015, WCR and CIAT mapped climate risk to guide site selection for the global network of trials—29 research plots, managed by a network of 18 countries. The study identified that up to half of today's Arabica land could become unsuitable by 2050. Read more: bit.ly/agro-zones



GLOBAL BEST BETS

IMLVT trials have identified high-performing varieties with strong rust resistance and stable yields, as well as high-potential options targeted to specific environments, guiding the introduction of new varieties into participating countries.



GENETIC INTELLIGENCE TO MAKE COFFEE BETTER

The IMLVT is the world's largest coordinated field trial network on coffee variety performance—providing the scientific foundation, partnerships, and analytical methods that shaped the design of the Innovea Breeding Network.



SCIENCE WITHOUT BORDERS

The network unites researchers across more than a dozen countries, producing collaborative scientific advances—such as a 2025 study showing that coffee leaf rust resistance depends on both genetics and environment—that accelerate the development of more resilient varieties. Read more: <https://bit.ly/coffee-rust-study>



MORE TO COME

In 2026, WCR launched CafeClima, a free online platform that integrates climate modeling with IMLVT variety performance data to help farmers and funders make data-driven replanting decisions and reduce the risk of renovation.

F1 hybrids trial

Precommercial trials become a reality in Latin America

WCR has installed four candidate varieties in Peru, Guatemala, and Costa Rica. Across 10 trial sites, 10,000 F1 hybrid plantlets are now planted directly in farmers' fields through member-led trials. The trials are a small-scale test-run of partnering with the private sector and will inform our future approach to variety deployment at scale.



Seed Systems

Seed systems and nurseries are essential infrastructure in our \$200B industry, responsible for moving new genetics into farmers' fields. For a decade, WCR has invested in developing tools and partnerships that strengthen coffee seed systems so they will be ready to absorb waves of innovation coming in the next decade, delivering high-value varieties that benefit farmers and the industry.

Upgrading seed systems in Peru, Guatemala, Honduras, and Uganda

In 2025, we advanced our work in target origins to establish new seed sources, strengthen existing ones, train nurseries, and test distribution systems to deliver resilient, high quality and healthy arabica and robusta varieties to farmers.



IN PERU

We installed 10 new arabica seed lots, operated by 8 coops in the Amazonas, Cajamarca, and San Martín regions.

- Varieties: Parainema and IPR107, identified as high yielding and rust-resistant in Peru via WCR's IMLVT trial
- Production potential: By 2028, a total of 15 new seed lots will be installed, producing up to 6 million seeds per year, enough to renovate 1,500 hectares with high-quality trees annually.
- Funded by: Keurig Dr Pepper, JDE Peet's, Marks & Spencer.

IN UGANDA

We installed or expanded 11 mother gardens for disease-resistant robusta in the Western and Central regions, working in collaboration with the national coffee institute NaCORI.

- Varieties: Coffee wilt disease (CWD)-resistant robusta KR lines
- Production potential: By 2028, over 40 new mother gardens will be installed, producing up to 560,000 high quality trees per year, enough to renovate 500 hectares
- Training: 20 local technicians (private sector and government) trained on propagation of robusta cuttings and grafting
- Funded by: UNIDO, JDE Peet's, Lavazza Foundation, and The J.M. Smucker Co.

IN GUATEMALA AND HONDURAS

We strengthened seed system capacity and increased access to high quality plants through assessment, training, and seedlot installation.

- Production potential: In 2026, 12 new seed lots will be installed (2 in Guatemala, 10 in Honduras), producing up to 5.4 million seeds per year, enough to renovate 1,200 hectares annually starting in 2029
- Training: 60 seed suppliers trained to produce healthy and genetically pure seedlings; 25 seed lot operators trained on high quality seed processing with the Coffee Quality Institute (CQI)
- Funded by: JDE Peet's, Kansas State University, and the U.S. Department of State



Global Leadership

Global advocacy to catalyze coffee R&D investment

In 2025, our advocacy work confronted a dramatically changed funding landscape. Public sector investment in agricultural R&D contracted rapidly. In response, we worked to urgently defend critical resources and reinforce our unified industry message: agricultural science is essential to supply security and farmer livelihoods.



Our wins in 2025

SCIENCE FUNDING SAFEGUARDED

Through coordinated advocacy by our U.S. member companies, we helped secure \$175 million in FY26 “hard earmarks” for international agricultural R&D, including a legal requirement that a portion support coffee research. These funds direct future public investment to our industry’s most pressing climate and productivity challenges.

POWERING UGANDA’S GROWTH

We mobilized a global coalition to invest in Uganda’s coffee future. UNIDO, JDE Peet’s, Lavazza Foundation, and the J.M. Smucker Co. committed €850,000 to strengthen seed systems and supply chain resilience. The project will establish mother gardens to produce high-yielding trees to advance Uganda’s 2030 production goals, among many other activities.

BETTER PLANTS, BETTER EXPORTS IN GUATEMALA

In partnership with the Coffee Quality Institute and Kansas State University, supported by the U.S. Department of State, we are training seed producers to increase high quality plant availability.



Resources and knowledge sharing

In 2025, WCR's knowledge products—including the Coffee Varieties Catalog, Sensory Lexicon, nursery manuals and more—were viewed **239,722** times in **195** countries.



Download free WCR resources at worldcoffeeresearch.org/resources



2025 Finances

In 2025, WCR confirmed the strong commitment of our 194 member companies to securing the future of coffee today and for generations to come. Fifty-nine additional companies and individuals provided financial support in 2025.

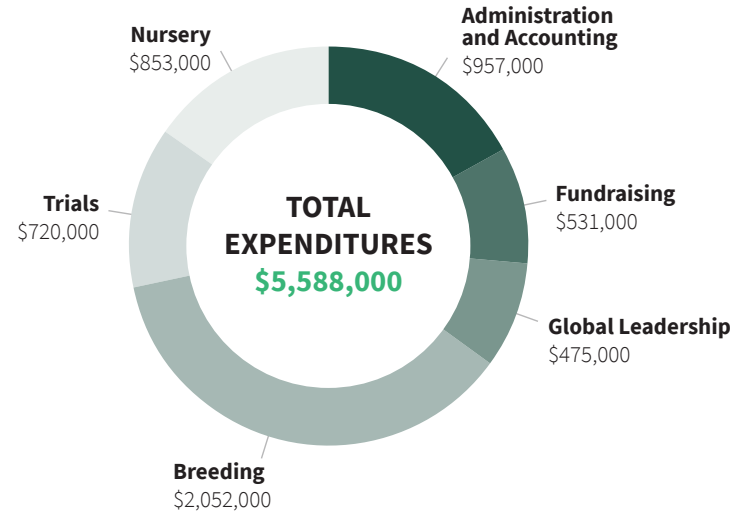
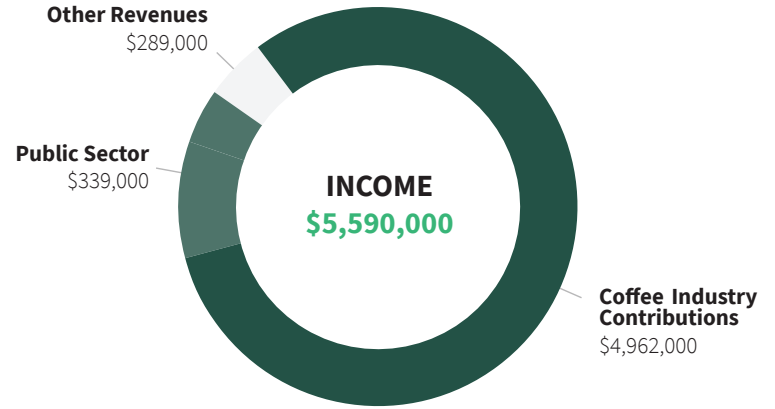
Contributions earned from the coffee industry in 2025 was **USD\$4,962,000**

The numbers presented are pre-audit. For multi-year pledges, we only show the current year's pledge amount.

2025 Year-End Financial Position

Cash/Investments:	\$4,849,000
Pledges Receivable:	\$4,593,000
Other Assets:	\$568,000
Liabilities:	\$158,000
Net Assets:	\$9,852,000

Total Financial Position..... \$9,852,000



2025 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 2025, WCR had **194** member companies from **30** countries

MEMBERSHIP TIERS

Coffee Tree 🌿🌿🌿🌿🌿

Seedling 🌱🌱🌱🌱

Sprout 🌱🌱🌱

Seed 🌱🌱



COFFEE TREE



SEEDLING

- Allegro Coffee Company
- Arvid Nordquist HAB
- Blue Bottle Coffee
- Caravela Coffee
- Coffee Circle
- Coffein Compagnie
- Community Coffee Company
- Counter Culture Coffee
- Dutch Bros Coffee
- Finlays
- Intelligentsia Coffee
- Lincoln & York Ltd.
- Marks & Spencer
- Neumann Gruppe USA, Inc. (divisions Atlas Coffee Importers, InterAmerican Coffee, and Rothfos)
- Philz Coffee
- Sucafina SA (incl. Sustainable Harvest, Sucafina NV and Sucafina NA)
- Sucden Coffee
- Union Hand-Roasted Coffee



SPROUT

- Ally Coffee
- Alrighly Coffee
- AREA 51 Artisan Coffee Roasters
- Asahi Quality & Innovations Ltd.
- Atkinsons Coffee Roasters
- Aviator Coffee LLC
- Bäckerei Happ
- Bell Lane Coffee
- Bettr Coffee
- Black Oak Coffee Roasters
- Blossom Coffee Roasters
- Bodum
- Bontain Coffee Co.
- Boomtown Coffee
- BUNA
- Cafcom
- Cafe Imports
- Calendar Coffee
- Camber Coffee
- Campbell & Syme Coffee Roasters
- Caravan Coffee
- Ceremony Coffee Roasters
- Coffee Bros.
- Coffee Libre
- Coffee Nexus Ltd.
- Coffee Unified
- Coffeebar
- Covoya Ltd.
- Craft House Coffee
- Crankhouse Coffee Ltd.
- CuBa BIOTEC
- Cumpa
- CUPRIMA
- Curve Coffee Roasters
- Dark Woods Coffee Ltd.
- Dear Green Coffee Roasters
- Demus S.p.A.
- DESCAFEINADORES MEXICANOS, SA DE CV
- Driftaway Coffee
- DRWakefield
- Dunkin' International/Inspire Brands
- ECRE (formerly Collective Roasting Solutions)
- Equator Coffees
- Fadie Sasaguri Roastery Corporation
- FiXX Coffee
- Flores Island Coffee
- Forecast Coffee Company
- Fuglen Coffee Roasters Oslo
- Fulcrum Coffee
- Hormozi Coffee
- Huckleberry Roasters
- I & M Smith
- Idle Hands Roasting Co
- Imbibe Coffee Roasters
- Intercontinental Coffee Trading
- Irving Farm New York
- Izaki Coffee Co. Ltd.
- Java City
- Kaldi Coffee Farm Online Store
- Kelachandra Coffee
- Kerchanshe Trading PLC
- KIM House Roaster
- Klatch Coffee
- Kua Coffee
- Kurasu LLC
- Limini Coffee
- List + Beisler GmbH
- Litha Espresso
- Little Waves Coffee Roasters
- Madcap Coffee Company
- Market Lane Coffee
- Marubeni Foods
- Matthew Algie
- Melbourne Coffee Merchants
- Metric Coffee
- Moon Roast
- Moplaco Trading PLC
- Mr. Espresso
- Murnauer Kaffeerösterei
- Nylon Coffee
- Ome by Spacebar Coffee
- One Village Coffee
- Origin Coffee Roasters
- OutIn
- Ozo Coffee Roasters
- Passenger Coffee & Tea
- Philippine Coffee and Barista Institute, Inc.
- Polyplants
- Rave Coffee
- Raw Bean Ltd.
- Red Bank Coffee Roasters
- Rimini Coffee
- Ringtons
- River Coffee Roasters
- Roast House Coffee
- Rumble Coffee Roasters
- S. Ishimitsu & Co.
- Sarutahiko Coffee Inc.
- SC Foods., Co. Ltd.
- SCS Global Services
- Solberg & Hansen AS
- Stitch Coffee
- StoneX Specialty Coffee
- Supremo Coffee
- Sweet Maria's Coffee Inc.
- Swiss Water Decaffeinated Coffee Company
- Taf Coffee
- Tata Coffee Ltd.
- Temecula Coffee Roasters
- Temple Coffee Roasters
- The Coffee Bean & Tea Leaf
- Toa Coffee Co. Ltd.
- Tony's Coffee
- Trabocca
- Vides58 Coffees
- Wonderstate Coffee



SEED

- Artisan Java Tea
- Barclay Bean
- Bennachie Coffee
- Black Kat Cafe Company
- Brew and Click
- Brew the Blend
- Brewtlay Coffee
- Buddha Java Inc.
- Bula Coffee
- Cafe Mundi
- Cafeshi
- Cerebrew
- Chouette Torréfacteur Laboratoire
- Cumbre Coffee, LLC
- Fort Findlay Coffee & Doughnut Shoppe
- FreeForm Coffee Roasters
- Friday Coffee Roasters
- Green Coffee Collective
- Harbor Coffee LLC
- Hardhat Coffee Co.
- Hessian Coffee Limited
- Hound House Coffee
- Iron Brew Coffee
- Iron Soldiers Coffee Company
- Leopard Coffees
- Madding Crowd Coffee
- Mastodon Coffee
- Mudbean Coffee Company
- Necesitas Cafe
- Nemesis Coffee Roasting Inc.
- Nincomsoup Ltd
- Overview Coffee Japan
- Peekskill Coffee
- Puemon
- Rescue Pup Coffee Co
- Roastwolf
- Roundtable Coffee Works
- Samadool Coffee
- Satoru Coffee
- Shish Roasters

- SipSation Coffee Co.
- Skipper's Remedy
- Success Juice
- TBD Coffee Co
- The Mental Bar Coffee Company
- The Old Captain
- The Pawfect Brew
- Tobias Coffee
- Wonder Waves Coffee
- Wrangler Coffee Company

IN 2025, 59 COMPANIES AND INDIVIDUALS PROVIDED ADDITIONAL FINANCIAL SUPPORT

- 7th Ave Roastery
- Barrie House Coffee Company, LLC
- Beanstock Coffee Roasters, Inc.
- Black Cat
- Blume Coffee Traders
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Cafe de Leche
- Camino Real Coffee Roasters
- Coffee Factory Ltd
- Coldblow Coffee Company
- Colour Coffee Roasting Ltd
- Covoya Specialty Coffee
- Crop to Cup Coffee
- Dancing Goats Coffee
- De'Longhi
- Dispatch Coffee
- Dunn Brothers Coffee
- Firsthand Coffee
- Fortitude
- Full City Roaster
- Gang of Four Coffee
- Greenway Coffee Company
- Heart and Graft Coffee Ltd
- Hoffmann Industries
- Horsham Coffee Roaster LTD
- Junker's Café-Rösterei
- Kaldi's Coffee
- La Colombe Coffee Roasters
- La Minita Coffee
- Landmark Specialty Coffee
- Lighthouse Coffee Roasters
- Monastery Coffee
- MoonGoat Coffee Roasters
- North Fork Coffee Roasters
- Olam International Limited
- Olisipo Coffee Roasters
- Parabola Brands
- Primavera Green Coffee LLC
- Prometheus Coffee Roasters
- Riposo Coffee Roasters
- River City Coffee Ltd
- 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 Coffee Source, LLC
- The Roastery
- True Stone Coffee Roasters
- Volcafe Switzerland Ltd.
- Volcafe UK and Ireland
- Walker Coffee Trading
- West Cork Coffee Roastery Ltd

2025 Checkoff Program Participants

MATCHING/CONTRIBUTING SUPPLIERS

- Atlas Coffee Importers
- Cafe Imports
- Caravela Coffee USA
- Caravela Limited
- Coffee Unified
- Covoya Ltd.
- Covoya Specialty Coffee
- Crop to Cup Coffee
- CUPRIMA
- DESCAFEINADORES MEXICANOS, SA DE CV
- DRWakefield
- InterAmerican Coffee
- Intercontinental Coffee Trading
- La Minita Coffee
- List + Beisler GmbH
- Melbourne Coffee Merchants
- Olam International Ltd.
- Primavera Green Coffee LLC
- Sucafina N.V. UK Ltd.
- Sucafina Specialty NA
- Sustainable Harvest
- Swiss Water Decaffeinated Coffee Company
- The Coffee Source, LLC
- Trabocca
- Volcafe Switzerland Ltd.
- Volcafe UK and Ireland Trading
- Walker Coffee Trading



NON-MATCHING SUPPLIERS

- Agroindustrias Unidas de Mexico (AMSA)
- Atlantic Specialty Coffee, Inc.
- Bourbon Specialty Coffee
- Cape Horn Coffee Company
- Cargill International SA (CISA)
- Coffee Resources Inc.
- Coopfam
- East Africa Coffee Co. LLP
- ECOM Agroindustrial Corp - Kawacom
- Excelco Trading
- Expocaccer Cooperativa dos Cafeicultores do Cerrado Ltda.
- Falcon Coffees Ltd.
- Greencof B.V.
- InterAmerican UK
- La Bastilla Coffee Estates, Corp.
- Origin Coffee Lab
- Paragon Coffee Trading Company
- Racafe
- RGC Coffee
- Royal Coffee
- The Coffee Source Europe B.V.
- Volcafe Specialty Coffee Corp.

PARTICIPATING ROASTERS/RETAILERS

- 7th Ave Roastery
- Allegro Coffee Company
- Bäckerei Happ
- Barrie House Coffee Company, LLC
- Beanstock Coffee Roasters, Inc.
- Black Oak Coffee Roasters
- Blume Coffee Traders
- Bolt Coffee Company
- Boxcar Coffee Roasters
- Brewpoint Coffee
- Calendar Coffee
- Coldblow Coffee Company
- Colour Coffee Roasting Ltd.
- Curve Coffee Roasters
- Dancing Goats Coffee
- Dark Woods Coffee Ltd.
- Dear Green Coffee Roasters
- Driftaway Coffee
- Dunn Brothers Coffee
- ECRE (formerly Collective Roasting Solutions)
- Equator Coffees
- Fortitude
- Full City Rooster
- Greenway Coffee Company
- Heart and Graft Coffee Ltd.
- Horsham Coffee Roaster Ltd.
- Huckleberry Roasters
- Intelligentsia Coffee
- Irving Farm New York
- Java City
- Kaldi's Coffee
- La Colombe Coffee Roasters
- Landmark Specialty Coffee
- Limini Coffee
- Market Lane Coffee
- Monastery Coffee
- MoonGoat Coffee Roasters
- Mr. Espresso
- National DCP /Dunkin' USA
- North Fork Coffee Roasters
- Olisipo Coffee Roasters
- Origin Coffee Roasters
- Philz Coffee
- Rave Coffee
- Red Bank Coffee Roasters
- Rimini Coffee
- Ringtons
- River City Coffee Ltd.
- Roast House Coffee
- Rose N Crantz Roasting Co.
- Rose Park Roasters
- Roundtable Coffee Works
- Small Planes Coffee
- Spyhouse Coffee Roasting Co.
- Square One Coffee Roasters
- Structure Coffee Roasters
- Taylors of Harrogate
- Temecula Coffee Roasters
- Temple Coffee Roasters
- The Roastery
- True Stone Coffee Roasters
- West Cork Coffee Roastery Ltd.

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



Roberto Alonso Vega Alfaro
Starbucks



Hope Bagozzi
Tim Hortons



Katie Carguilo
Counter Culture Coffee



Mario Cerutti
Lavazza Group



Keith Flury
Sudcen



Nadia Hoarau-Mwaura
JDE Peet's



Mark Howell
Community Coffee Company



Harrison Leger
National DCP



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:

Kelly Amoroso Allegro Coffee, **Eve Bartnik** Swiss Water Decaffeinated Coffee Inc., **Philippe Casas** JDE Peet's, **Massimiliano Fabian** Demus SpA, **Dr. Ingo Lantz** Tchibo, **Cammie McLeod** Intelligentsia Coffee, **Ellen Nielsen** PROBAT, **Leon Sanchez** Sucafina SA, **Matt Saurage** Community Coffee Company, **Fionula Scanlan** Taylors of Harrogate, **Bianca Serito** Lavazza SpA, **Jim Smith** Royal Cup Coffee, **Andi Trindle Mersh** Philz Coffee, **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 AND DEVELOPMENT DIRECTOR

Dr. Kraig Kraft
GLOBAL PARTNERSHIPS DIRECTOR

Liam Cummins
FINANCE DIRECTOR

Siaska Vieira de Castro
PEOPLE & ADMINISTRATION DIRECTOR

Alexa Heinicke
DIRECTOR INDUSTRY MEMBERSHIP & DEVELOPMENT

OUR TEAM

Josué Arévalo 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 & Genomics

Elly Castro
Senior Research Technician

Kristin Franklin
Contracts & Grants Manager

José María Gómez Vargas
Senior Manager
Administration

Koleen Hall
Business Manager USA

Jarrold Harris
Finance & 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

Simon Martin Mvuyekure
WCR Breeding Liaison

Maureen Namugalu
Project Manager Uganda

Hanna Neuschwander
Senior Advisor
Communications

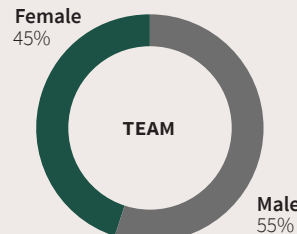
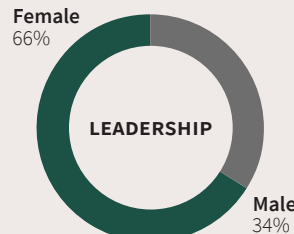
Maud Nicolas
Executive Administration
and Membership Manager

Nuzul Qudri
Project Manager Indonesia

Emilia Umaña
Senior Manager
Nursery Program

Jesslin Zeledón
Project Manager
Central America

On December 31, 2025, WCR team members were:



In 2025, WCR installed a small-batch processing facility at its research farm in El Salvador, custom-designed for our breeding programs.

To turn a decade of research into superior trees in the ground, we must first master the micro-scale. This facility allows us to process samples from thousands of individual trees with precision and care, utilizing specialized fermentation vessels, depulping technology, and controlled drying environments. The facility strengthens our ability to identify superior candidate varieties and sets the foundation for processing protocols that can be shared with our partners.

