

World Coffee Research

International Coffee Day content package for members

October 1, 2025 is International Coffee Day (ICD)! ICD was launched in 2015 by the [International Coffee Organization](#) (ICO), and each year, it serves as an occasion for the world to celebrate coffee as a beverage and raise awareness about important issues facing our industry.

This year, we're launching a campaign to underscore the power of the coffee industry coming together to create a brighter future by investing in variety innovation to deliver better trees to farmers. This campaign is aligned with the [ICO's 2025 theme of collaboration](#) (#ICD2025 and #EmbraceCollaboration). We encourage you to promote your World Coffee Research (WCR) membership to your own audiences and stakeholders by sharing your role as a partner in our work.

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

1	2	3	4	5	6
Select a cover photo and/or videos you like	Add your logo to your selected photos/videos	Select a caption and personalize it to align with your brand	Add the hashtags #CoffeeTogether, #TheFutureOfCoffee, #FarmingTheFuture	Tag WCR—find us at @wcoffeeresearch on IG, X, FB, and LI	Share your post on your social media profile and WCR will amplify!

Photo and video collateral

You have access to the full collection of photo and video collateral we've created using the links below (images are available in both story and post format, whereas videos are formatted for reels). We encourage you to personalize your selections by adding your logo.



Canva templates

- **Photos:** [Story format](#) | [Post format](#)
- **Videos:** Reels (zip file)

Language

You can use the captions below to accompany any of the photos or videos above. We encourage you to personalize the captions to align with your unique brand and use the accompanying hashtags #CoffeeTogether, #TheFutureOfCoffee, #FarmingTheFuture and #ICD2025 when posting to collate what you share with other members' contributions across platforms.

- This International Coffee Day, **[Company Name]** is proud to do our part as members of World Coffee Research. Through the power of collaboration, we will create a brighter future for the coffee sector.
- Agricultural research & development improves the goodness of coffee—how good it tastes, how good it is for the planet, and how good it is for the people who grow it. We're investing in innovation to create the future of coffee as members of World Coffee Research.
- Coffee farmers need choices to succeed in the climates of today and tomorrow. This International Coffee Day, **[Company Name]** celebrates being part of the World Coffee Research community. We're creating new coffee varieties that will sustain farmer livelihoods well into the future.
- The future of coffee depends on us. **[Company Name]** is coming together with 200+ brands across nearly 30 countries worldwide to create a more sustainable sector for farmers, coffee drinkers, and companies alike.
- This International Coffee Day, **[Your Company Name]** is reflecting on how powerful it is to be a part of the World Coffee Research community of members and partners coming together to accelerate innovation and drive radical transformation for coffee.
- A brighter future for coffee is not only possible, but well within reach. This International Coffee Day, **[Your Company Name]** is proud to invest in World Coffee Research's efforts to create a more sustainable future for our industry.
- In honor of International Coffee Day, we invite you to join us in becoming World Coffee Research members to support the organization's goals of making better plants available to farmers and enhancing coffee productivity, quality, and climate resilience.

Go deeper

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

Selected media coverage

- **Inside a new experiment to find the climate-proof coffee of the future** by *Jonathon Rosen for Grist*
<https://worldcoffeeresearch.org/resources/inside-a-new-experiment-to-find-the-climate-proof-coffee-of-the-future>
- **Breeding New Hope for the Future of Coffee in a Climate-Changing World** by *Christian Yonkers for Sustainable Brands*
<https://sustainablebrands.com/read/breeding-future-coffee-climate-changing-world>
- **Addressing Coffee's Funding Gap** by *Georgia Smith for Global Coffee Report*
<https://www.gcrmag.com/addressing-coffees-funding-gap/>

Resources

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