



Marketing your membership

Our team



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Agenda

- Key messages
- Storytelling tools and resources
- Campaigns and examples
- Workshop and discussion

Investment impact

Delivering better trees addresses urgent business + sustainability risks

- Supply assurance and business continuity
- Auditor-approved CSRD/ESG strategy to reduce risk
- Origin diversity, quality, market differentiation

BUSINESS RISK



SUSTAINABILITY RISK

- Climate change adaptation and mitigation strategy
- One key tool to reach Net Zero target
- Farmer livelihood improvement at scale



Key messages

We invest in research to create a brighter future for coffee.

Through WCR, your company is working to:

- Sustain origin diversity and global supply
- Increase coffee's resistance to pests and disease
- Make coffee more climate-resilient and environmentally friendly
- Enhance farmer livelihoods
- Improve coffee's quality and taste



We invest in research to reduce supply volatility from climate shocks.

Coffee is facing historically high prices due, in part, to origin consolidation and the impact of climatic events.

Climate shocks hit coffee production hard because not enough farmers have highly productive, climate-resilient plants.

WCR member companies are working to change this by investing in research that will ensure stable supplies from diverse origins.

We are creating the future of coffee **together**

WCR member companies are doing their part to drive science-based solutions to strengthen coffee's resilience and generate opportunity for farmers worldwide.

Through WCR, your company unleashes the power of coffee varieties to secure a diverse and sustainable supply of quality coffee today and for generations to come.



Creating a more sustainable
future for coffee **together**

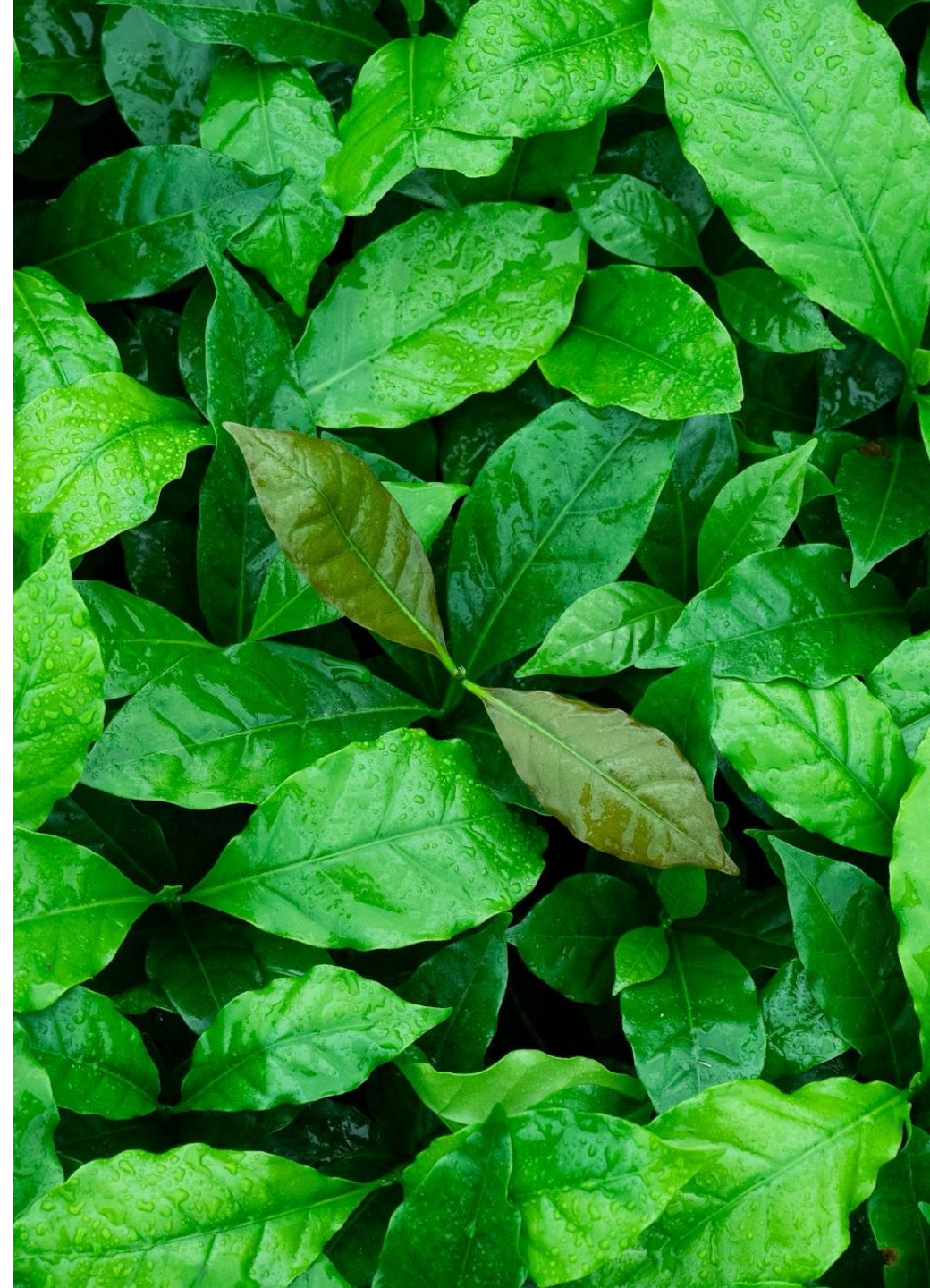
Upcoming stories + content

Over the remainder of 2025, you can look forward to receiving updates about the following stories:

- The launch of our robusta network
- A climate-modeling tool to support variety selection across different growing environments
- Ongoing projects to strengthen the nursery and seed sectors in origins like Peru and Uganda

We will also release content kits anchored around:

- Earth day (Q2)
- International coffee day (Q3)
- Our robusta network launch





STORYTELLING TOOLS

WCR assets, brand stories, social media, and
product marketing

Plant the future of coffee

Member companies drive our strategic agenda, influence variety development, and receive benefits to support their level of engagement.

Depending on its level of investment, your company may have access to these Communications benefits:

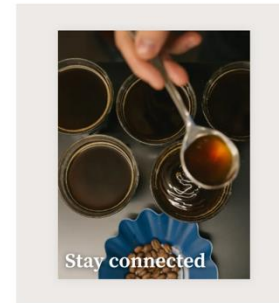
- Quarterly content kits
- Consultation on messaging
- Copywriting and editing support



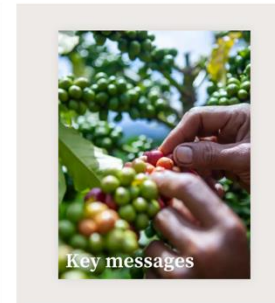
Brand assets now live in WCR's new Members Portal

All current members are entitled to use our brand assets in their communications. Promote your membership and highlight our research as something you helped achieve.

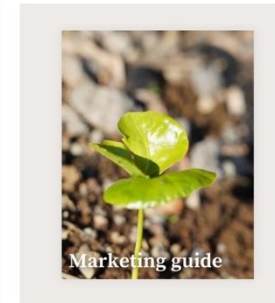
All members can access the most up to date brand assets on WCR's Members Portal—sign up today!



Newsletter and social media
Follow the future of coffee



Key messages
Talking points and FAQs



Marketing guide
Ideas for brand asset usage

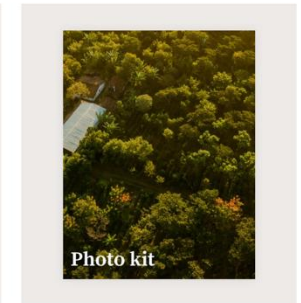
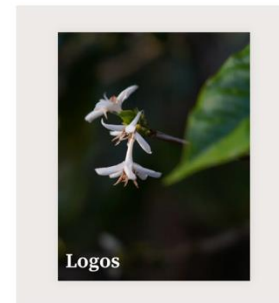
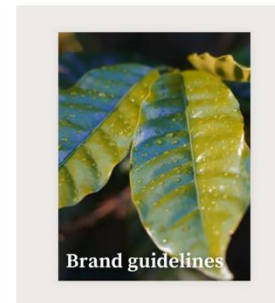


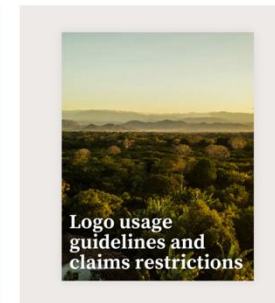
Photo kit
A selection of approved photos



Logos
A selection of WCR logos



Brand guidelines
How to use WCR brand assets



Logo usage guidelines
Guidelines for using WCR's logo



BRAND STORIES

Examples from members that have told the story of their support for WCR as part of a strategic sustainability investment portfolio



THE J.M. SMUCKER CO.

The J.M. Smucker Co., owner of Folgers, Dunkin', and Café Bustelo, featured World Coffee Research in its Corporate Impact Report detailing progress on its “thriving together” agenda. Our partnership is part of The J.M. Smucker Co.’s “Quality Food” commitment, and the role of science in driving their coffee strategy is a key messaging point in their external communications, including reports, press releases and investor calls.

QUALITY FOOD



Our Commitment
Help ensure people and pets have consistent access to trusted, quality food.

Our Approach
Maintain the safe production and distribution of products, strengthen relationships with farmers and growers and continue to support organizations committed to battling hunger.

THE J.M. SMUCKER CO.

 <p>Launched a new partnership with Enveritas, an independent third-party global nonprofit that tracks social, economic and environmental impact in coffee-growing regions, to help us better understand and address sustainability conditions.</p>	 <p>Continued to support smallholder coffee farmers in key regions via partnerships with World Coffee Research, Hanns R. Neumann Stiftung (HRNS), TechnoServe, the U.S. Department of Agriculture (USDA) and Enveritas.</p>
<h2>Key Highlights from the Past Year</h2>	 <p>Through our Meow Mix® brand, we donated more than 1 million cases of cat food in collaboration with our partner, Greater Good Charities.</p>
 <p>Included in the 2023 Know the Chain benchmark report – a key resource for stakeholders aiming to understand and address forced-labor issues – ranking third in the Food & Beverage category, reflecting our ability to support an ethical and responsible supply chain while continuing to deliver for consumers.</p>	 <p>In partnership with the American Peanut Council, continued support of the Sustainable U.S. Peanuts Initiative and its mission to help growers document and measure their environmental footprint and support continuous improvement. In its second year, the project has increased grower enrollment by 144%, representing growers with more than 95,000 acres of peanuts across 10 states.</p>

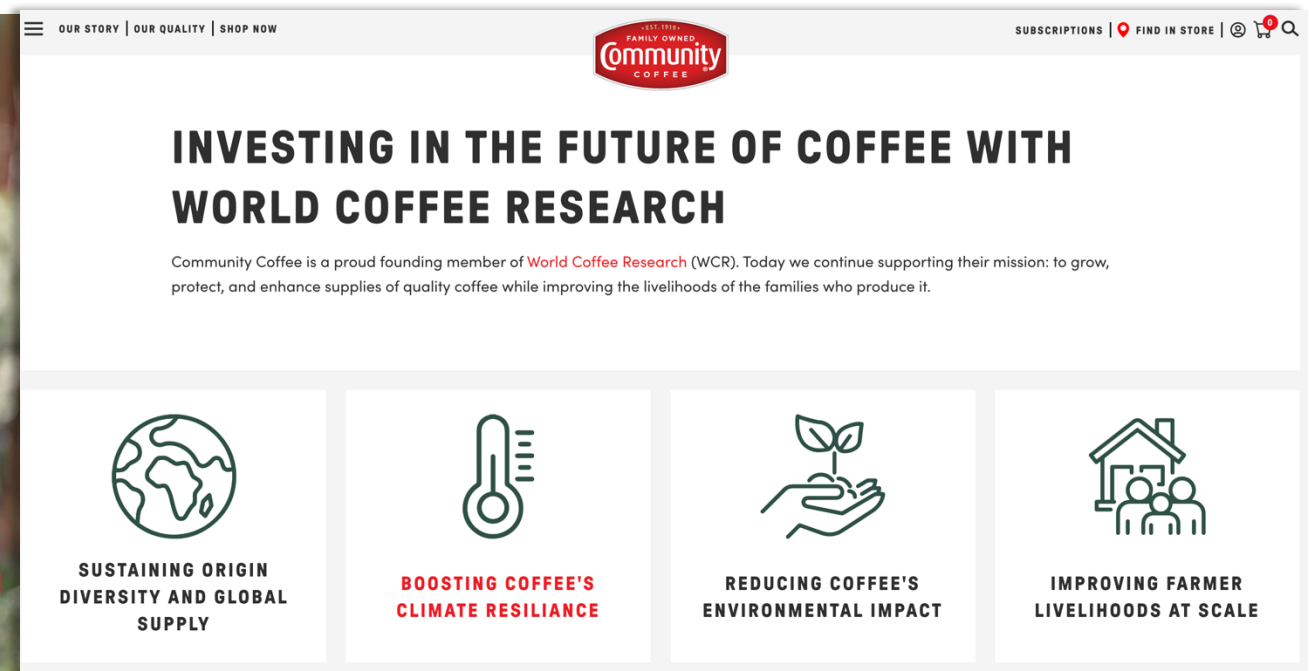
2023 CORPORATE IMPACT REPORT 8



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Founding member **Community Coffee** ran a campaign in early 2025 to showcase their investment in World Coffee Research, positioning it within the company's efforts to boost coffee's climate resilience and sustainability. The campaign—which leaned heavily on the improvement of farmer communities in alignment with the company's brand—included a landing page, which is home to a video featuring Community Coffee's leaders alongside WCR CEO Vern Long, which was also promoted through a press release.





In 2024, B2B Coffee and Tea supplier **Finlays** published an article written by WCR Director of R&D Dr. Tania Humphrey in its annual publication, 1750, as a special feature on sustainability, which credited WCR member companies for their investment in the future of coffee. The company maximized the reach of this piece by placing it within Food & Beverage Outlook later in the year.



Coffee is the world's most in-demand beverage, and its popularity is only rising. In the last year alone, 177 million 60-kilogram bags of coffee were consumed worldwide – a 2.2% increase from the 2022-23 production year and a 4.5% jump from 2019-20.* Even so, coffee's future is somewhat precarious. As global demand soars, coffee farmers and producing countries are struggling to keep up in the face of climate change.

The looming climate crisis poses an existential threat to the world's coffee farmers, consumers, and businesses alike. While it's difficult for most to imagine a world devoid of a morning cup, it is projected that, over the next few years, climatic shifts will lead to reduced quality of coffee, decreased productivity of farms, and increased economic vulnerability of farmers. But, as an agricultural scientist, I am certain that innovation can alter this trajectory and forge a brighter, more sustainable future for coffee.

Extreme weather events are already driving losses to crop yields globally. Even the world's top coffee-producing countries are facing challenges. For instance, in March 2024, Vietnam's agriculture department projected that its national

coffee production this year could drop by nearly 20% due to drought, and in April, coffee prices surged on the heels of a heavy rainfall event in Minas Gerais, Brazil that will undoubtedly affect the country's coming harvest year and supply.

As weather becomes more erratic, unpredictable, and hot, coffee – which is often referred to as a "Goldilocks" crop due to its dependency on specific growing conditions like mid-to-high elevation, defined dry and rainy seasons and moderate, stable temperatures – will inevitably suffer without targeted intervention. It's also likely that climate disruptions will increase the susceptibility of coffee to diseases and pests. The combination of these impacts will accelerate farmers shifting away from coffee growing and toward other crops, resulting in consolidation of production and loss of origin diversity.

At World Coffee Research (WCR), we recognize that agricultural research and development (R&D) has been a precondition for the economic sustainability of farming for most crops for many hundreds of years, as introducing new tools, technology, and knowledge can support producers in overcoming obstacles to productivity and drive lasting change.

"Coffee farmers and producing countries are struggling to keep up in the face of climate change"



ARVID NORDQUIST

WCR's first Swedish member company **Arvid Nordquist** features World Coffee Research on a special landing webpage housed within its sustainability page. This page tells the story of the importance of WCR's research and why Arvid Nordquist is partnering with us as members to drive innovation in coffee to generate the greatest impact possible.

ARVID NORDQUIST

Sortiment ▾ Hållbarhet ▾ Kaffets värld ▾ Kaffe Professional Te

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WORLD COFFEE RESEARCH

ATT INVESTERA I KAFFETS FRAMTID ÄR VIKTIGT FÖR OSS

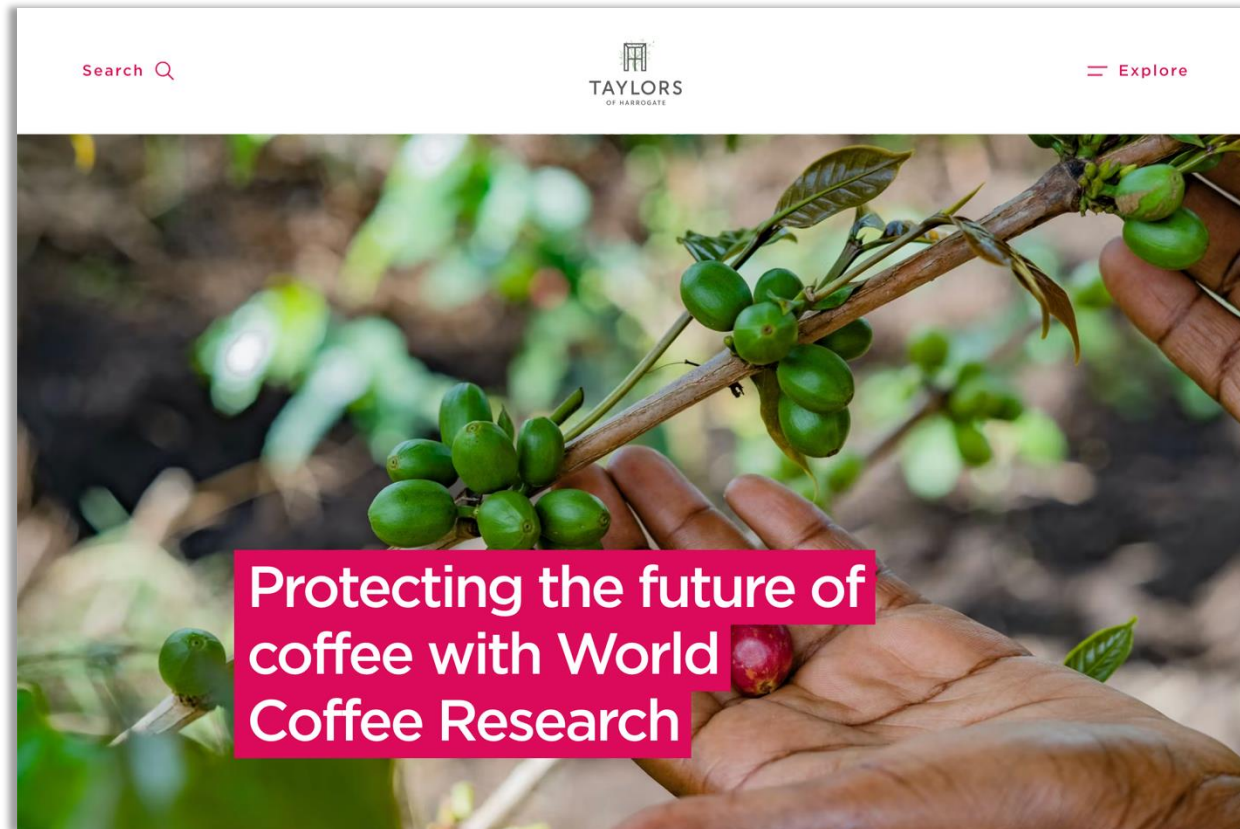
KAFFE / HÅLLBARHET / WORLD COFFEE RESEARCH

Vi tror att samarbete och gemensamma insatser ger störst effekt, och därför är det självklart för oss att vara medlemmar i World Coffee Research för att stärka forskning och utveckling inom kaffeodling.

Vad är då World Coffee research och varför är deras arbete så viktigt?



Taylors is WCR's largest UK member. Their sustainability program + communications position their investment in WCR as part of their climate commitments. Marketing channels include their sustainability impact report + interactive website, web/blog stories, social media, and internal communications channels.



The future of our brews, and the livelihoods of those who produce it, face increasing threats from climate change, diseases and low yields. If we want the industry and the people that work in it to prosper, we need to look closely at how tea and coffee is produced and find farming techniques, and plants, that will survive and thrive in years to come.





Irish roastery **Calendar Coffee** hosts a podcast and featured WCR's Hanna Neuschwander in an episode earlier this year. The episode focused on what WCR is doing to ensure the future of coffee and how companies like Calendar are investing in this vision. The company also promoted this episode on social media.





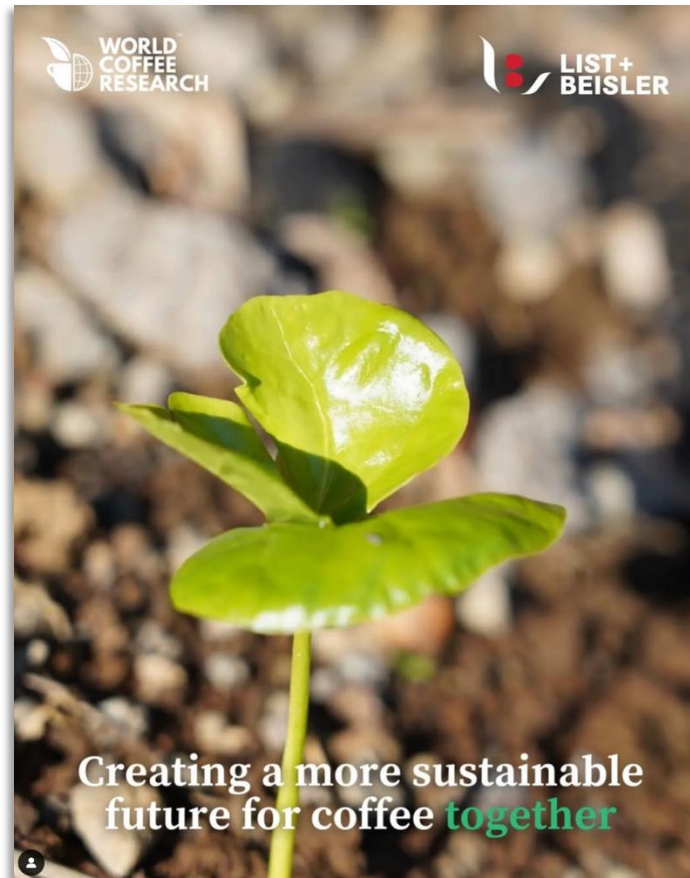
SOCIAL MEDIA

Social media is a low-barrier way for all brands to showcase membership. WCR can collaborate and re-share posts for maximum visibility.

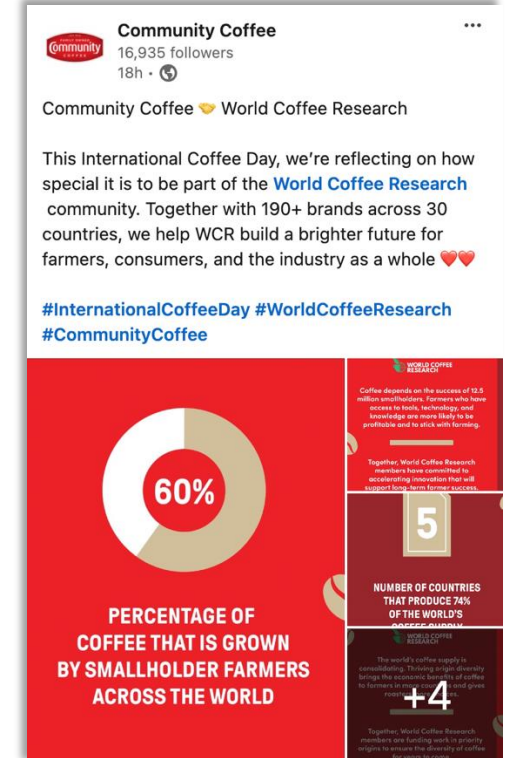
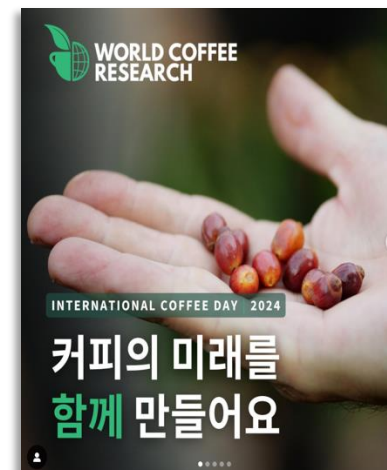
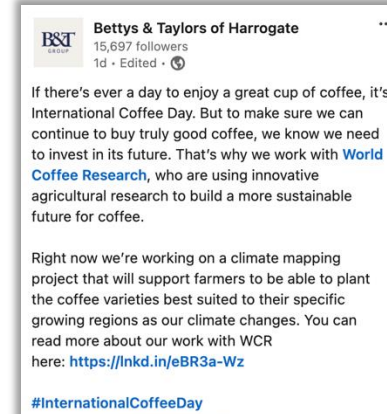
All members investing above the seed level (sprout, seedling, and tree) have access to quarterly content packages that include photos, infographics, sample captions, and more that marketing teams can easily drop into company communications.

In Q2, we will share an Earth Day centered package, and look forward to releasing additional packages for International Coffee Day and our breeding networks in Q3 and 4.

These content packages are stored for future reference in the WCR members portal!



Customizable with your company's logo and copy that aligns with your specific brand





National DCP shared one of many WCR YouTube videos social media. This video explains why membership to WCR is important and encourages others to invest in our work.

We feature this video and many others on our YouTube channel.

National DCP, LLC
Food and Beverage Services

We are proud to partner with [World Coffee Research](#) in their mission to grow, protect and enhance supplies of quality coffee while improving the livelihoods of the families who produce it. Over the course of our partnership, NDCP has contributed more than \$2 million to support WCR's important work in coffee innovation. Take a look at why NDCP and other companies are making the investment to secure coffee supplies for future generations.



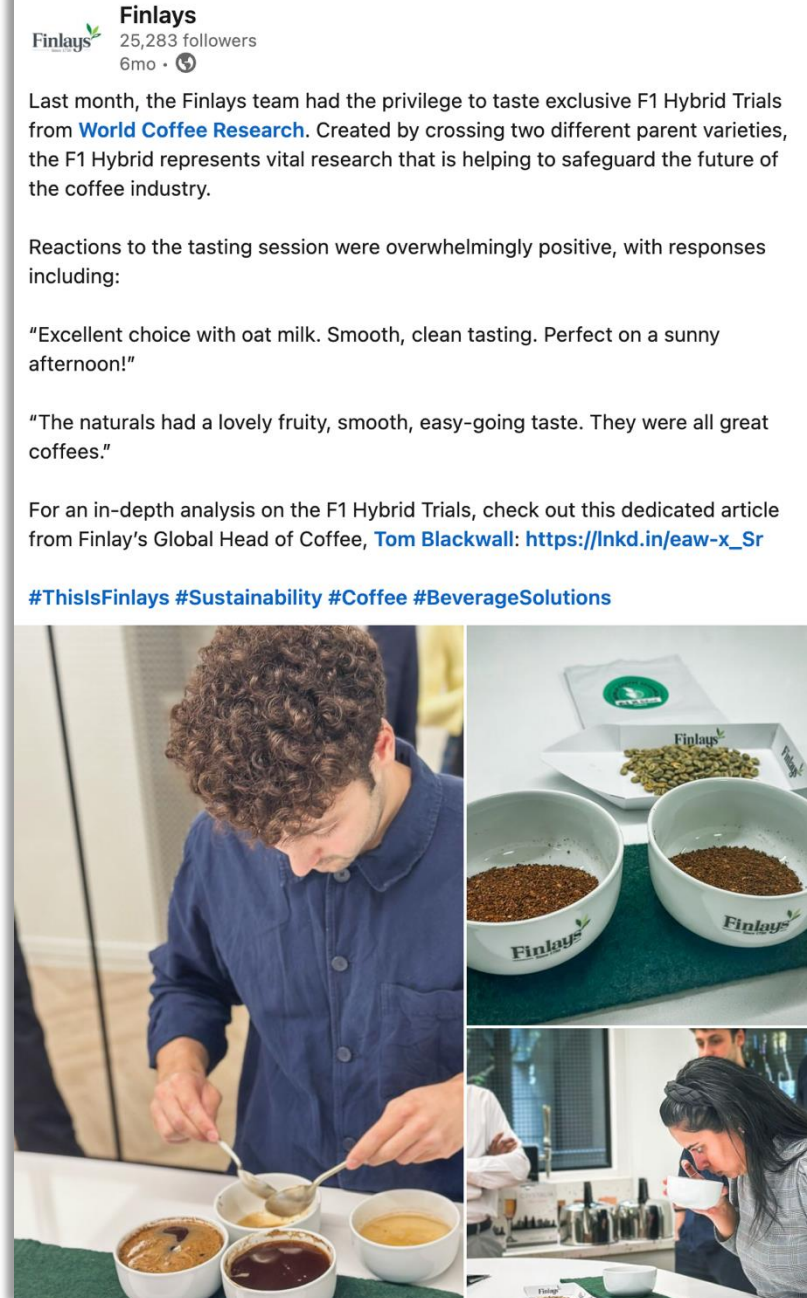
World Coffee Research: The future of coffee

[youtube.com](#)



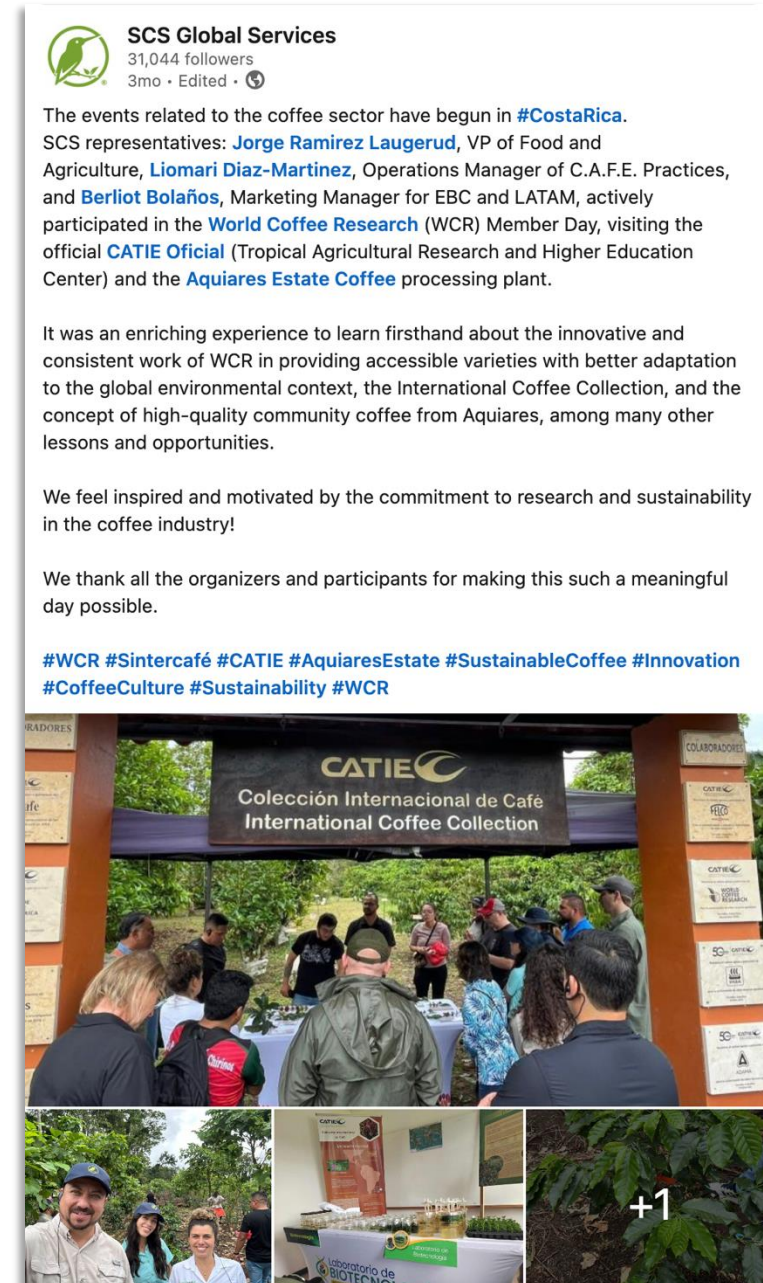
This past year, B2B Coffee and Tea supplier **Finlays** participated in a cupping of our F1 hybrids and shared a post on LinkedIn to promote the tasting session and their team's analysis of the trials in a special feature article by the company's Global Head of Coffee.

All companies who have access to these tasting opportunities are also provided with dedicated assets to communicate about their experiences.





This past year, many members joined our team in Costa Rica for our 2024 Member Day. The team at SCS Global Services, among others, shared their experience of member day on social media to promote our work and their company's continued commitment to the future of coffee.



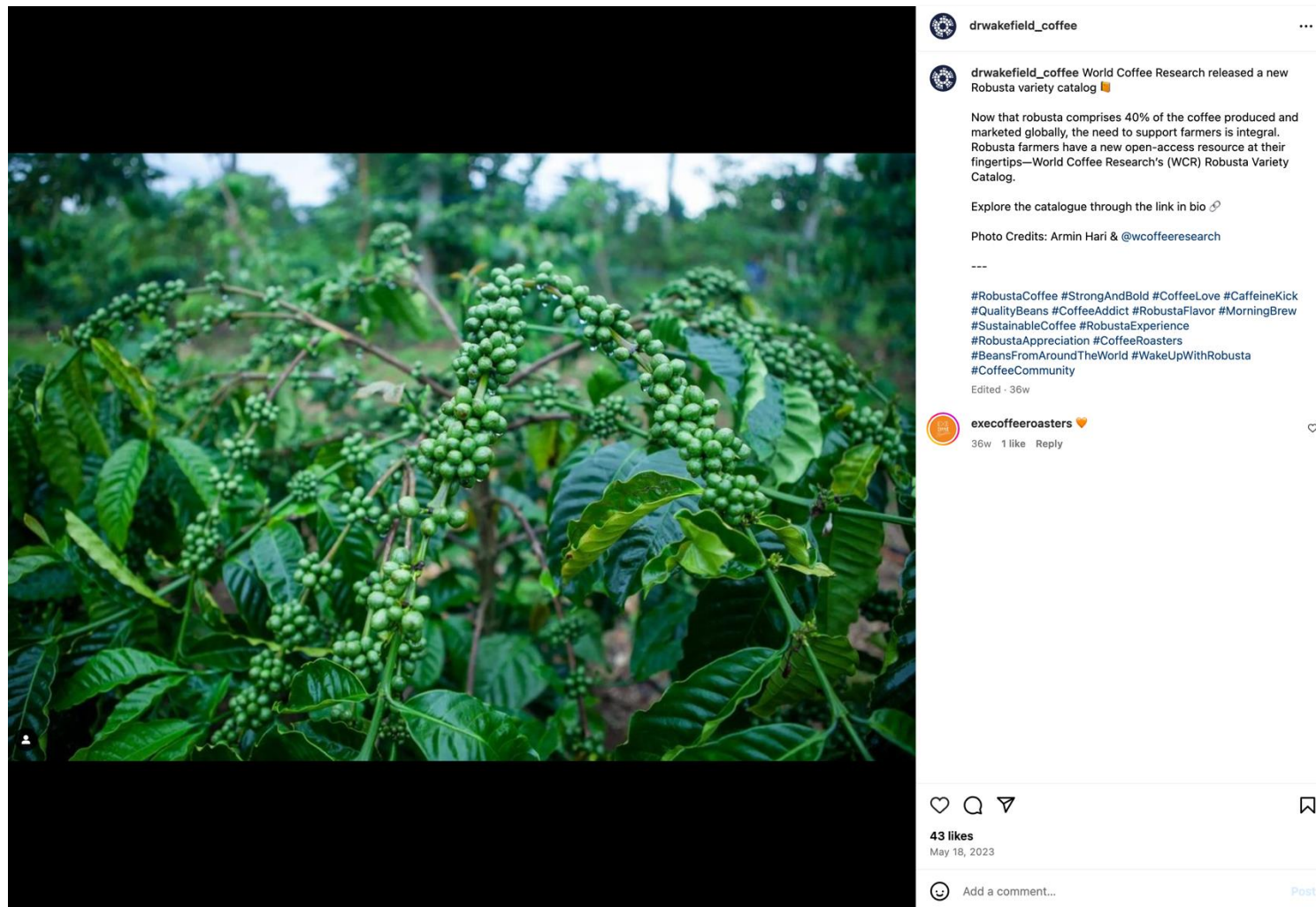


DRWakefield

EST.1970

Last year, DRWakefield Coffee promoted WCR's robusta variety catalog on social media—and built on it with a Q&A-style article focused on robusta.

WCR offers many open-access resources and its own news stories that companies can drop into their own communications.





PRODUCT MARKETING

Product marketing approaches tend to be used by smaller roasters and sometimes tied to limited-run products.

ABOUT THIS COFFEE

These Arabica beans are Strictly High Grown at an altitude of ≈1350 masl. Coffee farmed at higher altitudes and lower temperatures produces a slower maturing fruit and denser bean, resulting in a more desirable speciality cup.

Proud to support World Coffee Research:

- > Higher quality coffee
- > More productive coffee farms
- > Climate resilience and improved livelihoods for farmers



PREPARING THE PERFECT CUP

Grind your beans the way you like them. You'll need one heaped dessert spoon of ground coffee per cup (if you'd prefer it stronger, add more). You can always add more water once brewed if it's too strong. Allow the kettle to come off the boil to avoid scalding the coffee. For best results, add a few drops of water to wet the grounds before topping up, then leave to infuse for up to five minutes.

YOU'RE GOING TO NEED
A COFFEE GRINDER...



...AND ONE OF THESE...



ROASTED AND PACKED WITH LOVE IN THE UK

227g e

Best Before End:

**RAW
BEAN**
PROPER COFFEE

Raw Bean features the World Coffee Research Proud Member logo on its product packaging. All members have access to the benefit of placing our logo on pack—and we offer several logo options for doing so.





PASSENGER

Passenger Coffee recently held a dedicated fundraiser in honor of International Coffee Day to benefit WCR's research and the farmers and families who depend on sustainable coffee production worldwide. The company donated 100% of all drip coffee sales and 10% of all online purchases directly to WCR.



**ROAST
HOUSE**

Roast House Coffee supports WCR through the Checkoff Program, contributing cents for every pound of coffee. The company added the WCR logo to their new product packaging.





MEDIA PLACEMENT

Pitching stories to trade or mass media, taking an interview, or publishing an advertorial are all ways for brands with robust PR/media plans to expand reach.



Keurig Dr Pepper published a story penned by its Chief Corporate Affairs Officer Monique Oxender in *Politico* to advocate for private and public co-investment in coffee agricultural research and development to ensure the future of coffee and the industry's sustainability.

For decades KDP and its predecessors have partnered with organizations such as [Root Capital](#) and [World Coffee Research](#) (WCR) to take action against this growing problem. We've invested in pre-competitive research and development, and together we are developing cultivars





Thomas Eckel, Owner of the German **Murnauer Kaffeerösterei**, often advocates for WCR's research in interviews with the press.

In response to the changing growing conditions, institutes such as World Coffee Research are conducting research on coffee plants. "New varieties must be able to cope with a temperature increase of three degrees and then still be able to deliver high-quality quantities," says Thomas Eckel, owner of the Murnau coffee roastery. He regularly visits coffee farmers in Latin America and is a trained "Q-grader." These experts, of which there are only a few dozen worldwide, evaluate coffee varieties.

WIRTSCHAFT

STELLENMARKT GELD MOTOR-NEWS KARRIERE DIGITAL SMART LIVING MITTELSTAND KÜNSTLICHE INTELLIGENZ ALLES AUF AKTIEN

WORLD-COFFEE-REPORT

Warum die Tasse Kaffee immer teurer wird



Von **Birger Nicolai**
Korrespondent

Veröffentlicht am 27.09.2024 | Lesedauer: 3 Minuten



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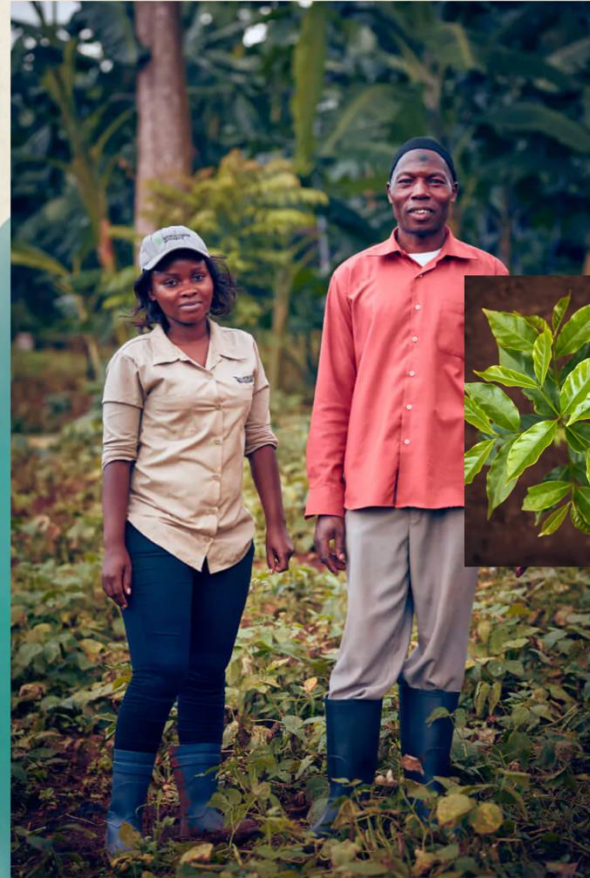


Kaffee gönnen sich Bundesbürger im Durchschnitt pro Tag
via Getty Images/Smith Collection/Gado

ist das Lieblingsgetränk der Deutschen. Doch der Klimawandel treibt die
ler Bohnen. Gleichzeitig steigt die weltweite Nachfrage. Es gibt jedoch
öglichkeit, die Kostenexplosion zu verhindern.



Taylors of Harrogate published an advertorial with the UK publication The Telegraph to **tell the story** about the empowerment of woman coffee farmers in Uganda and how the work of World Coffee Research complements the work the company is doing to support these changemakers.



Maureen from World Coffee Research with outreach trainer coffee farmer Omar (above) and coffee cherries in Sipi (right)

EVEN BETTER FARMING

Climate change has led to growing issues for farmers now battling an increase in droughts, flooding and disease which can have a huge impact on their crop yield, thus affecting their income and livelihood.

It's why Taylors supports World Coffee Research, a non-profit agricultural research organisation, which uses cutting-edge scientific research to develop new climate-resilient coffee varieties while also helping farmers find those farming practices that are best suited to their local climatic and geographic conditions.



Learn more and connect with us!



SIGN UP FOR OUR NEWSLETTER

Scan the QR code to sign up for our newsletter—we send updates on our work straight to your inbox!



SIGN UP FOR THE WCR MEMBER PORTAL

You can access member-exclusive resources and tools for promoting your membership on our new portal. Scan the QR code to register.



/wcoffeeresearch



/worldcoffeeresearch



/world-coffee-research